

How to write a radio ad

Media Studies

www.aoifesnotes.com

Timing

- ▶ Be aware that the longest radio ad generally takes up only thirty seconds of air time. Make sure your ad, including sound effects, won't run over this timeframe.



Target Audience

- ▶ Make sure you are clear what sort of people comprise your **target audience**. Is it men, women, young people, business people etc.?




Why buy?

- ▶ Ask yourself what **benefits** your product or service could bring to the lives of your target audience.
- ▶ If you are not clear about this you are not likely to persuade your audience!



Offer must end...

- ▶ You may wish to add a **sense of urgency** to your ad by suggesting there is limited stock or that this is a limited offer.



Hurry while
stocks last

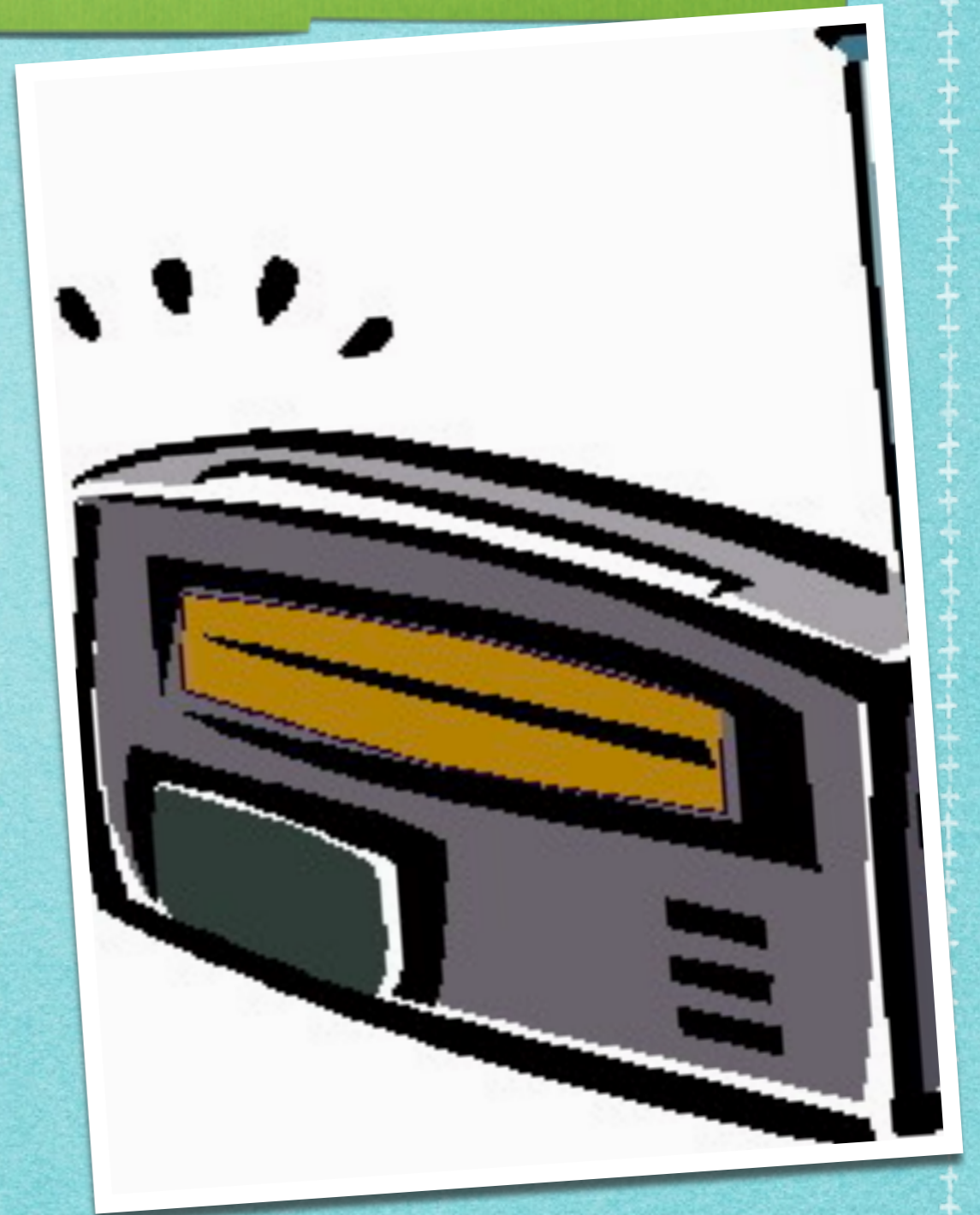
Name, name, name

- ▶ Make sure you **name your company** and give sufficient details for your audience to know **where** they can buy your product or service and **how much** it will cost them.
- ▶ **Repeat** the name of your company and any other key features of your product or service several times so that your audience will remember it.



Attention!

- ▶ If you can make your piece **humorous, startling or in some other way engaging**, then do so. Remember, your audience may well switch to another channel if they are not immediately interested in your ad.



Sound Effects

- ▶ Use **sound effects** to your advantage. If you are selling holidays in a seaside resort, you might want the sound of waves lapping the shore, seagulls calling and so forth.

