

# THE 7 SECRETS OF CREATIVE RADIO ADVERTISING

By Tony Hertz

## CHEAT SHEET:

1. FIND A FEELING – Set out to find an emotion, show the audience that you get them, and connect with them.
2. BEGIN WITH A PICTURE – Visualise your radio script – show the richness of the scene and use space/gaps to build a picture.
3. THINK ABOUT THE PERSON – People are interested in themselves, understand who you are talking to, and connect with them.
4. ONE AD = ONE MESSAGE – Obviously!
5. STAND IN A DIFFERENT PLACE – Make your ad sound different by the choices that you make.
6. CHARACTERS NOT VOICES – Use characters to convey the message, not cliché voice overs.
7. PRODUCE WITH PASSION – Craft and create production that stand out.



*The*  
**7** Secrets *of*  
Creative  
Radio Advertising  
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