Name: Class ID: Class Hour:

**Radio Advertisement Assignment**

[](http://images.google.com/url?sa=i&rct=j&q=radio+ad&source=images&cd=&cad=rja&docid=LJe9dKolzWn3rM&tbnid=bM8XiR_epI_BFM:&ved=0CAUQjRw&url=http://www.ferranteassoc.com/portfolio/creative-examples/ads/radio-advertisements/&ei=zmsQUY_vEsuFyQH4uIG4Cw&bvm=bv.41867550,d.aWc&psig=AFQjCNF93UAQggZkfaDScDz5kugN_KbG4A&ust=1360117067115239)**You and a partner will write a script for a 30-45 second radio commercial**. The commercial will be an ad for a product you choose. Some ideas are listed below. The audio ﬁle will be **created in Garageband** and exported as an .mp3 to your personal folder. The commercial should **contain music**, sound effects, or possibly a jingle for the product. You can create music and jingles in Garageband and use them in your project. You need two actors in your commercial as well. Make sure your product brand is clear and that people feel compelled to buy it. The commercial should be professional and appropriate for ages 4-94.

**Tips for Advertising:**

• The purpose of a radio commercial is to get listeners to do something.  
• Keep it simple.  
• Draw the listener into your commercial. Make it sound real

**Choose a good, a service, an idea, or a real business in Minot that you wish to create an ad about. Some suggested products/Services to choose from: (choose one of the following, or make up your own product, but a real product, that is approved by your instructor).**

Radio buyers purchase a wide variety and growing [number of products](http://www.strategicmediainc.com/radio-advertising-articles/what_works_in_direct_response_radio_advertising.html), ranging from vitamins and nutritional supplements to CD's/music, and health and beauty items such as hair care, skin care, and weight loss/diet products. Other stable radio advertising categories include household cleaning products, kitchen/cookware products, financial, and travel offerings. We've also seen a growing trend toward using radio advertising to drive online traffic as well as support retail sales.

**Rubric**:

Radio Ad questions (worksheet) completed: 15 points

Script: 15 points

Promoting a product approved by instructor: 10 points

Length of commercial: 30 – 45 seconds 10 Points

Mentioned product/company 3 times in ad? 5 points

Included product benefits, features, and options? 10 points

Company location, hours of operation, where available 5 points

Did the commercial include two actors/voices? 10 points

Appropriate background music and **volume** for your ad 10 points

Incorporated the 7 steps and tips for creating effective ads 10 points

Total Points 100 points

**Step 1: Creating Radio Ads**

Directions: Each Student will complete step one individually. Read the article “How to Write a Radio ad” found on our class webpage and answer the following questions:.

1. What does a good radio ad do?
2. What type of language should you use in a radio ad?
3. At what pace do you speak at?
4. How many times should you say your name?
5. What does it say about talking to yourself and the customer in a radio ad?

Directions: Read the article “How to Write a Radio Ad” starting on page two. It is found on or class webpage (same article from above).

1. What should a radio ad lead to and how do you achieve this?

1. The article lists seven steps for creating a radio ad. Summarize each below:

1

2

3

4

5

6

7

At the end of the article, there is a list of tips available for writing affective ads. Review these. List three that you think you would apply if you were creating a radio ad.

1.

2.

3.

**Step 2: Review Sample Radio Ads:**

Directions: Review Radio Sample Ads together in Class. These samples are found on the class webpage at [www.marketingmps.com](http://www.marketingmps.com).

**Sample 1:**

What things were good?

What things to improve on?

**Sample 2:**

What things were good?

What things to improve on?

**Sample 3:**

What things were good?

What things to improve on?

**Sample 4:**

What things were good?

What things to improve on?

**Step 3: Script Your Radio Ad:**

What is your product/business : approved by Instructor:

A script is defined as: the manuscript or one of various copies of the written text of a play, motion picture, **or radio or television broadcast**. You and your partner **must script** your advertisement listing what each of you will say in the space below. Write in pencil so that you can make any necessary changes. When you have completed the script, you and your partner will practice it several times within the Garageband file you will create for your ad.

