

Organizing the Broadcast Commercial - Radio



Videos and Audio Clips:

Radio Mercury Awards

Stan Freberg (#55)

Tips on writing radio commercials

Writing funny radio commercials



AIDA Formula

Formula for organizing broadcast commercials

Attention – you must first gain
listener/viewers attention.
Ways?

Interest – you can gain attention
without holding interest. You
aim for the interest of your
target audience.





(AIDA, cont.)

Desire – “I want one of those.”

Desires grow out of benefits.

Advertising matches consumer wants and needs with benefits.

Action – tell listeners/viewers what you want them to do. Be specific, direct. Sponsor’s name, address, slogan, etc. should be repeated.

(AIDA, cont.)

With respect to AIDA, how are local and national spots different?

Local spots tend to emphasize the “action” part more strongly.

National advertising is typically more aimed at making the sponsor/product known and desired.





Ten commandments of writing radio commercials (thanks to Peter B. Orlik)

1. Stay conversational.
2. Voice (read aloud) and time the copy
3. Present tense/active voice
4. Be careful of vague pronouns
5. Avoid “TV soundtracks” (remember, the listener can’t see the product)
6. Keep humor in bounds
7. Stress sponsor identification – mention sponsor often
8. Limit message to one major point
9. Conclude with slogan/summary and name of sponsor
10. Ask for the order: “Pick up the phone”



The Copy Platform

A checklist that helps prepare a successful sales strategy.

1. Objective – specific communication function; Approaches: informative, persuasive or comparative, reminder.
2. Target Audience – focus on the consumers who have greatest desire for the product.

(Copy Platform, cont.)

3. Sales Slogan – heart of the copy platform; major selling point tied to a strong consumer benefit.
Examples?

4. Approach – mood must match the audience and the message (?) Examples of different approaches in commercials?





(Copy platform, cont.)

5. Positioning – how the advertiser compares to its competition, what makes it unique. Coke vs. Pepsi?

6. Bonus Item – it's best to emphasize one main sales idea, but one or two extras may be added if they relate to the main idea.

Radio commercial format – one voice

- *NOTE: See that “ANNOUNCER” is all caps and the copy is indented. The copy is double-spaced.*

JEANNIE JACOBSEN :30

ANNOUNCER:

When you're looking for a new home, why not seek the counsel of a friend who happens to know the housing market better than the back of her hand? Jeannie Jacobsen can answer all questions related to securing a mortgage and provide valuable information that's important to your family. Jeannie will provide you with a detailed summary of area schools, nearby amenities, and homeowner testimonials. Call Jeannie at 555-9875 ... 555-9875 ... to start looking for your new home. How's this weekend for you?

RADIO FORMAT – TWO VOICES (DOUBLE-SPACE)

MAN Radio copy must appeal to the mind. Listeners can't see the sponsor's product, so your copy must help them visualize it.

WOMAN You can use different voices ...

MAN You can use music ...

MUSIC "YELLOW ROSE OF TEXAS," UP AND UNDER

WOMAN You can use sound effects ...

SFX CLAP OF THUNDER

MAN (EXCITEDLY) You can ask the announcer to be excited ... (WHISPER) or you can use a quiet, intimate style.

WOMAN (CONVERSATIONALLY) Voices, sound effects and music. They're your main tools for building attention in a radio spot.

MAN (INTERRUPTING) Don't forget words! Describe the chicken as "finger lickin' good" ... the desserts as "sinfully delicious."

WOMAN Sounds good to me. I'm getting hungry already.

MAN (EXCITEDLY) Me too. Let's finish up (VOICE MOVES OFF MIC) and go to lunch.

MUSIC UP AND OUT