

# RADIO AD CREATIVE DO'S AND DON'T'S

## **DO: Grab the listener's attention**

*Pro-Tip: End your ad with a compelling offer or call to action*

## **DON'T: Begin with false promises**

## **DO: Use humor to connect, when appropriate**

*Pro-Tip: Create a positive emotion to leave a lasting impression*

## **DON'T: "Punch down" with mockery**

## **DO: Use relatable, easy-to-understand language**

*Pro-Tip: Use language that can be understood by eighth graders*

## **DON'T: Use cliches unironically**

## **DO: Resonate with the listener's values**

*Pro-Tip: Commiserate with your audience by mentioning their pain points*

## **DON'T: Push your beliefs on others**

## **DO: Give testimonials and social proof**

*Pro-Tip: Don't sound too scripted*

## **DON'T: Appear to congratulate yourself**

## **DO: Sell benefits associated with features**

*Pro-Tip: Create an image in the listener's mind*

## **DON'T: Sell features**

## **DO: Be conversational**

*Pro-Tip: Write dialogue with your target audience in mind*

## **DON'T: Talk down to listeners**

## **DO: Have a consistent message**

*Pro-Tip: Make the ad unique enough to be a conversation piece*

## **DON'T: Repeat yourself**

## **DO: Tell a story**

*Pro-Tip: Add Sound Effects and Background Music for Emphasis, when appropriate*

## **DON'T: Tell an irrelevant story**

## **DO: Use emotion**

*Pro-Tip: Connect with your audience through shared emotions*

## **DON'T: Be melodramatic**

