

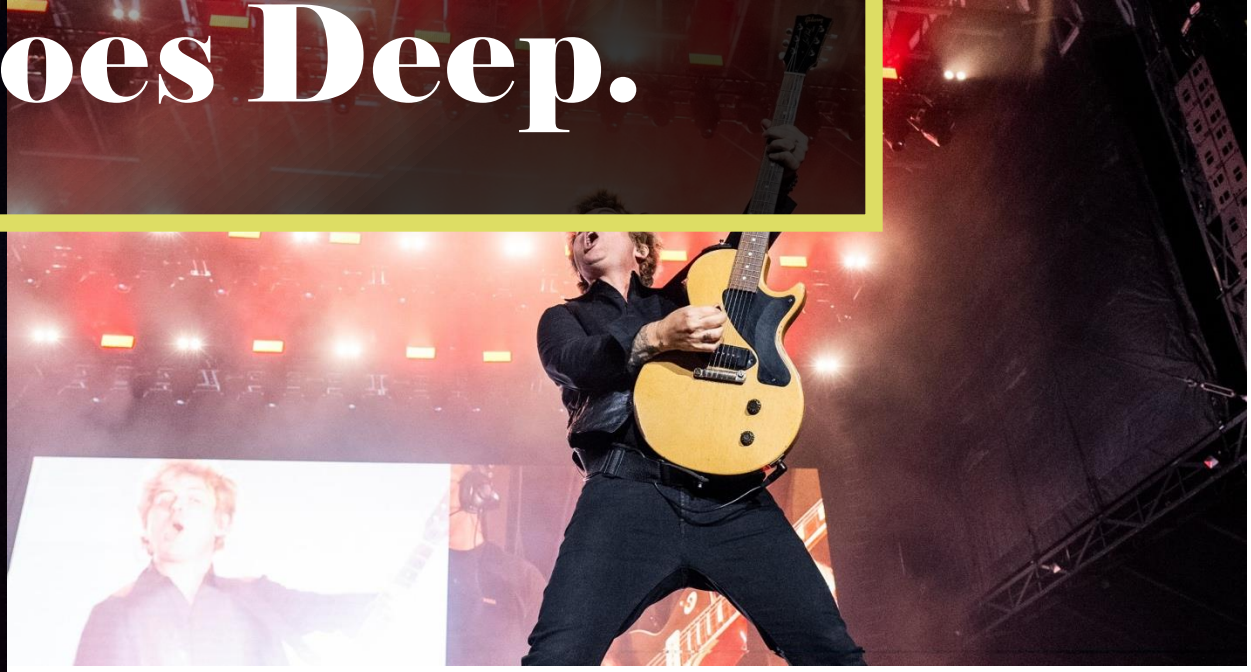
10

Creative Tips to Make Radio Ads That Work Harder





**Memories. Emotions.
Sound Goes Deep.**



You got the brief. Let's go!



1.



PEOPLE LISTEN TO IT

2.



IT CAUSES ACTION

Too often radio spots are...

White Noise

- Skates over ears
- PASSIVE, not ACTIVE listening
- SOUNDS LIKE A RADIO COMMERCIAL



What's the Discount on Fashion Items?



A man in a radio studio wearing headphones and speaking into a microphone. The background shows a rack of audio equipment.

**Tip #1:
Don't Make a
Radio Ad**



TIP #1: Don't Make a Radio Ad

- Generic Music \implies Ownable Music
- Generic Voice \implies Unique Voice
- Too much info \implies 1 or 2 Things
- Talking At Us \implies Connecting
- No emotion \implies Humor/Feeling

RESULT: Double digit sales lift





Tip #2: Think in Sound



SUBARU



APPETITE APPEAL STUDY

3 SPOTS – WHAT SCORED HIGHEST?

CONTROL - NO SFX

ANNCR: Big news in bacon from Burger King. Introducing the new Big Time Bacon Cheeseburger. A warm brioche bun topped with two flame-grilled patties, four slices of cheese, lettuce, onion and six strips of bacon. It's the big news bacon lovers have been waiting for. Head over to Burger King now and try the new Big Time Bacon Cheeseburger. Only at Burger King. Limited time only. Participation varies.



WITH SFX BETWEEN

Big news in bacon from Burger King. Introducing the new Big Time Bacon Cheeseburger. A warm brioche bun topped with two flame-grilled patties **(SFX: Flames, sizzle)** four slices of cheese, lettuce, onion **(SFX: Chopping)** and six strips of bacon. **(SFX: Sizzle)** It's the big news bacon lovers have been waiting for. Head over to Burger King now and try the new Big Time Bacon Cheeseburger. Only at Burger King. Limited time only. Participation varies.



NO SFX, EXTRA DESCRIPTORS

ANNCR: Big news in bacon from Burger King. Introducing the new Big Time Bacon Cheeseburger. Two **juicy, flame-grilled** burgers topped with 6 strips of **thick-cut, hickory-smoked** bacon, **crunchy fresh-cut** veggies, all served up on a **warm, buttery** brioche bun. If you love **crispy, smoky** bacon **and juicy, flame-grilled** cheeseburgers - stop what you're doing and head over to Burger King now for the new Big Time Bacon Cheeseburger. Only at Burger King. Limited time only. Participation varies.



RESULTS



Sound Effects version boosted “emotional” reaction and Appetite Appeal. Driving Intent to Buy, Likeability, and reinforcing Key Messaging.



“Does this sound like something you would want to order?” Those who said “yes”:
82% SFX vs. **68% Control** (vs 73% w/ Descriptors)



Tip #3: Hire Improv Actors



- Real voices
- Nuances in delivery = authenticity
- You'll get something unique. AI can't do this.



Tip #4: **The Devil is in the Details**

- ✓ Recast the voice
- ✓ Directed the performance
- ✓ Used less generic music
- ✓ Edited music to punctuate important copy points
- ✓ Shortened script
- ✓ Ended on a positive note

**Double digit lift in web traffic
w/ identical media buy.**

NOOM



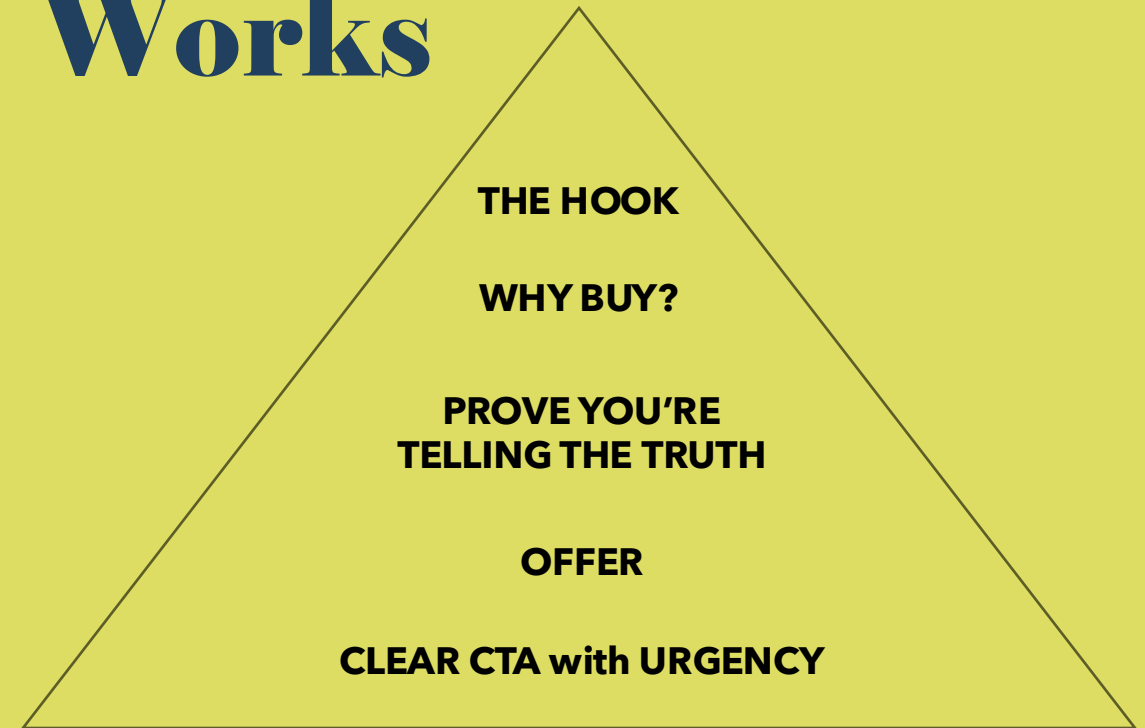
Tip #5:
**Get Creative in
Production, too**





THE TARGET

Tip #6: The DR Pyramid Works



nerdwallet



Tip #7: Leverage What's in the Local Mindset

GEICO[®]



Tip #8:
**Use sound to
create pictures**

Tim Hortons.



**Drove 7k people to build their
own FIAT**

**Tip #9:
Make your ad as
good as the
content around
it.**





**LAST TIP:
Put in effort.**



Tip #10: Put in Effort

- Recorded like a TV shoot
- On location
- REAL people
- Improv actors
- Misdirected talent for natural performances
- Created an ownable sonic element for the product
- 3-second opening: gives us the location, brand name, and time of day.

**Double digit sales lift after
campaign launched**





QUESTIONS?

MORE QUESTIONS?
tony@audiomilkshake.com