

Chapter 7

The Art of Sixty-Second Story Telling



Clients buy well-crafted solutions to their marketing problems – they don't buy “spots.”

[NAB PSAs \(CDC Flu, The Partnership at DrugFree.org\)](#)

Why Advertising Works

Successful advertising has four components:

Right product

Right price

Right time

Right target audience

[Gil Zeimer - Radio Ads](#)





AIDA

Awareness (Attention) --

Minimum of 15 ads per week needed to get results.

Interest -- Focus should be on the benefits to the consumer 📢 📢

Desire – appeal to basic wants, needs, desires

Action – invite consumer to visit store, pick up phone, etc.

What's In It For Me? (WIFM)

Don't waste time telling listeners how great advertiser is.

What do you do instead?

Tell listener what they will get for doing business with advertiser
("What's in it for me?")

Avoid advertiser's terms and jargon.

Focus is on how the advertiser will solve the listener's problems.





Brainstorming

All you need is piece of paper and a place to think.

Nothing is too silly, too off the wall.

Push the limits, don't be critical of your own ideas.

Play ideas off other people.

Refinement

Evaluate ideas in light of what salesperson and client have said they want.

Selecting a Style

Dialogue and Narration, with
and without music – business
owner may voice commercial.

Testimonials – word of mouth.

Product Comparisons – small
guy may challenge big guy.

Lifetime Experiences – real-life
situations.

Humor – can be your downfall.



Putting Words to Paper

Target audience – What’s in it for me (WIFM)? Focus on benefits to listener

Demographic, psychographic info

The objective – finish the sentence, “This commercial’s specific purpose is ...”

Repetition, repetition, repetition (of client’s name). Avoid “we.” 📣

4-6 times in a 60-second commercial; avoid “we” and “our”





A Few Phrases to Eliminate ...

That's right

So hurry on down

Call right now

For storewide savings

Our friendly and knowledgeable
staff

Our service makes the difference

Come see us today

For all your _____ needs

Opening the Commercial

You only have a few seconds to capture listener's attention.

Ways to do it?

Statement that targets needs, wants, desires; a startling question, an unusual statistic, a quotation, a survey result.

Stay focused on consumer benefits.





Price and Product

Commercials must mention price and product.

If price is relatively high, you might express it in cost per day, use price comparison (p. 211).

Call to Action

Business has to ask, or invite, customers to shop with them; tell listeners what you want them to do.

Closing the Commercial

In a few words, tie all of the elements together in an easy-to-remember message. 📢

Closing should reinforce the advertising message.

Include contact information, but don't waste time.

Use landmarks, not addresses; keep web addresses to most essential part; is phone number really necessary?

