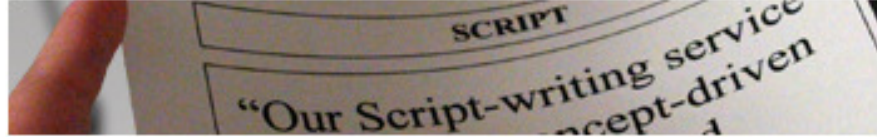


RADIO



guide to CREATING your RADIO COMMERCIAL

ADVERTISING : YOUR RADIO AD

the aim

Think about what it is you most want your commercial to do. Is it ...

1. To explain a product or service
2. General promotion of your business (i.e. it's assumed listeners already know about your product or service)
3. To promote a particular offer
4. General promotion of your website

the brief

When your aim is decided, we need a brief that includes the relevant details.

These can be bullet points.

It is important to prioritise.

Grade the messages you want to get across, identifying the must haves.

As with most advertising, less is definitely more!

remember

Be selective with the information contained in your commercial.

The price for INFOads and NANOads includes one voice. These ads do not include fx, a music bed or sung jingles.

Once the script has been approved we will action the recording.

ANY changes made after the recording will incur an additional cost.

contact

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One of the top DAB radio stations to listen to in the UK.
The Independent