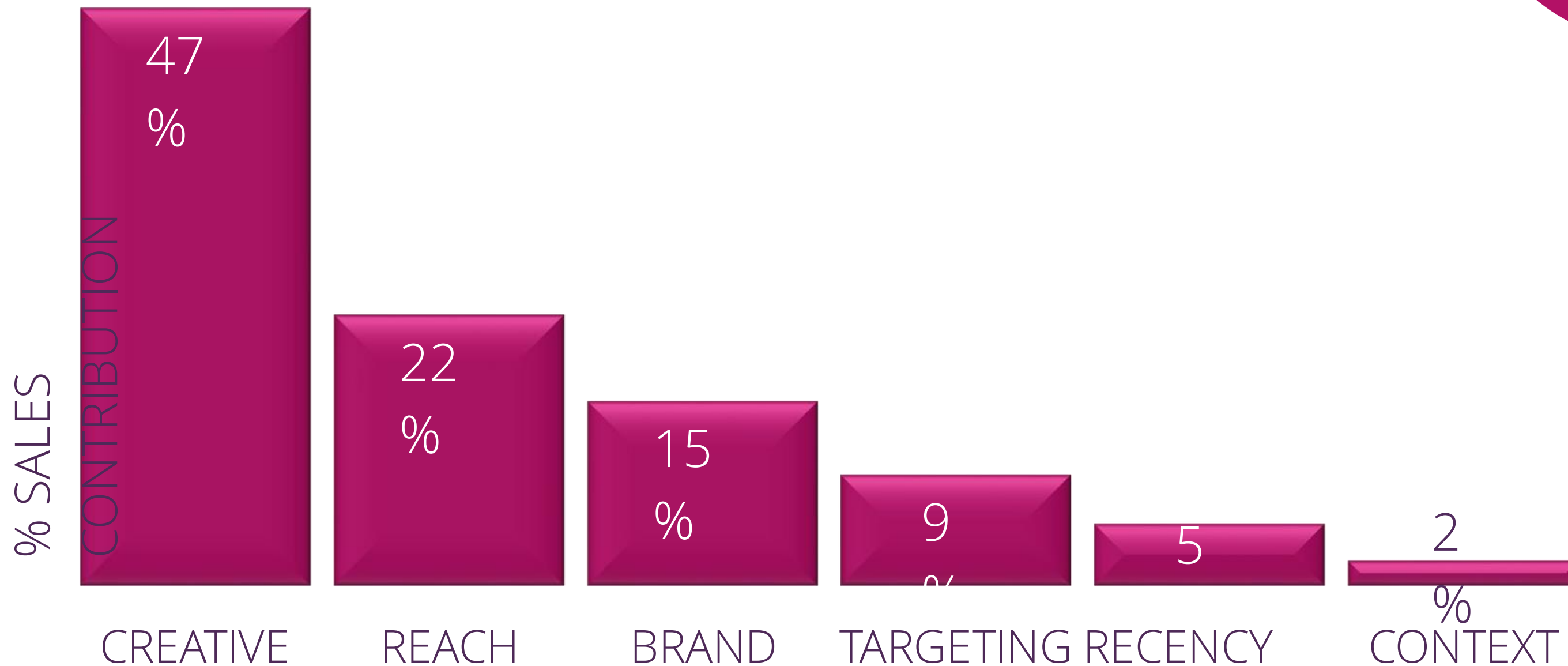


# CREATIVE

THE MOST IMPORTANT FACTOR IN DRIVING SALES

When engaging, creative is 8X more effective.



Creative drives nearly 50% of Advertising ROI



# Writing & Producing Creative Radio

with limited  
resources

# WRITING AND PRODUCING CREATIVE RADIO WITH LIMITED RESOURCES



## What's in your Audio Toolbox?



# WHAT'S IN YOUR AUDIO TOOLBOX?

## Sound Effects (*and silence*)



- Can be the other 'character' or 'voice'.
- Silence can also be a 'sound' effect

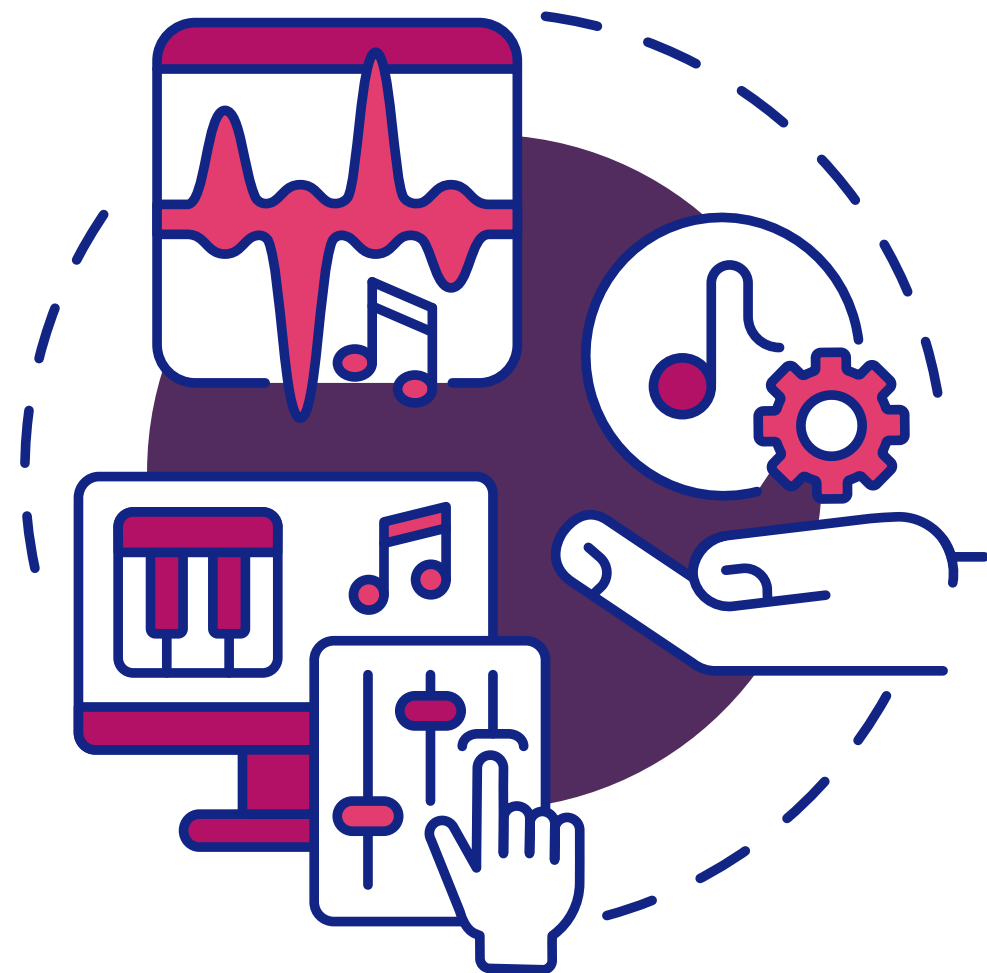
EXAMPLE:



# WHAT'S IN YOUR AUDIO TOOLBOX?

## Music Beds

Mix & Slice  
Use multiple beds



Listening can inspire  
ideas



# WHAT'S IN YOUR AUDIO TOOLBOX?

Voices Voices Everywhere



With a simple, realistic script, just about anyone can be a voice actor.

Set up a Talent Pool



# CHOOSE YOUR APPROACH

## The Scripted Straight Read



Announcer tells your client's story.

Keep copy points at a minimum.

Simple messages are clear and leave room for creativity



# CHOOSE YOUR APPROACH

## The Scripted Two-Voice



More voices make a spot more interesting...even if you're only using two people.

Doesn't have to be a conversation. It can be a set up with the announcer closing the deal.





# CHOOSE YOUR APPROACH

## The Scripted Conversation



By far the hardest spot to create without sounding contrived.

Have the “actors” say simple, realistic lines.

Let the announcer do the heavy lifting.



# CHOOSE YOUR APPROACH

## Customer Testimonials



Among the most effective spots you can create.

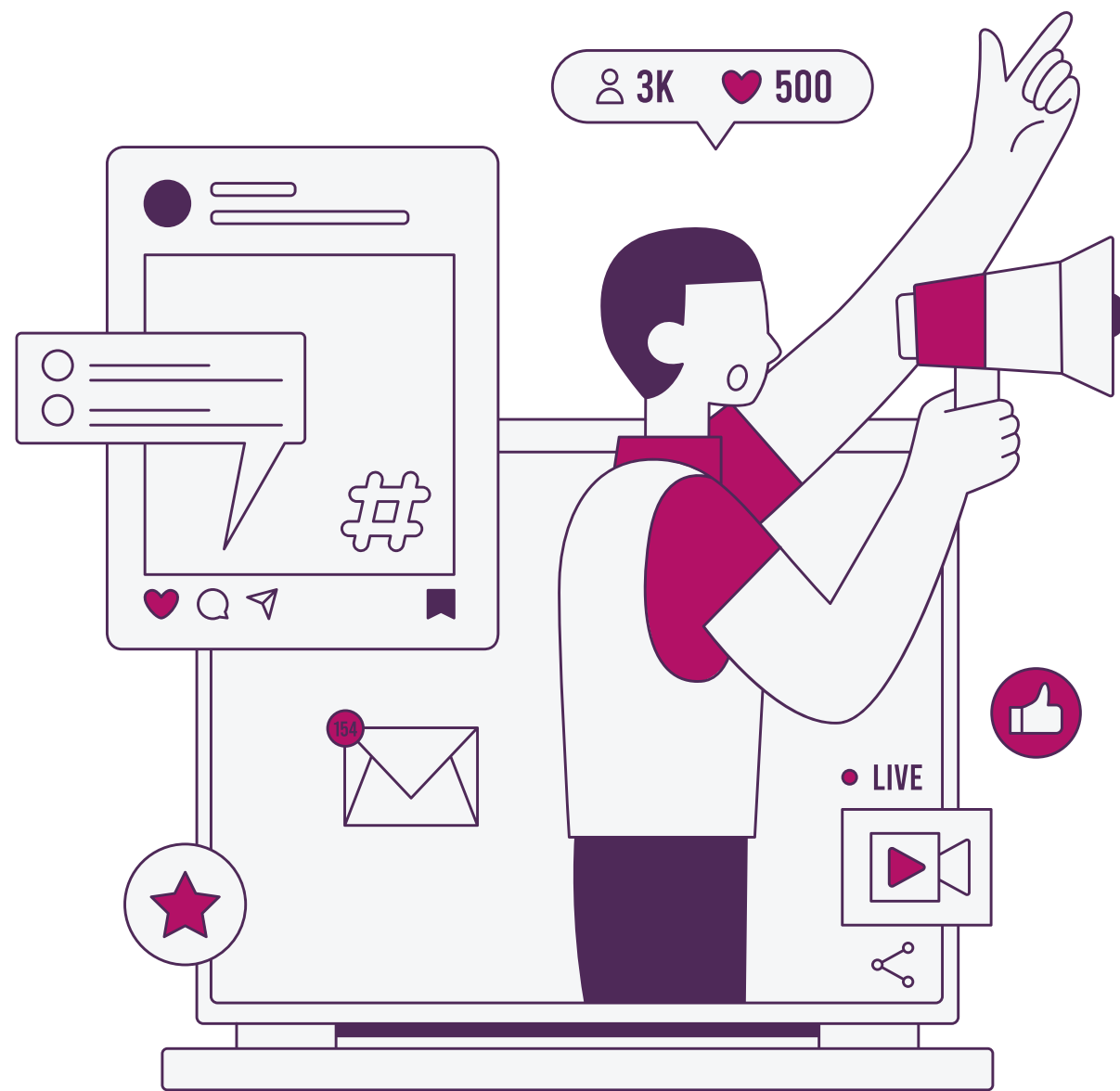
Let them speak, don't give them a script.

Give yourself time to digest and edit the comments.



# CHOOSE YOUR APPROACH

## Client Engagement



PLEASE discourage them from reading a standard script. Talk to them instead.

Their business is their life. They can tell the story better than anyone else.

The announcer can give the dry facts.



# CHOOSE YOUR APPROACH

## Personality/Influencer Endorsement



Don't let them just read the copy provided.

Their personality is part of the pitch. Make them engage the listener.

Fewer copy points frees the personality to be themselves.



# A Little Creativity Goes A Long Way

## Simplicity Works Wonders

### Inventory Your Audio Toolbox:

Sound Effects (*and silence*) can be the other ‘voice’.  
Music Beds (*mix and match*) can add personality.  
Voices actors can come from anywhere.

### Choose the Right Approach:

Enhance one voice with music, effects and pauses.  
Two voices make any spot more interesting.  
Conversations are best when they are simple.  
Customer Testimonials are extremely effective.  
Client Engagement works if they just talk naturally.  
Personalities/Influencers need room to be creative.

