

FIVE INGREDIENTS OF RADIO'S SECRET SAUCE

Presentation by Josh Ryan



I. Know Thy Listener *(Or Risk Speaking Into The Void)*

- The best radio ads don't just talk—they connect. That means knowing who's on the other end of the speaker.
- Are they busy parents juggling carpool duty? Sports fanatics pre-gaming on the drive to the stadium? Once you know who exactly you're talking to, you can really start to sharpen your message.

EXAMPLE

National Example: Bud Light's "Real Men of Genius" campaign worked because it understood its audience—blue-collar, sports-loving guys who appreciated humor and exaggeration.



II. Kick Down the Door in the First 3 Seconds

- If your first line wouldn't stop someone from switching stations, it's not strong enough.
- Great ads grab you by the collar, whisper in your ear, smack you with a frying pan (figuratively, of course), and leave you wanting MORE.

EXAMPLE

**Local Example: Steve's Pest Control – Radio Mercury
Winner 2024 – Epic Bug Battle Rap**



III. Sell with Stories, Not a Sales Pitch

- People don't remember laundry lists of features—they remember *feeling something*.
- A compelling story makes a brand unforgettable.

EXAMPLES

National Example: Nike's "*Find Your Greatness*"

didn't list shoe specs—it told the story of underdogs pushing themselves past their limits.



Local Example: Brian Wear Plumbing "Uncle Bob"



IV. End With a Bang (And a CTA That Actually Works)

- If a listener makes it to the end of your ad and doesn't know what to do next, you've lost them.
- Make the CTA simple, direct, and urgent—but not desperate.

V. Innovate or Evaporate

- Great creative writers don't settle for what worked yesterday. They keep their fingers on the pulse and push boundaries.
- Try something unexpected. Surprise keeps brands fresh.

EXAMPLE

National Example: Dos Equis’ “*Most Interesting Man in the World*” campaign broke all the rules of traditional beer advertising—and became legendary.

