Name of **CBID Business/Org:**

Contact Name:

Address:

Postcode:

Email Address

Contact Number:

Website:

Brief Description of Business: lingerie retail

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| --- | --- | --- | --- | --- | --- |
| **CLIENT** |  | **SCRIPT TITLE** |  | **DATE** |  |
| **Voice**  **Artist**  **Gender** | (delete as appropriate) | **Backing & Sound Effects** |  | **DURATION** | 20 sec |

|  |  |
| --- | --- |
| **DIRECTION** | **SCRIPT** |
|  | Simply write your script below, or provide some key bullet points about your business and we can draft a script for you.  *Standard Advert – 40-50 Words maximum.*  *Avoid complicated messaging on radio – and avoid unmemorable telephone numbers. Push Web Addresses & Social.* |

**Production Charges apply (starting from £49 - £95 per advert). Coleraine BID Members receive free production.**

**This includes the cost of the Voice Over, PPL/PRS Royalties and ASA Code Clearances where applicable.**

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| --- | --- | --- | --- | --- | --- | --- |
| **Author** | |  | **Production Date** |  | **On-Air Date** | ASAP |
| **RACC Clearance** | |  | **Approved by Client** |  | **Authorised** |  |
|  | **\*\*TIPS ON WRITING A RADIO ADVERT\*\*** | | | | | |
|  | ***KEEP IT SIMPLE***  Advertising in any medium is always more effective when it focuses on a simple message. But with radio this is not optional, it is essential, as it's not possible to include extra information in the background or in small print.  ***KEEP IT RELEVANT***  In a Radio Advert you have a limited time to maximise your message so keep to the point and only include information that is important and relevant. For example, in the case of most shops there is little point in including the phone number as potential customers will visit the shop to see what is being sold – by including the phone number you are wasting part of your airtime which could be better used enticing the listener to visit your shop.  Radio advertising is about priorities – phone numbers are generally a lower priority than getting listeners interested in the product or service you are offering. Besides, unless you have a really memorable phone number, what are the chances of the listener remembering it (most people listen to the radio while doing something else – housework or driving the car – so they are not always able to note down a number straight away).  ***SPEAK THE LISTENERS LANGUAGE***  Do not confuse the listener with technical language or detail. Think about how your potential customers would like to be addressed and speak to them in that way.  ***SPEAK TO THE LISTENER***  Radio is a very personal medium. Most of the time people listen to radio on their own. This is a distinct advantage that Radio Advertising offers you – so take advantage of it. The best Radio Presenters make the listener feel that they are talking to them directly – not broadcasting to the multitudes. The best Radio Adverts do the same.  ***ENGAGE THE LISTENER***  Remember that you are selling your message to the listener. You must engage with them, entertain them, win them over. Remember the golden AIDA rule of all adverts – ATTENTION, INTEREST, DESIRE & ACTION.  ***BENEFITS NOT FEATURES***  As with any advertising or sales pitch, you must always present the benefits for the customer not the features of your product. Don’t tell the customer what your product can do – tell them what your product can do FOR THEM.  ***JUDGE WHAT YOU HEAR – NOT WHAT YOU READ***  Once you have composed your advert, get someone to read it back to you so you can hear how it will sound on-air. This is very important as the spoken word is structured very differently to the written verse.  ***BE YOUR CUSTOMER***  When composing and listening to your advert, put yourself in the shoes of your customer. How would they like your advert to sound? How do they want your product or service to be sold to them?  ***BE DIFFERENT***  Why follow the crowd. Don’t just copy your competitors’ adverts or style. Analyse their advertisements, identify the weaknesses in them and correct them before producing your own ad. Always aim for your advert to sound unique, that sets it apart from the crowd – that makes it MEMORABLE.  ***TAKE IT SERIOUSLY***  Radio Advertising is a serious business. It presents your business with an opportunity to increase your sales. Done well, it will improve your businesses profitability – done badly and it is a waste of your time and money and could actually damage your image in the mind of your customers. Take it seriously and get it right. Afford it the same time and priority as you would any other aspect or task of your business. An advert composed in minutes will sound like an advert which has been cobbled together in a few minutes. | | | | | |