

RADIO AD CREATIVE DO'S AND DONT'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-tounderstand language

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

DON'T: Use cliches unironically

DO: Resonate with the listener's values

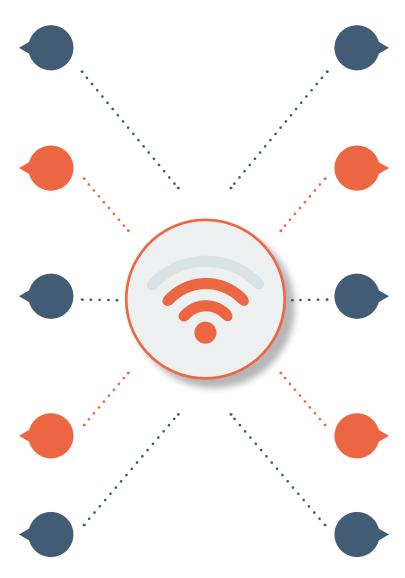
Pro-Tip: Commiserate with your audience by mentioning their pain points

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