



TIPS ON MAKING RADIO ADS:

KEEP IT SIMPLE. The most important. Focus on one clear message that you want people to take away from hearing your spot. Don't try to jam in a lot of information or else none of it will sink in.

For example: It's not a radio commercial, but there's a great TV spot for Little Caesars where the point is that the "Hot and Ready Pizza" is ready to go and you don't have to wait or call to get it. The spot JUST focuses on that and as a result, it's successful and memorable.

Link to Little Caesar's TV Spot: https://youtu.be/URPBSwW4_a4

KEEP IT SIMPLE - PART 2: Resist the temptation to make a complicated story with lots of characters and a long opening before you get to the meat of it. Once you come up with your idea, think of the shortest, most impactful way to communicate it.

TRY NOT TO MAKE WHAT YOU THINK IS A "RADIO AD."

Our whole lives we've heard radio ads. Ones with guys screaming about used cars, or the sensitive announcer talking about some sensitive issue with piano music in the background. But radio ads can be anything. Avoid clichés and be original!

AVOID "AD SPEAK" - KEEP IT REAL. Have people talk like real people talk. Not like fake people in a commercial.

THINK IN SOUND. [Here](#) is a sample Subaru spot that illustrates this, but the main idea is think about how you can use sound to tell a story. (Credit to Matt Herr, copywriter).

SOME "W" QUESTIONS THAT CAN HELP YOU THINK OF WAYS TO WRITE YOUR SPOT:

- ***Who*** is talking? An announcer? A victim of an accident? A baby? A talking car seat?
- ***Where*** are they? What environment? In a recording studio? On the street? In the future?
- ***What*** is the listener supposed to do after hearing the spot?