BTRF1231 – Writing for the Media

Radio and TV Advertising Assignment

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Section 06

Radio Script Analysis

1. AIDA Formula used:

A - Attention - "Duuuude!”

I - Interest - “Is that the iPhone 4GS?”

D - Desire - “Buddy, iPhone 4GS for $99.99! Unreal!”

A - Action - “I better get over there now!”

2. Creative Strategy used was image / atmosphere. The image of the Radio Ad is that it is "cool" to have an iPhone 4GS and the atmosphere provided is that "you’re in" or “it’s hip” when you have one. I think this is a simple yet effective approach to selling this product as it is a new and upcoming product that is very hot on the market right now, especially for younger individuals / students.

3. Target Audience includes Males, possible students between 18-25. The Ad is generated generally for a male audience but is not subject to or strictly for only males. Females 18-25 could also be used as a target audience as well.

4. Possible Broadcaster's and Time Slots include:

* 99.9 Virgin Radio 6am-9am(morning commuters) or 6pm-12am
* Sports Net590 6am - 9am, 1pm - 4pm
* Z101.1FM 6am-9am, 3pm-6pm, 9pm-12am
* 91.7 Giant FM 6am-9am, 3pm-6pm, 9pm-12am