

# How NOT to Approach Your Radio Advertising Creative

## 6 Things To Avoid When Producing Radio Ads

There's no one-size-fits-all solution when it comes to developing effective radio advertising creative. Each ad should be based on a strategy specific to your business, goals, and target audience.

### 6 Radio Ad Creative DON'Ts



#### Don't Ignore Target Audience Data.

Making decisions based on what YOU like rather than on demographics and facts will not lead to creative that captures the attention of your target customer.



#### Don't Include Too Much Information.

Information overload turns listeners off. Too much information packed into one radio spot and you will lose their attention. Plus, the more messages, the more difficult it is for the listener to retain what you want them to know—Stay focused!



#### Don't Leave Out a Clear Call-to-Action.

The point of your advertising is to drive the customer to do something. Decide what it is and make it easy for listeners to act on it. Limit your radio ads to one CTA.



#### Don't Be Too Emotional or Too Technical.

Avoid creative that's overly dramatic or overly dry and technical. Radio is a great medium to showcase personality, but it's important to be real. If you aren't authentic, listeners will hear through it. Use a mix of emotion and logic to persuade—based on your target audience, of course.



#### Don't Do What's Always Been Done.

As your marketing goals evolve, so should your creative. Your listener will become immune to your radio spots if they hear the same thing over and over. Switch up your creative approach to deliver your message in a new way, while staying true to your brand.



#### Don't Have Too Many Cooks in the Kitchen.

Limit the creative involvement to a team that's knowledgeable, including your media rep. Too much input can lead to a longer review process, over-thinking, and creative that doesn't produce results.

**One radio advertising must-do:** Work with an experienced media rep who can help build the strategy, develop the creative, and see your entire radio advertising through from start to finish.



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