

RADIO ADDS  
**BITE!**



**manx radio**  
the sound of your life

**Award winning commercial  
production**

From the Island's National Broadcaster

# Commercial production

## What's it all about?

‘Commercial Production’ is the technical term we use to describe the process of making a radio commercial.

It's the most important part of your radio campaign so we've put together this simple guide to help you understand what goes into making a commercial that will really stand out on the radio.



# How the process works...

## The 3 steps to advertising heaven:

1. **Brief:** we'll talk to you about your business, products and services to find the 'gold nuggets' that need to come out in your commercial.
2. **Script:** from your brief we'll put together some script options for you to choose from.
3. **Production:** once you've approved the script, we'll put it into production with music, voice-overs and sound effects as required.

We review the finished commercial against your original brief. When it's approved your message is broadcast to Manx Radio's **38,600** listeners.

(source: RAJAR/Ipsos MORI /RSMB. Q1 2012 Isle of Man)



# Who makes my commercial?

S2blue is one of the UK's most well-respected radio advertising production companies.

We work in partnership with S2blue to provide you with:

- Effective radio campaigns and audio identities
- Experienced and professional script-writers
- Huge range of voice-overs, music-beds and vocalists
- Highly professional production values
- Musical copyright advice
- 24-hour turnaround from script to complete commercial



# A world of commercials

## The possibilities are endless...

- One voice speaking about your products and services
- One voice speaking with a music bed running in the background
- One voice with a music bed and sound effects
- A combination of all of the above



The options are endless and we're here to help you choose the combination that will work best for your brand and your business.



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# Jingle all the way...

## the Rolls Royce of the radio advertising world

- A jingle consists of a fully sung identity package known as a 'doughnut'. You can change the messages within this package - a bit like a doughnut you can change the fillings in!
- Although a jingle involves a slightly higher initial investment, it provides a greater long-term return than a standard commercial
- Jingles provide branding recognition and call-to-action all in one commercial.

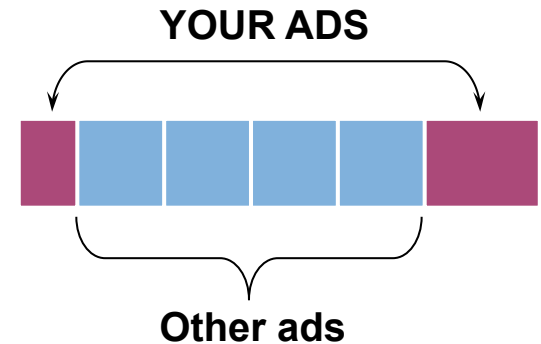


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# ‘Top-and-Tailing’

## It’s proven to increase effectiveness

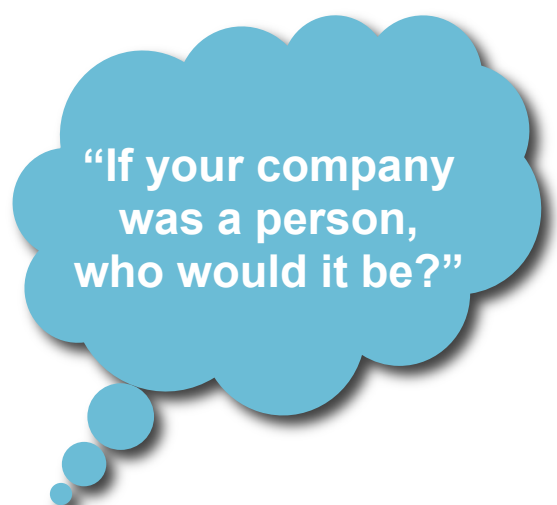
- Top and Tailing a commercial break is proven to increase the effectiveness of your radio advertising campaigns
- A 10 second ad is used to ‘tease; the listener across the break to your 2 second ad. The ‘tease’ and ‘please’ approach builds anticipation and reduces advert avoidance
- It requires a little more investment, but the return is well worth it



# The Theatre of the Mind

## What 'sells' on the radio

- When you're putting together your radio ads, it's important to remember that what you like, isn't necessarily what will sell your product or service on the radio
- Detach yourself from your business, take a step back and try to imagine how your ad will sound - this what we call The Theatre of the Mind
- Your ad needs to create the right Theatre of the Mind with our listeners.



**"If your company  
was a person,  
who would it be?"**



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# Look who's talking...

## Who are you trying to reach?

It's vital you think about who you're trying to reach, otherwise you're just wasting your time and money,

- Men - single or married?
- Women - single or married?
- Teenagers?
- Families with children?
- Housewives?
- The business community?

Remember...different groups of people will respond to different messages in different ways



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# One ad...one message...

- Don't cram your radio ads with too much information - it confuses the listener, they won't remember your advert and may even switch the radio off!
- Leave out 'so what?' statements like 'longest established', 'biggest provider of' etc, unless they offer a real benefit for the listener.
- Potential customers don't want to hear your company history, they want to know what you offer and what the benefits are to them



**It's the golden rule of radio advertising!**



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# What do you want your ad to do?

- Get people to your store?
- Get people to your website?
- Get people to email you?
- Get people to phone you?
- Get people to your box office?
- Get people to your exhibition?

**Manx Radio can get people to do, whatever you need them to do BUT your ad needs to be clear, concise and tell people exactly what you want them to do.**

**It's the most important thing to think about!**



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# Will people do what they're told?

- Our response to any form of advertising depends upon how strong the 'offer' contained within that advertisement is - and radio is no different.
- What are your unique selling points?
- What will stimulate the listener to make them respond in the way you want them to?



Think about  
YOUR offer!



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# More info?

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