

## Radio Advertising Script

This radio advertising script is meticulously designed by **[YOUR NAME]** of **[YOUR COMPANY NAME]**. It is intended to guide businesses and advertisers in crafting effective and engaging radio ads that capture audience attention and deliver key messages succinctly. Below is a comprehensive framework that includes all necessary elements to create a compelling advertisement specifically tuned for radio audiences.

### Section I: Introduction

The introduction of your radio ad is crucial as it sets the tone and grabs the listener's attention. It should be engaging and succinct, providing listeners with a clear idea of what the ad is about.

- **Start with a strong hook:** Use a question, a surprising fact, or a bold statement.
- **Mention the brand:** Early introduction of **[YOUR COMPANY NAME]** ensures brand recognition.

### Section II: Body

In the body of your advertisement, dive into the details of what you are offering. This section is where you expand on your introduction, providing more specific details about your product or service.

1. **Describe the product/service:** Clearly explain what **[YOUR COMPANY NAME]** is offering.
2. **Highlight features and benefits:** What makes your offer unique? List the benefits.
3. **Include testimonials or success stories:** Cite a brief example or quote a satisfied customer.

### Section III: Call to Action (CTA)

The call to action is a critical component of any advertisement. This is the part where you tell the listener exactly what you want them to do next. Be straightforward and

# Radio Advertising How To Sell It Write It

**Judd E. Hollander**



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Investigation of Radio and Television Programs ... Hearings on H. Res. 278 ... June 3, 4, 5, 26; Sept. 16, 17, 23, 24, 25, 26; Dec. 3, 4, and 5, 1952 United States. Congress. House. Committee on Interstate and Foreign Commerce,1952      **Radio Age** ,1924

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