



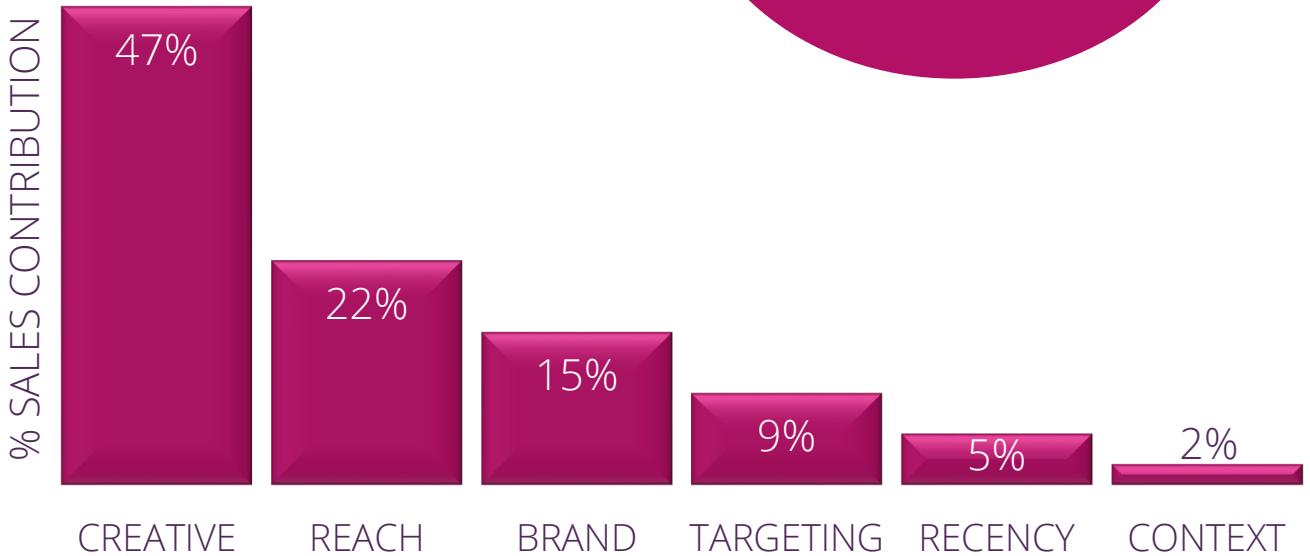
# CREATIVE BEST PRACTICES

JANUARY 2024

# CREATIVE

THE MOST IMPORTANT FACTOR IN DRIVING SALES

When engaging, creative is 8X more effective.



**Creative drives nearly 50% of Advertising ROI**

# CREATIVE BRIEF

CREATIVE IS AS POWERFUL AS THE BRIEF THAT PROVIDES THE GUIDE.



## Sample Creative Brief

Client:	
Brand:	
Date:	

<b>Marketing Objective</b>	<a href="#">?</a>
What is the overarching marketing goal that supports the business objective (e.g., increase preference, drive conversion, increase frequency, brand awareness)?	
<b>Context</b>	<a href="#">?</a>
What are the factors that may affect this campaign? (e.g. social, cultural, economic or industry/category-specific factors)	
<b>Communications Challenge</b>	<a href="#">?</a>
In the form of a question, frame the opportunity and the change we'd like to affect in the audience's relationship with the brand.	
<b>Audience</b>	<a href="#">?</a>
Who are the people that we want to address with this communication? What are their habits, tastes, and lifestyles? What makes them tick!	
<b>Cultural Insight</b>	<a href="#">?</a>
What unique audience attributes (attitudes, behaviors, and beliefs) can we leverage to make this communication culturally relevant? To what extent does cultural identity play a role in decision-making?	
<b>Core Desire</b>	<a href="#">?</a>
The culmination of the Audience and the Cultural Insight. What is the most powerful human desire the brand can fulfill?	
<b>Brand Idea</b>	<a href="#">?</a>
The overarching statement of what the brand stands for.	
<b>Single Point/Message</b>	<a href="#">?</a>
What is the main idea that we must communicate to spark action/behavior?	
<b>Reasons to Believe</b>	<a href="#">?</a>
What can the brand get credit for (specific benefits, attributes, brand truths, etc.) that will make the single point believable? (in other words, support the single point)	
<b>Response/Net Takeaway</b>	<a href="#">?</a>
A statement that captures the intended reaction to the ad.	
<b>Measures of Success</b>	<a href="#">?</a>
What metrics will we use to measure the campaign effectiveness against the stated objective?	
<b>Mandatories</b>	<a href="#">?</a>
What are the creative requirements? E.g. legal copy, call to action, etc.	
<b>Deliverables and Timing</b>	<a href="#">?</a>
What do we need to create (spot lengths, digital units, etc.) and by when? (timing for idea, approvals, revisions, production, activation, etc.)	

# BEST PRACTICES

## MEASURED ATTRIBUTES OF RADIO CREATIVE SUCCESS



*“Tell me and I forget. Teach me and I remember. Involve me and I learn.”*

**Benjamin Franklin**

# TELL STORIES

## INTRODUCTION



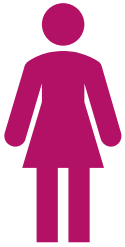
### People relate to stories

- Stories influence and arouse emotions.
- They are personal because they generate images.
- A powerful story is memorable because it captures attention.

### CELEBRATED BRANDS THAT TELL STORIES WELL:



# VOICES THAT WORK



## VOICES ARE IMPORTANT:

- ▶ The sound of someone's voice is extremely powerful. And a woman's voice is that and more.
- ▶ Radio ads that use female voices tend to score incredibly well.
- ▶ Female voices score well among both men and women.
- ▶ Avoid "radio" voices; speak with consumers in a real, conversational voice.
- ▶ Consider the brand personality in establishing the voice that fits.
- ▶ Multiple voices are conversational and reduce the risk of an ad sounding monotonous.



# TONE MATTERS



## TONE & CONSISTENCY MATTER

- ▶ Humor works but is difficult to do and challenging to sustain.
- ▶ Serious ads draw listening and score higher in creative tests.
- ▶ As is the case with all messaging, maintaining an audio consistency in terms of message, tone and voice is important for every brand to establish. Without it, it risks misattribution (in other words having the advertising benefit the competition).
  - ▶ Consistency can include the voice of the narrator, the music bed or an audio logo.
  - ▶ It can also be the tone of the ads and the story line and the intention to use a specific writing style, sound or effects to create the setting.

# DISCLAIMERS ARE NOT A DETTERRANT



## INFORMATION IS A GOOD THING

- ▶ Disclaimers are not a turn off as they provide important buyer information.
- ▶ Legal disclaimers are most impactful with those in market to buy the specific product or service.
- ▶ Consistently score well in creative tests.
- ▶ A Signal Hill research study for a pharmaceutical radio ad dispelled the myth that the disclaimer would be a turn off with the ad scoring above norms for likeability among patient groups.
- ▶ Veritonic's automotive creative study revealed that tier two automotive ads are some of the best testing radio ads in America with no concern among respondents for the disclaimers.



# CONSIDER RADIO FORMATS



## AUDIENCES VARY

- ▶ It's important to keep the audience you are reaching top of mind and when it comes to radio, a country listener's mindset is different from a news/talk listener.
- ▶ For example – if the ad has a music background, keep top of mind how that music will sound on the formats it airs because a country music sound may not play well on a hip hop station and vice versa.
- ▶ When the creative matches the mindset and the tone of the radio station's format, it truly resonates.

## CELEBRATED BRANDS THAT TAPPED THE MAGIC OF THE STATION PROGRAMMING FOR WHICH THEY AIRED:



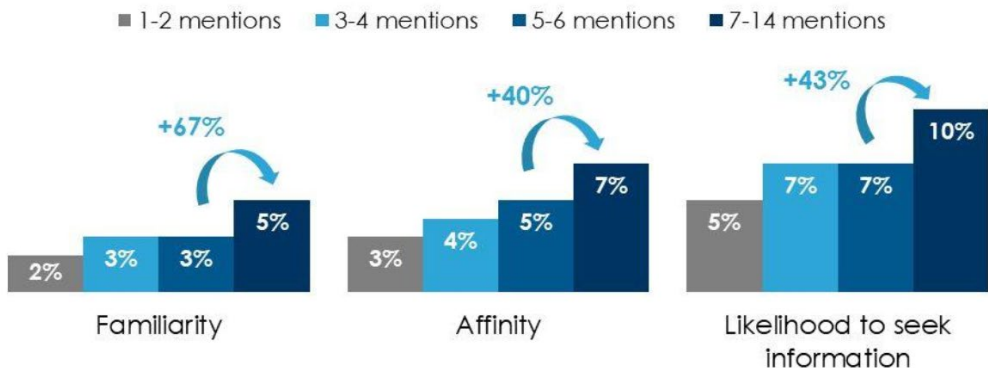
# BRAND EARLY & OFTEN



## ESTABLISHING THE BRAND LIFTS KPIS

- ▶ The first five seconds of a radio spot matter and saying the brand name early often ensures a consumer connection early on and reinforces the remembrance throughout.
- ▶ According to hundreds of Nielsen brand effect studies, mentioning the brand name 1-2 times in an ad generates 59% brand recall. Increasing the brand name mentions to 7+ times boosts brand recall up to 77%.
- ▶ Brand mentions drive greater brand equity. As brand mentions grow, brand familiarity, affinity, and likelihood to seek information increase.

## BRAND MENTION IMPACT:



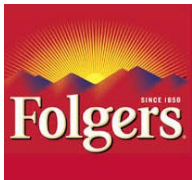
# SONIC BRANDING



## AUDIO SIGNATURES

- ▶ Branded music, tones, voice and audio signatures are invaluable.
- ▶ Melodic logos drive 32% higher recall than their non-melodic counterparts.

**CELEBRATED BRANDS THAT HAVE SUCCESSFULLY ACHIEVED ICONIC BRANDING THROUGH THEIR AUDIO SIGNATURES:**



# THE POWER OF SOUND



## MUSIC, EFFECTS & JINGLES

- ▶ Along the same line as sonic identity, sound effects are important as they arouse emotions and other senses, i.e. sizzle, pop, screeching brakes.
- ▶ Silence can be powerful when used as a stark contrast to constant sound and when used skillfully, silent pauses can compel the audience to lean in and listen more closely.
- ▶ Jingles become songs and stick in a listener's mind, staying with them as long as their favorite songs.

## CELEBRATED BRANDS THAT LEVERAGE THE POWER OF SOUND:



# ON-AIR PERSONALITIES

## Radio's MVPs



### AUTHENTIC, TRUSTED, ENDORSEMENTS THAT DRIVE RESULTS

- ▶ The original social influencers who are incredibly powerful in driving results for the brands that leverage them.
- ▶ Utilizing trusted personalities in creative provides immediate credibility, endorsement, and relevance to listeners.
- ▶ Listeners consider radio's personalities as trusted friends, they know intimate details about their lives and rely on them to entertain, inform and provide recommendations to them.

### CELEBRATED BRANDS THAT LEVERAGE RADIO'S INFLUENCERS:



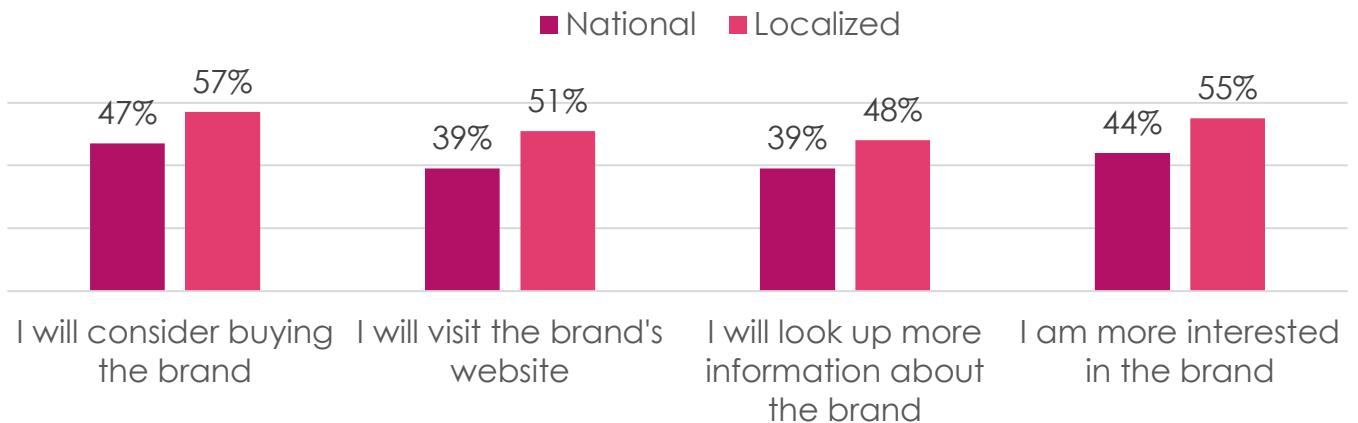
# LOCALIZE & PERSONALIZE



## RADIO'S STRENGTH

- ▶ Listeners feel local and personal connections to radio.
- ▶ Localizing and personalizing radio copy is an effective tactic.
- ▶ Reference community using local phrasing, jargon and acronyms.
- ▶ Offer location addresses

## LOCALIZED ADS AMPLIFY RESULTS:





# TIMING COUNTS



## USE TIME WISELY

- ▶ Frequency is key as they message must be heard often to resonate.
- ▶ Keep copy focused. It is better to create multiple spots than to overpack a single spot.
- ▶ Read the script out loud for timing and relevance,
- ▶ Speak slowly to capture multi-taskers.
- ▶ Be careful with reveal ads – those that wait until the end of the spot to reveal the brand. If the brand is not established, it risks misattribution for the spot.

## CELEBRATED BRANDS THAT USE TIME WISELY.



American Egg Board



**HOW LONG SHOULD SPOTS BE? [CLICK HERE](#)**

# BEST PRACTICES

## MEASURED ATTRIBUTES OF RADIO CREATIVE SUCCESS



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# ADDITIONAL RESOURCES



- ▶ Live presentation series on demand:  
<https://www.radiomercuryawards.com/webinars/>
- ▶ Radio Mercury Awards Audio Library:  
<https://www.radiomercuryawards.com/audioLib.cfm>
- ▶ Radio Mercury Awards Judges Insights:  
<https://vimeo.com/891543683>
- ▶ Raise the Volume: Advice from Creative Experts: <https://www.rab.com/public/advice/>
- ▶ Articles of note:  
<https://www.rab.com/public/matteroffact/matteroffact-archive.cfm>