

A PRACTICAL GUIDE

TO AWESOME (AND IMPACTFUL) AUDIO CREATIVE



IS YOUR BRAND AUDIO-FRIENDLY?

The age of audio is here and adapting your messaging is more important than ever. The voices, music, and sound effects used in great audio creative tap into a different part of the brain, creating “theater of the mind” which stimulates emotion-filled images within the listener’s own imagination. Creating a strong audio brand signifier serves as a unique identifier while completing the brand experience. These elements evoke a particular emotion and increase brand recognition and ad recall when combined with campaigns across platforms. Here’s how to nail your creative and make the most out of the medium.

**THIS QUICK GUIDE
WILL WALK YOU
THROUGH THE BASICS:**

**COMMERCIAL LENGTH
AND STYLE**

RADIO DOS AND DON'TS

:60s have slightly better recall than :30-second ads, but it all comes down to the message and the campaign goal. Longer spots can better convey a new product, while :05 and :10 mentions can simply keep an advertiser’s name top of mind. For content, “slice of life” style ads (ads with easily relatable dialog) perform best, followed by testimonial type ads. Whatever length and style you choose, make sure what you say connects on a human level and you have plenty of time to say it.

:60 Ads

- For complex messages
- To include specific details to help persuade
- For new categories that are not easily understood
- Highly entertaining ads geared to inspire consumers to "like you better"

:30 Ads

- To make an easy-to-understand offer for a product or service that is clearly understood
- To make a single point in an ad

:15 Ads

- To convey an incredibly powerful, simple message
- To reinforce simple name recognition

Mentions

- :10 or less
- Use frequently to generate top-of-mind awareness in a crowded market arena
- To add additional frequency to a schedule



Announcer

A less is more approach that focuses on one announcer effectively delivering a well-written narrative message.



Music

The right music can set the tone of the ad, and if done properly, evoke positive emotions toward your brand.



Slice of Life

The most impactful approach, but hardest to get right. The use of dialog allows brands to tell a story that listeners can relate to personally.



Humor

Blending humor with universally relevant situations can create emotional response while entertaining. Just don’t forget to make humor part of the selling point, so listeners remember the product.



Testimonial/Endorsement

Affirmations by other customers have the power to persuade, which is why testimonials work well for radio, the best media for “word of mouth” advertising. These can be announcer or personality read.



DO



Invest in quality production and voiceover talent.



Find complementary music (if using) that's memorable while acting as an extension of your brand.



Keep it simple. You only have 85 words for a :30 ad, so stick to 3-5 ideas and 1 call to action.



Include an easy-to-remember, easy-to-spell URL.

DON'T



Stand out for the wrong reasons. Excessive yelling, tinny audio, and unnecessary sound effects can leave a bad impression.



Use jargon, clichés, or played out catch phrases. Just be real and imagine conversing with a friend when writing your script.



Forget to sell. We can sometimes get lost in our own creativity. Put the focus on the product.



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MORAL OF THE STORY? HAVE FUN WITH IT!

Like any advertising, some of the best creative is born out of a big, bold idea. Audio provides a unique platform for brands to get really creative without the restrictions of high production costs and schedules.

Plus, the reach audio provides across all platforms makes it extremely cost-effective. We're here to help too. Focusing on a client's individual goals, we'll identify the perfect audio environment to make your message shine.

Sources: Radio Recall Research, LLC. "Characteristics of Radio Commercials and Their Recall Effectiveness",