

## Eardrum Tips On Effective Creative

### Writing For Radio

**Radio is a difficult medium to write for.** Weak ideas are exposed and bland scripts are ignored. If your agency is not able to crack it, get them to use a radio specialist or go to one direct.

**Understand the environment.** Remember why people have tuned in, draw them in to your ad and it won't feel like an intrusion.

**Speak the listeners language.** Avoid marketing-speak, clichés and formal language. Treat the listeners as real people.

**Engage and entertain the listener.** Make listening interesting, avoid the too-common weak humour.

**Keep it simple.** Advertising's need for simplicity is even more pronounced with radio.

**Judge what you hear, not what you read.** The written script can be misleading, ask to hear the ad in some form.

**Dare to be different.** Too many radio ads sound the same, be bold.

### Cast Creatively

**Your voice often dictates the tone for the commercial.** Use real sounding people and don't settle for the same old names.

**Take time and be open to the casting process.** Make time for it in production schedules. Look for interesting and challenging voice textures.

**Avoid the in-vogue or common voices everyone else uses.** Stand out in the break by using more unusual voices. A radio specialist will know where to find them.

**Celebrity voices** only serve as positive endorsements when there is a definite link between the celebrity, and the script or product. If there is no link, or if it's not written in their style they'll sound 'bought'.

**Remember: no actor has ever been known to say 'I am miscast in this'.**

### Use A Radio Director

A director will spend time preparing for the session & will bring a vision to the script that the writer may not have.

- A recording session at which six people direct will never result in a great ad. It's vital that one person with a vision of the spot be in control and that he/she is the one to communicate with the actors.

A competent actor will do a good "read" for anyone; a good director has the skill and technique to extract that extra bit of magic

- Scripts often change during sessions. A director will advise you on whether they are practical, effective and legal.

A good director will make it look easy. It isn't.

For further information on effective creative, please contact Ralph van Dijk at Eardrum on email: [Ralph@eardrum.com](mailto:Ralph@eardrum.com) or visit [www.eardrum.com](http://www.eardrum.com)

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