



## Content – Radio Spots

Radio spots are commercials that run on the airtime of a commercial radio station. The audio-only spot must compete with the noises of the everyday world—including programming and commercials on other radio stations—and calls for the talents of an exceptional short-form scriptwriter. A scriptwriter with a firm understanding of the subject and the language, and importantly, creative thinking.

Creative thinking presents a product or service in a new light with a new use of language. New ways of expressing information and thoughts to elicit the desired emotional response. Laughter, fear, sadness, guilt. If a spot holds the attention of the target audience for 60 or even 30 or 15 seconds, that brief emotional connection might be enough to retain the name of the sponsor and something about the product. An effective radio commercial puts the listener in a situation they may not have experienced so they are compelled to listen. An effective radio commercial is memorable.

Offering different perspectives and arranging words together in a different ways help the creative process and lead to insights about the product. And, can bring the desired reaction even with a meager production budget.

The cost of the commercial is often not important. Only during the Super Bowl when TV spots compete with each other and cost \$100 million for 60 seconds of airtime! Many awards have been won by scriptwriters and producers for spots that cost a pittance.

A superior scriptwriter holds the ability to make or break the success of the spot. A superior scriptwriter knows there is a huge difference between information meant to be spoken and not read. Huge. And, therefore, writes conversationally for radio.

A memorable radio spot mentions the name of the company and product three times, and is part of a successful buying package. If the spot fails to deliver, however, the spot may be useless, no matter how creative and original.