

# RIDE THE AIRWAVE

Vol. 3

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**Creative idea and the quality of your ad should make the top of your list.**

## THE EFFECTIVENESS OF CREATIVE EXCELLENCE

MAKE YOUR NEXT RADIO AD STAND OUT

The success of your radio ad is dependent on many factors, but there are especially two components that stand out when considering its future commercial success.

With a strong link established between creative excellence and effectiveness through many studies, the creative idea and the quality of your ad should make the top of your list.

Now, let us look at the steps necessary for your radio ad to stand out.

## Briefing

### 1. Think, feel and do

A well written brief will allow the creative team to think differently and will persuade them to think outside the box. Corporate jargon is a bore and will halt any creative thinking. Think of the action you want your listeners to take and how do you want to make them feel? The tone of your brief has a huge impact on which way things can go.

### 2. Context and background

Make it easy for the creative team to understand what your business is about and provide them with some well needed context. This will help to make the script more relatable to your niche. Include your business problem and the solution you offer. List your competitors. And most importantly, tell them why you want to use radio.



## Writing

A well-thought-out script can ensure that your radio stands out during a busy ad break. Radio is the perfect channel to showcase your writing talent. Use it to your advantage. And even though there's no one-size-fits-all approach to construct a radio script, there are some things to consider that might make it easier.

### 1. Spot length

Before you even begin, know your spot length and exactly how much time you have. Make sure to include any required legal copy within the timeframe.

## **2. Keep your ad simple and single minded**

Do not expect your listener to be able to remember any complex information. Radio allows you to communicate powerfully using very few words. Make your message easy to recall by developing a clear plan that has an impact. One good point, made well, stays with the listener.

## **3. Keep your brand consistent**

Ensure your script reflects your brand and its values. Incorporate your slogan and anything that will make the customer think of your brand into your script.

## **4. Tell a great story**

Avoid the common cliches and tired creative conventions. Bring something new and distinctive to the table. Start your opening with an attention-grabbing story. The hook is what sells the ad. Use images to enhance the story. Provoking the listener's imagination is what brings a radio ad from good to great.

## **5. Tell the audience what you want them to do**

Ensure your script has a strong CTA. What do you want your target audience to do following listening to your radio ad? Don't make them work to find out.

## **6. Production and voiceover talent**

Sophisticated, high-quality production boosts credibility and trust towards the brand and in return, drives sales. Consider using a local voice over artist. Local accents have proven to be up to 8% more effective than "national" accents.

## Production

How to get the production right? Let's look at some tips from Jungle Studios who put together a user-friendly audio guide. And while choosing the right voice over artist can be tricky, here are the steps that will help you guide them through your vision.

### 1. Share your story

Provide your chosen voice over artist with some background on your brand. Share your story with them to help them understand your tone of voice better.

### 2. Involve the voice over artist

Share your script with the voice over artist beforehand. Their read and participation are likely to be more engaged when they feel involved. It will not only save you time, but their experience might also provide you with some useful insights if they can look over the script before recording.

### 3. Tackle isolation

Maintain communication with your voice over artist throughout the process and let them be involved with communications and any discussions between the team. This will allow them to understand the project, and its objectives, better.



#### 4. Agree on who's giving the directions

Directions are always better implemented if they come from one source. Identify the right person to provide direction before your sessions, to not only save time, but to also keep the recording on track and within set guidelines and objectives. Remember, your engineer can provide the feedback to the voice over artist through the "VO speak".

#### 5. Don't lose sight of the big picture

It's hard to get things right the first time. If you feel like something isn't working, ask your engineer for their opinion, try something different. Different things such as simple background noise, commercial, bespoke or library music can help you reach your goal.

But remember to discuss complex solutions with the engineer in advance and to engage with the music production company early enough to allow time for the demo and a couple of rounds of changes before going into full production. They will be able to advise you on timeframes and fees based on your requirements.

And lastly, don't be afraid to politely thank your voice over artist if things aren't working. Sometimes, things just don't work and that's ok too, as long as you focus on the bigger picture.



#### Credits

1. <https://www.radiocentre.org/how-to-do-it/creativity/>
2. <https://www.radiocentre.org/our-research/turning-art-into-science/>
3. <https://junglestudios.co.uk/>

# Local Insurance, creative radio at its finest

Launched in August 2022, Local Insurance grabbed our attention with some cheeky, parody themed radio ads, poking fun at bigger, more established competitors. Their launch ad begins with a lady looking to claim on her insurance for a minor accident. After a series of questions about the chips in her windscreen the insurer advises, in his northern accent “we only cover chips” and the listener is directed to Local Insurance.

Created by Foe, they were clever with their recruitment of strong voice

voice over talent, meticulously matched to the script. The ads were simultaneously engaging and relatable.

Our particular favourite, the “Hill 16” ad for home insurance, begins with a thick, gravelly, unmistakably Dublin accent answering a phone call.

**“Hello, Hill 16 Insurance, how can I help ya?”**



This strong intro immediately sets out to raise some eyebrows and arouse curiosities. Who the hell are Hill 16 Insurance? The local caller seeks out home insurance and is quickly advised that “Hill 16 is Dublin only”.

For us, the ads tick most, if not all the boxes above – single-minded, consistent branding, tells a simple but relatable story, has a strong CTA and OMG does it sweat that voice over talent!

Click [here](#) to take a listen for yourself and see if it ticks all your boxes for creativity in radio.



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Contact us today and together we  
can explore what local  
opportunities we can bring to your  
brand or your clients.



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