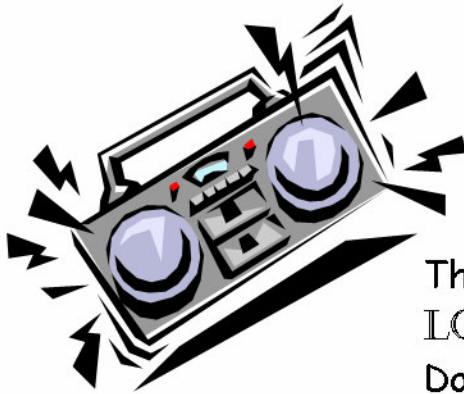


# Radio Ads

Make up two or three  
ADVERTS for RADIO



Any product that might be sold on local radio

Think of how  
LOCAL RADIO  
Do their Ads ~  
make them memorable  
Make people want to sing along  
Have a Jingle



## How to

- Think of a Product [ Like Kit Kat ; Persil : Reebok : Double Glazing ]
- ..... or a service [ like Taxis : Anglian Water : Gas ]
- Make up some words/lyrics to sell the product or service
- Incorporate a **JINGLE** *that's a short musical idea, usually with words that people easily remember* eg [ " Enjoy the fun at Rollerworld " ]
- Remember it only lasts a few seconds
- Use keyboards to help make up the music
- Ads don't **have** to have music, although music does help make an ad more memorable

