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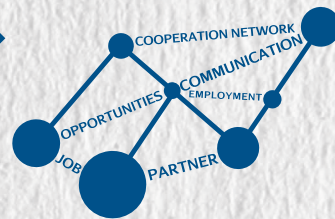
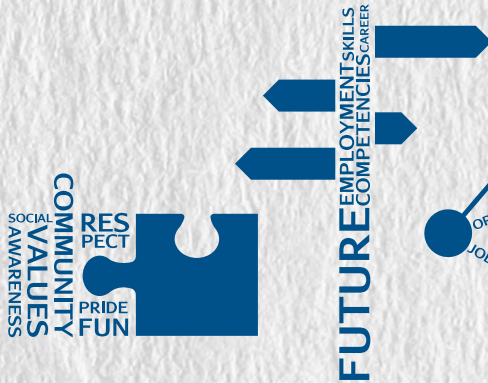
DEUTSCHE ZUSAMMENARBEIT

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# 8.10 HOW TO DEVELOP AND BROADCAST RADIO ADS



# HOW TO DEVELOP AND BROADCAST RADIO ADS



## What Is It Useful For

Raising awareness and / or announcing an event to the mass.



## When To Use

It is good to be present on the radio channels throughout the year and more intensively before specific deadlines (such as exams or registration dates) or the events that are being announced.



## Examples

The DSME project used radio ads twice:

- Radio ads were offered in one Lebanese radio channel (the radio is owned by a paper that the project had its ads in). It had wide exposure; people were calling the project to say that they have heard it. The following text was read by a female voice in Arabic accompanied by an animated melody:

*“Have you reached the last complementary school year and confused about the next step? Join the Dual System today! And immediately enter the labour market while you’re at school! According to the successful German model, 8 specialisations in more than 30 official and private schools and institutes all over Lebanon! For more information, call 01353390 ext. 1110 or visit us on [www.dsme-lb.com](http://www.dsme-lb.com).”*

- When the project wanted to announce the airing of its documentary, it had less exposure than the above, because the project was charged for every spot, but it also received positive feedback – though not as much as above. The following text was accompanied with an animated melody:

*“Get to know the Dual System, a Lebanese vocational educational stream according to the successful German model! Enter the labour market while you’re at school, and learn skills to ensure a good vocational future!”*

*Wait for us on Saturday at 10h30 after TARA-TATA, and learn about the project with the opinions of high ranking persons who have experienced the success of this stream!”*



## Target audience

The radio is addressed to the mass in general – depending on what you are announcing and the channel you are using, you can target the parents, the students or the private sector or even the 3 in the same time.



## How Long Does It Take

Altogether, finding the right channel, creating the ad concept, and recording should not take more than 3 weeks.

The studios researched in Lebanon gave a different timeframe for the recording of the ad; it went from half an hour to 1 week.



## WHAT TO DO

In order to achieve the above mentioned objectives, the following steps should be undertaken:

- Research the radio channels in your context, regarding the targeted audience – the criteria could be the area of coverage or the various shows on the radios (some are targeting a certain class; some are targeting the youth only).
- Ask for the specifications of the ad (format and duration – usually 20 seconds) and negotiate good time slots: In Lebanon, the radio channels do not offer statistics for rush hours on the radios, but usually they can tell you how successful a certain show is and that to target the mass you should be on the radio either when they are driving to or from work.
- Find a production house that will record the ad (sometimes the radio channel offers it) – the cost can vary from 200 USD to 600 USD depending on the production house.
- Agree on a wording/text, to announce an event or to raise awareness about the project. Always include some type of contact in it (website, phone number).
- Agree on a melody – usually the production house offers possibilities.
- The cost of the radio campaign can start from 1000 USD to as much as you want your campaign to last (one spot costs around 300 USD).

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## WHAT TO OBSERVE

The following lessons learnt should be observed:

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### Pros



- Targeting your advertising to a specific audience. Different radio stations have different formats, from news/talk to oldies to rock. Decide who you are trying to reach (teenagers, families, urban men, suburban moms), and then choose the radio format that reaches your audience.
- Attracting the audience who can't or doesn't like to read, or doesn't have the patience to watch a documentary or listen to a full interview.
- Cheaper than any other mass medium (except Facebook).

### Cons



- In a context like the Lebanese one, with many radio channels available, it is better to have a larger budget to target all of them rather than one channel that will not do much of return on investment.
- As mentioned above, in the absence of reliable statistics regarding the rush times on the radio, you will have to trust the assumptions of your contact in the radio channel or the media agency.
- While a reader of a newspaper can cut out your print ad and save it for later use, a radio ad is very ephemeral, playing over the radio for less than a minute.
- Also as mentioned above, morning and evening commutes are key times when many businesses want their ads to run, and there are only so many spots to [go around](#). This can drive up the cost for those chosen time slots.

Note that you are not allowed to mention two competitors in the same ad. For example when the DSME project wanted to announce the broadcasting of the documentary, the project could not announce in the same ad the two TV channels which were supposed to broadcast it. Again, that is the Lebanese context.

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