



TheGredeCompany

30-SECOND MARKETING TIP



Radio Advertising

Radio offers a rich arena for the creative mind.

The ear can be tricked into believing
there really is a ship
full of people
about to crash onto the rocks
and sink in the shark-infested waters
Unless little Johnny
can signal the ship's captain
using his trusty flashlight
with the Zappum long-life batteries
and save the day

SFX: fog horn
SFX: crowd noise
SFX: crashing waves
Music: "Jaws" theme
Boy: "See ya later, Mom"
SFX: fog horn
Music: build to crescendo
Man: "Thanks, Johnny. You saved us."
Boy: "Don't thank me. Thank my
Zappum long life batteries."
Music: out

Have fun with radio. Use your imagination. And get your audience to use its imagination, too.

www.TheGredeCompany.com