How to write a radio ad

Media Studies www.aoifesnotes.com

Timing

De 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.



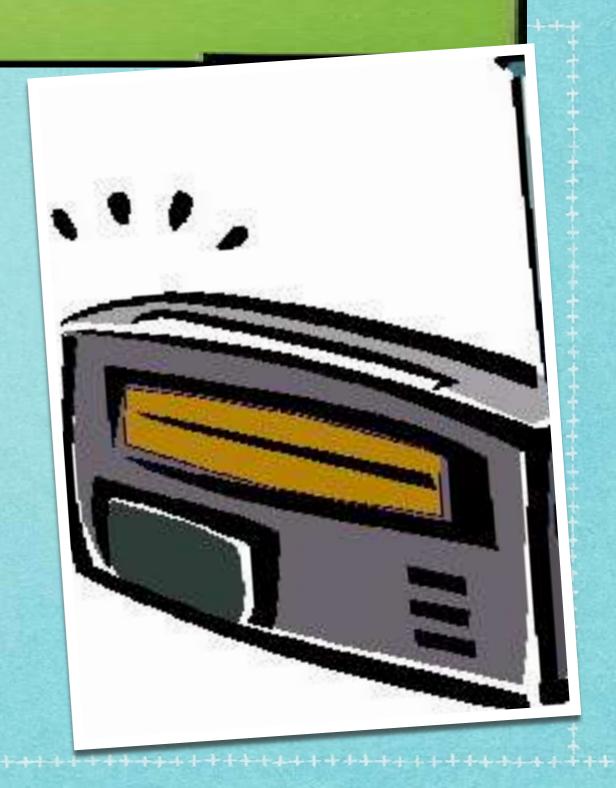
Name, name, name

- 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, you 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.

