

# Just the facts



**97.3**

COASTLIVE.COM.AU

**ALL ABOUT:  
Radio Commercials**

**2019**

**THIS PAGE HAS BEEN LEFT BLANK FOR YOUR NOTES:**

# **This is a brief guide to YOUR radio commercials:**

First of all: **Welcome to radio!**

Secondly... **now the fun stuff starts!**

As part of the cost of Production for your radio campaign, our professional team will be writing, voicing, and producing your commercial on your behalf, before it goes to air. With years of experience behind them, they know what sizzles, what sells, and what works.

To get the most out of your radio commercials we will briefly touch on 7 points about your advertising, if you have any questions at any time, please feel free to call and ask (or email).

We will be looking at:

- 1. IDEAS & THEMES**
- 2. WORD COUNT**
- 3. PHONE NUMBERS**
- 4. WEBSITES**
- 5. SCRIPT APPROVALS**
- 6. CHANGES & TURN AROUND TIMES**
- 7. THE END RESULT**



**And finally give you a very brief CHECKLIST to step you through the process of getting your ad from an idea to on-air.**

*It is highly suggested that you also don't read the script we send you, instead have someone read it out loud to you, this will give you a better idea of how it might sound on the air.*



# 1 IDEAS & THEMES

The great majority of scripts we are initially asked to create by clients are what we call **"Shopping list" commercials**.

They contain **a huge list of products or services and are very, very hard for listeners to follow** and pick out the **one thing** that they need or want.

They also are in danger of becoming what is known as a **"shouty commercial"**. Which means they are very, very hard to remember 'any' of the offers you are listing at all.



So, we urge people to go for what is called a **"Creative Script"** which **uses only one idea or theme per commercial**.

These make your business name and the product or service being offered stand out, and be at the top of people's mind when they need it.

We suggest that you **only talk about 1 product or service per commercial to get the best results**.

Then, due to radio's low cost, you can have multiple commercials in rotation, giving you the added benefit of being able to tell more stories.

And, letting you prioritise a particular commercial for a short time (for example play commercial A for 60% of the time, and commercial B for 40%, so listeners will hear commercial A more than B).

And of course, this also gives the impression to listeners that your ads are everywhere on the radio – **making it easier to remember you, your products and services, and your brand!**



LISTEN TO OUR  
NEW RADIO AD



## 2 WORD COUNT

What is it and why is it so important?

Different length commercials allow for different word counts.



In a 30 second commercial, there is... only... 30 seconds, so, we can only fit a limited amount of words, sound effects and music in to that time slot.

We have an internal guideline for the amount of words we would like to see in a script that will give you the best result, it is possible to fit less, in fact it is preferred, but more words will, in the end, create a “shouty commercial” in people’s minds.

### **Recommended 30 second commercial script = 64 words**

Which allows for: lots of inflection and a sincere read.

Highly recommended 30 second script = 78 words = which is: a typical straight read.

Not Recommended 30 second commercial script = 87 words maximum for a Fast read (or a “shouty commercial” script).

To be avoided at all costs in a 30 second script = 95 words maximum Hard Sell, maximum speed, read.

Also, it is useful to remember that every number is a word. No matter if it is in a price, eg: \$15.96 (that’s fifteen dollars and ninety six cents = 6 words – or fifteen, ninety six = 3 words); or if it is a discount (25% = twenty five percent = or 3 words) a unit and street number... you get the idea... and of course there is the big one, using phone numbers in radio commercials.

### 3 PHONE NUMBERS

This is a regular request from clients, and, this is our really simple recommendation with phone numbers: **Don't Do It!**

Unless: It is a very easy one to remember. Such as an 1800 number, or a phone number that makes up a word or one you have in a jingle. For example 9 5 8 1 DAVE.

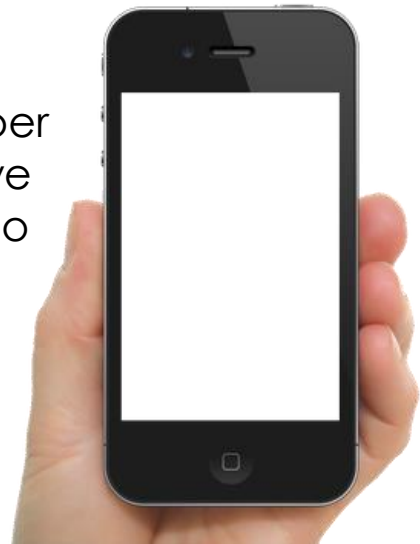
BUT; If you really 'have to' have your number in your commercial, then our most common responses are:

1. **Land line phone numbers** (or 8 words) are easier to remember for people, as 99% of people don't sit with a pen and paper ready to write down a phone number they hear only once in a commercial, so we suggest to repeat it several times in your commercial.
2. However, if you want your **mobile number** in there, which is an extra 10 words (each number is said as a separate word), remember that we would have to cut 10 words out of the script to fit it all in to 30 seconds.

So, do you still want your phone number in your commercial?

We can do it if you want, but we would have to cut at least 8-10 words to make it fit in there.... So think carefully about including your number in your commercial.

Are you prepared to lose that many words to include a number that listeners won't remember?



## 4 **WEBSITES**

**YES!** Please do use websites in your commercial, it is much easier to remember a word, or sentence than a number.

But we will cut it back from "w w w dot my business rocks dot com dot au" to say "**My Business Rocks dot com dot au**" which is 7 words – again cutting into your word count for the message of your commercial.

In fact driving traffic to your website is the best way to give them more even more details about a special offer, and get them to also buy while they are 'hot for the offer'.

As more and more people are becoming tech savvy – it is becoming easier and easier to do this on your own website.

For example you could put the offer on the front of your website so it is easy to find.

Alternatively – links from our websites [coastlive.com.au](http://coastlive.com.au) and [917thewave.com.au](http://917thewave.com.au) to your own website can be established very simply at low costs.





## **5 SCRIPT APPROVALS**

The approval of your script(s) is very important.

Please make sure that you check over your scripts for any errors that may have crept in, or, any changes that need to be made.

These changes need to be made before it goes into our Traffic and Production Departments.

Also, can you please let us know of any strange or unusual pronunciations of names, services or products names?

Even a phone call to get the correct phonetic pronunciation would be a huge help.

More often than not, you will be contacted by us before it even gets to the approval stage to check.

Signed approvals for scripts can be emailed back to us, or you can call to confirm.

## **6 CHANGES & TURN AROUND TIMES**

The majority of the time your commercial will be voiced by someone outside the station, and this is usually done at a production company based in the eastern states.

So any changes or incorrect pronunciations – will need 24 hour turn around to re-book the voice talent, and studio time, then re-produced back here, all before it is fixed on air, please keep this in mind when requesting any changes after the commercial has been produced.

Music and sound effect changes however are simple to do locally and attract no extra cost.

This is also why we spend so much time getting your script 'just right', before we send it off to be voiced.

And as a result, any changes or corrections that need to be re-recorded, will incur another production charge.



## **7 IN THE END THOUGH**

Remember, **we are aiming to give you the best results possible** for your commercial, the more details we have available to us when writing and creating your radio script, the better the results will be for you.

After all, we want you to be happy, to come back and become a loyal part of the clients we have here at West Coast Radio.

Please, do check that ALL information is correct on every one of your scripts, from the start and stop dates, to pronunciations, and to include any changes you may wish to make.

Let's make your commercials sell!

Note that additional charges will be incurred per change, should any changes be made to scripts after they have been agreed to, signed off on, and produced.



### **THE CHECKLIST:**

- ☐ **YOU give the call to action or branding details to us.**
- ☐ **See the voice checklist for extra help and guidance.**
- ☐ **We will write a script(s) to meet those specifics.**
- ☐ **We will send it back to you for any changes, corrections or approval, this is your time to have some input back to us.**
- ☐ **We can go back and forth until you are happy.**
- ☐ **We both agree on the script.**
- ☐ **It is sent off to be voiced over east.**
- ☐ **The voice comes back, it is produced in-house with music and sound effects added.**
- ☐ **We send you a low quality mp3 audio file.**

**AND FINALLY... It is on the air!**

## **THE VOICE CHECKLIST:**

To assist with the selection of a voice artist for your next radio commercial we will need some ideas to help us find you the best voice, there are 6 questions.

But before we do, did you know that...

- Male voiceovers sell cars better than females?
- Or that female voices are more suited to technology commercials?
- Did you realise that many government ads are written as a 'parent to child' in terms of the voiceover tone?
- Have you thought at all about choosing a voice that sounds 'unexpected' to get real cut through and stand out?

1. Remember that the voice we pick, will be representing your business.

So, what style would you like? For example: A fast read

- Lots of inflection, a sincere read
- A typical straight read
- A fast read
- A hard sell read
- Other \_\_\_\_\_

2. Studies show that we, as a western culture, prefer to hear a woman's voice, what type of voice do you want to hear in your radio commercial?

For example: A cheeky, male Aussie voice.

- Serious
- Excited
- Straight
- Other \_\_\_\_\_

3. The tone of voice is important, remember that you will be talking one on one with your customers through your radio commercial.

What type of tone? For example: Deep Angry, Soft Upbeat

- Emotional
- Factual
- Angry
- Upbeat
- Other \_\_\_\_\_

4. If there are tricky words or pronunciations in your script, how can we best avoid them, and please: give us an example for how you say people or street names:

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5. After reading the script, do you have any concerns about something which might give us problems, something technical we need to understand, or any extra details that will help us to achieve your goals for this commercial?

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*Please remember that radio commercials are written the way they are:*

- 1. Maximum word count for a 30 second commercial is 87 words for a very hard sell commercial – think of the hard sell “Shouty” style ads you hear (sometimes 89 words can be gotten away with, if there is a lot of abbreviations)*
- 2. Phone numbers are written as nine five eight two; thirty five (or three five) two six = 7 words (9582 3526)*
- 3. Prices are written as forty five thousand, two hundred and ninety nine dollars and that equals 9 words (\$45,299)*
- 4. Websites are always written without the www at the start, and au = two words A U, so “Your Website DOT com DOT a u” = 7 words*
- 5. Registration numbers are usually 8 words (depending upon double numbers or not – as in D/L #s and Plumbers Licence Numbers)*
- 6. And any and all initials and abbreviations are always spelt out phonetically, ie: AHG = A H G (3 words) or FESA = (Fee Sa)*

**Please ensure that ALL information is correct, and to include any changes you may wish to make, and then sign off on them. Remember: Additional charges will be incurred per change, should any changes be made to scripts after they have been agreed to, signed off on, and produced.**



We have...

**2** DIFFERENT BRANDS...

**2** DIFFERENT & ENGAGED AUDIENCES...

AND... EVEN **MORE** OF YOUR POTENTIAL CUSTOMERS...



**35 PLUS AUDIENCE**  
with a slight female skew.



**25 to 39 FEMALE AUDIENCE**  
with a fringe audience of  
**18 to 24 FEMALES**

That's a combined *potential* listening audience of...



**\*357,172 people**

\*Data based on 2016 Australian Bureau of Statistics Census and broadcast footprint



**COASTLIVE.COM.AU**

They listen while they drive, and we can drive them to you...  
So, are you ready for your radio commercial script?

**TALK TO US TODAY!**





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