

Creative Best Practices For Audio Advertising

**ON
AIR**





Key best practices for audio creative

The following provides insights into best practices for developing audio creative from the foremost experts on audio creative and sonic identity. Also included are some radio planning principles and the impact of wear out on Radio GRP levels.



Note that this document only offers guidance and not meant as a “rule book.”

More resources can be found here: [Westwood One Creative Best Practices](#) | [Radiocentre UK Creative Insights](#)

With its ability to reach a wide audience, while targeting specific demographics, AM/FM Radio has a unique connection with listeners vs. other audio platforms. Unlike streamed services or personal music – where listeners “lean back” and disconnect from the day to day, Radio listeners “lean in” to be informed, to learn and to connect.*

Effective creative for Radio uses sound effects, music and dialogue to create an auditory experience that can be vivid and engaging, allowing the listener to create their own mental image of what is happening, which can be more powerful than a pre-existing visual image. Remember, when someone wants your attention – they don’t typically say - “watch me,” they say “listen to me.” And Canadians tuning into to AM/FM Radio are listening.

1

The first 5 seconds matter

Say the brand early and say it often.

2

Focused messaging

Fewer messages heard in one spot results in greater recall.

3

Be consistent across media types

Use consistent unified creative across media to create impact.

4

Utilize sonic branding for greater engagement and memorization

Use sonic branding or a recurring character or scenario for greater impact and effectiveness; create a sonic logo with melody that says the name of the brand.

5

Leverage the appeal and trust of Radio Personalities

Listeners enjoy and trust the endorsements made by on-air talent, and their impact on business and sales is measurable.

6

Don't worry about wear-out

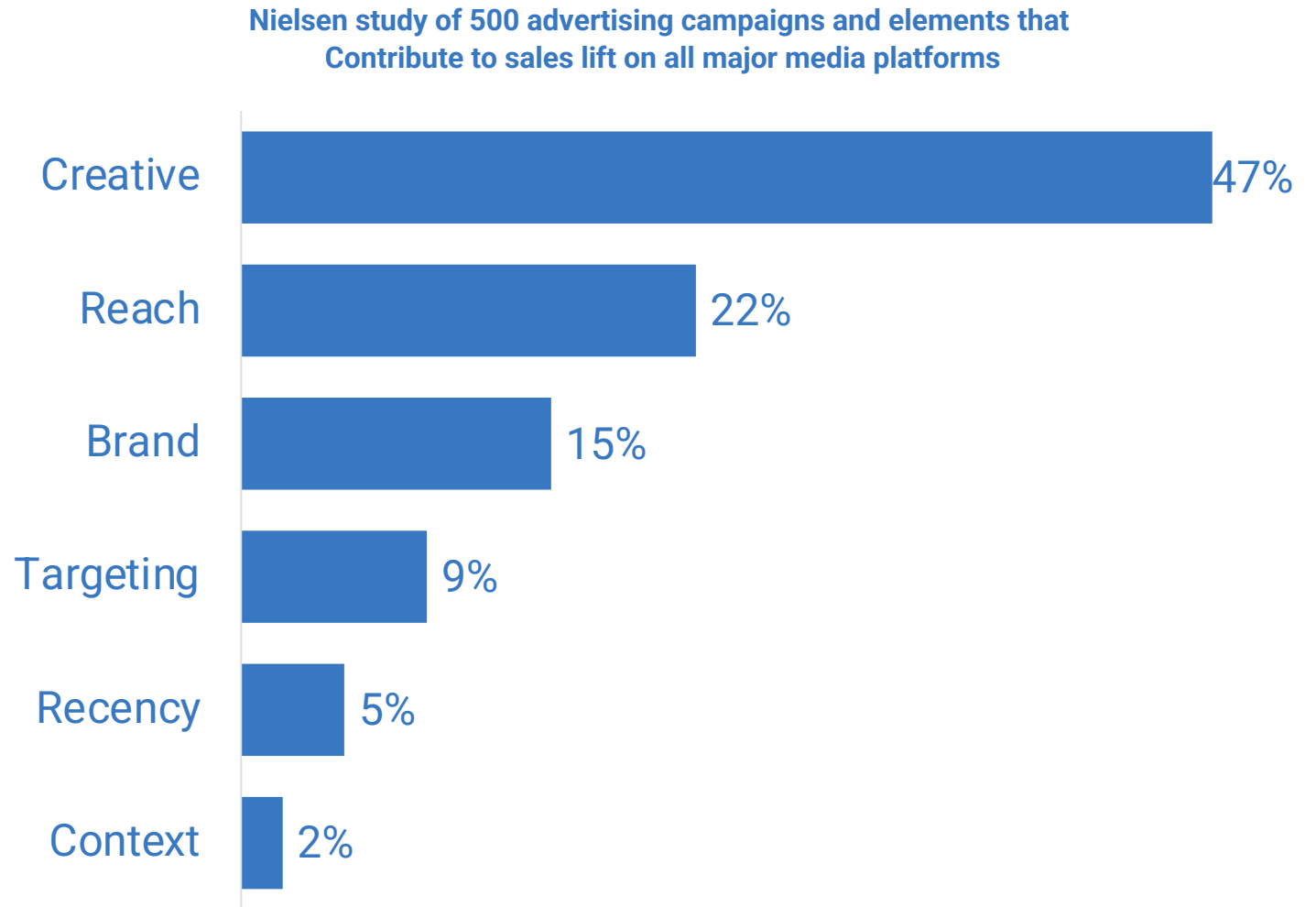
Plan weight levels in line with business objectives and test the creative. Good creative doesn't wear out in typical radio buys.

“Creative is a key driver of advertising performance and campaign effectiveness, second only to investment levels”

- Analytic Partners

Creative drives almost **50%** of ROI

Creative is critical to driving sales and ROI



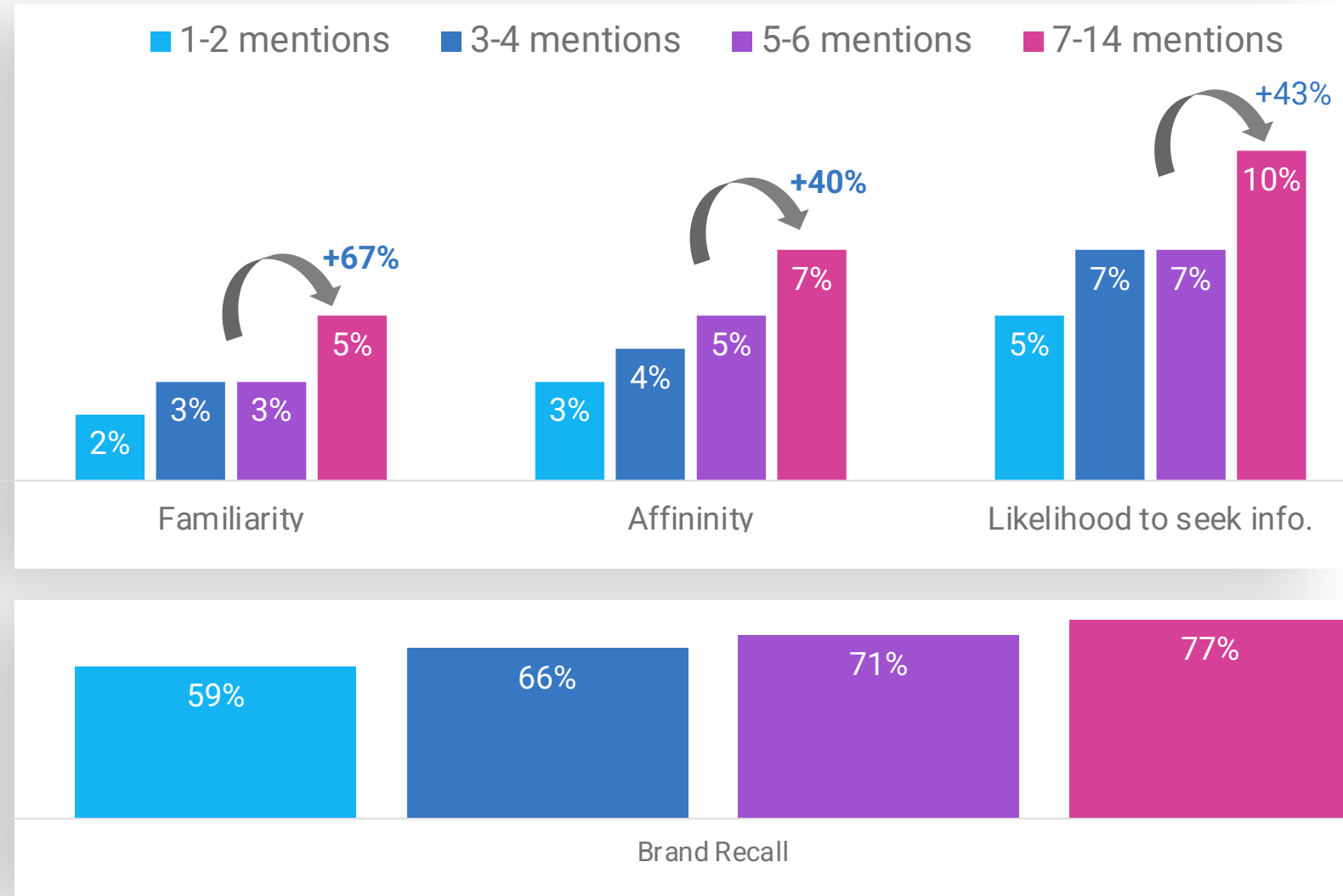
"...consumer engagement drops off after the first 5 seconds, and this best practice ensures a consumer connection early on and reinforces the remembrance at the end of the ad."

-Nielsen

Best practice:

More brand mentions drives lift in Familiarity, Affinity, Information Seeking and Brand recall. Clearly communicate a brand's name and key message upfront. Veritonic, the leader in audio creative research and analytics, recommends saying the name of the brand at least four to six times.

The first 5 seconds matter: Say the brand early and often

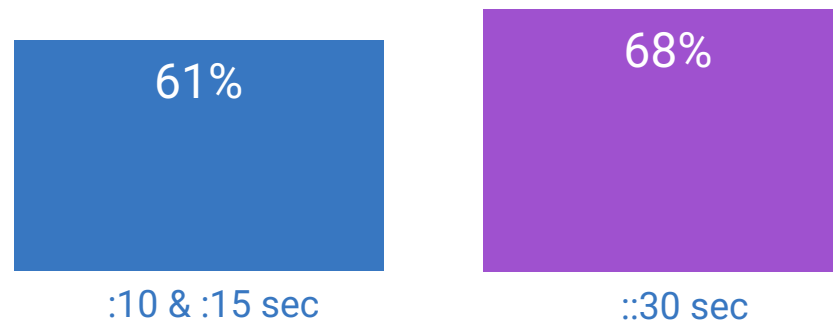


Longer ads do perform marginally better, and listeners seem to like :30 second ads more.

When compared against longer form spots :30 second ads retain a significant proportion of ad recall and purchase intent.

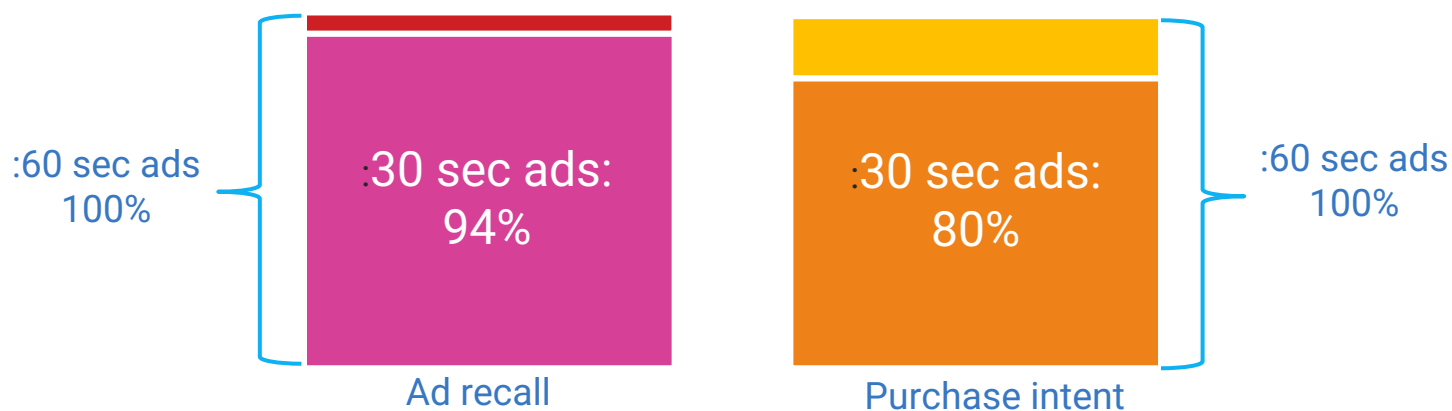
:30's are the standard for a reason

Average % of respondents who answered "like it a lot" or "like it somewhat" when asked how much they like or dislike an AM/FM Radio ad



Source: MARU/Vision Critical May 2017 National

Ad length plays a minor role in ad recall and purchase intent – :30 sec ads had 94% of Ad recall and 80% of Purchase intent of :60 sec ads.



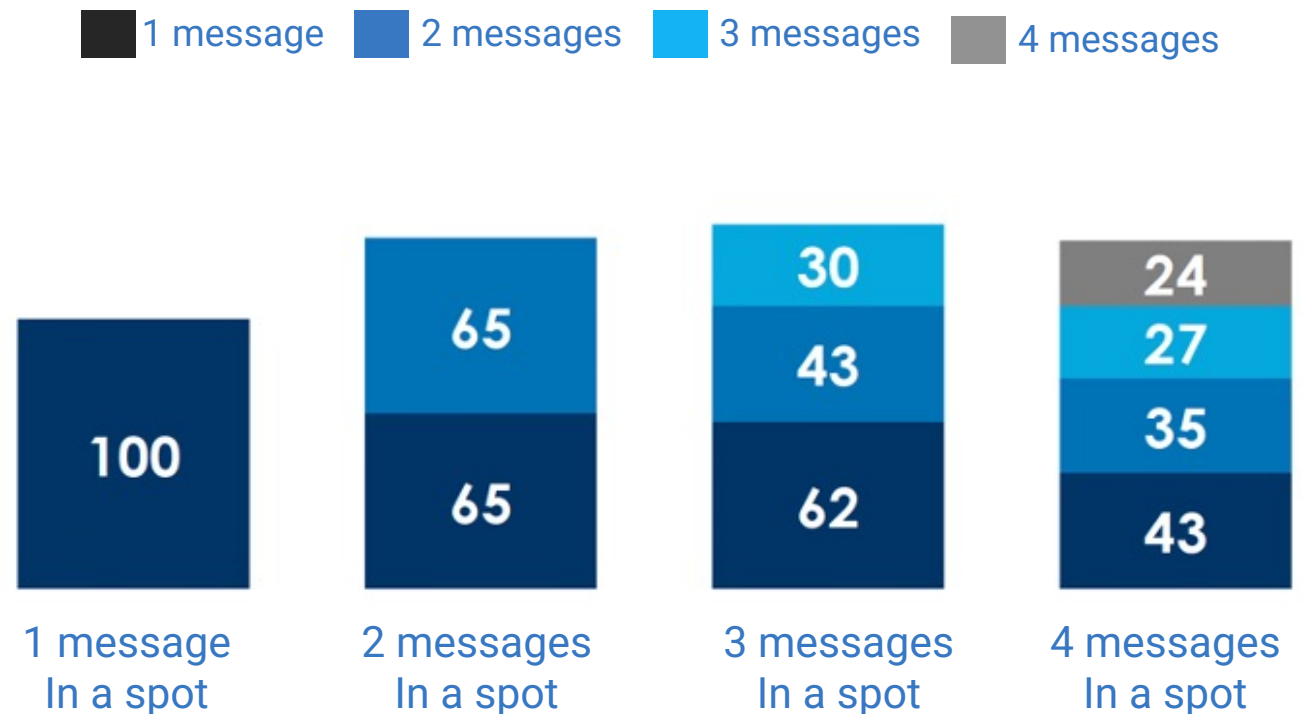
Millward Brown states: *"The more messages an ad attempts to communicate, the lower the likelihood of a single message being communicated."*

Best Practice:

The number of messages included in a spot can have a direct impact on recall and memorability. Try to focus on the key point.

With its low production cost, creating multiple executions to support key brand points can be cost effective.

The fewer the messages, the greater the recall



How to read: The first message of an ad with four messages has 43% of the recall of an ad with one message.

Planning effective campaign GRP levels takes into consideration the marketing insights (brand health, competitive landscape, SOV objectives, consumer target, whether other media are also used) which inform the individual market objectives.

Market GRP objectives can vary and will likely include the following considerations:

- Other media planned in market
- Individual market dynamics
- PPM vs. Diary markets
- Target Demographics
- Advertising category
- Time of Year
- Product purchase cycle

Weight levels: understanding brand objectives and market dynamics

Factors	Sustaining messaging	High Frequency messaging
Brand awareness	<ul style="list-style-type: none"> - An established product with high top of mind - Has an always on-sustaining strategy - Radio is included in the plan the secondary or tertiary medium in a multi-media campaign 	<ul style="list-style-type: none"> - Product launches, rebranding, repositioning - Radio is the primary, secondary or tertiary medium being used in the plan
Purchase cycle	<ul style="list-style-type: none"> - Does not require an immediate call to action, OR - Has an "always on" strategy to build consideration 	<ul style="list-style-type: none"> - Frequent, short term or seasonal purchase incidences
Competitive landscape	<ul style="list-style-type: none"> - Not cluttered. - Brand has strong SOV, category leader 	<ul style="list-style-type: none"> - Cluttered, competitive or fighting for SOV, OR - Maintaining a defensive strategy ahead of competition
Messaging	<ul style="list-style-type: none"> - Simple, not overly complex, one copy execution 	<ul style="list-style-type: none"> - Complex messaging, or multiple messaging copy versions

Campaign type influences the GRP level required:

Retail: typically, sales driven, short term and usually requires high impact and immediate results

Launch/Growth: e.g. new product requires high impact and sustainability

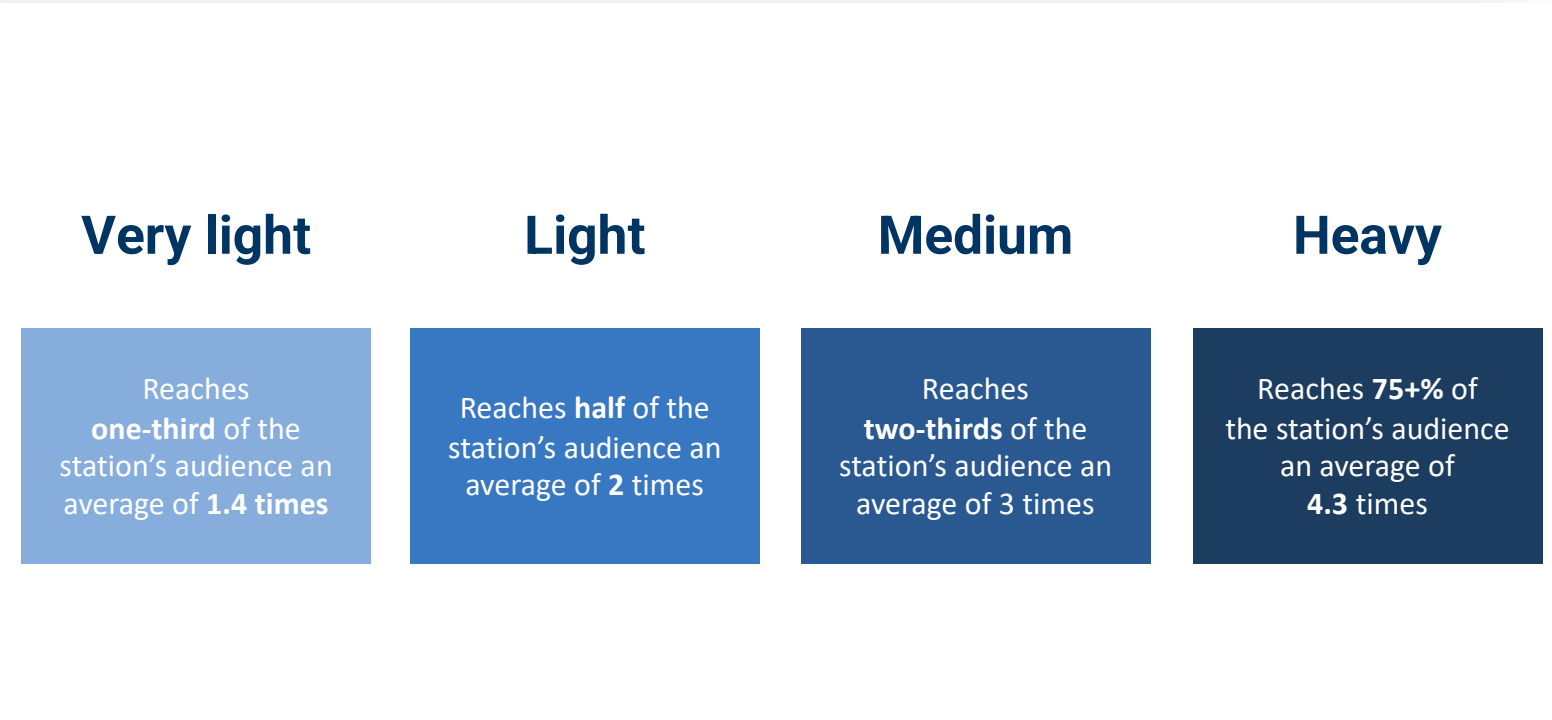
Mature / Sustaining: Requires ongoing awareness, “always on.”

Using these inputs helps determine:

Reach: What percentage of the target market audience needs to be reached to achieve objectives – on a weekly level, on a campaign level?

Frequency: How many times does the target market need to hear the message to take the required action - on a weekly level, on a campaign level?

Establishing effective reach goals in relation to a station's audience



Wear out is the point where creative performance declines by 50% from its peak from listener fatigue of message frequency in a continuous time period. The better the creative, the longer the ad can run.

This chart illustrates the number of GRPs that a piece of creative can be run before wear out occurs. For example, an ad with average creative score of 100-109 can be run with 1100-1500 GRPs before wear out.

The weight levels that would cause wear-out are much higher than most AM/FM Radio campaigns.

The better the creative, the longer it can run.

Don't worry about wear-out

Creative test score index (higher = better)	GRPs levels before encountering wearout
<90	400-800
80-90	700-1100
90-99	900-1300
100-109	1100-1500
110-119	1300-1700
120-129	1500-1900
130-139	1700-2100
140-149	1800-2200
150-159	2000-2400
160-169	2100-2500
170-179	2200-2600
180+	2499-2800

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