



THE LUND CONSULTANTS

TO BROADCAST MANAGEMENT, INC.

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Lund Top Ten Vol. 7 – The Great Promo

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Routine promos sound generic, and traditionally, they are ineffective. To make promos work like strong-selling commercials, make them sizzle with excitement. Great promos set the station apart from its competition. Consider these ten promo tips as you strive for greatness!

- 1 **Sell benefits, not features.** What will the prize do for the listener or listeners who win? How does the benefit affect the listener? What advantage is offered over our competitor?
- 2 **Make the station the star.** Sponsors don't give away prizes; the station does!
- 3 **Use the station name instead of pronouns.** You should say, "Hot 107 is sending one lucky couple to glorious Hawaii", not "We're sending a couple..."
- 4 **Lead with the listener benefit.** State the concept of winning first, and in listeners' terms, not the station's or the talent's. Communicate effectively and focus on the audience. Instead of, "We're giving away..." say: "You're flying to Miami to see Enya in concert..."
- 5 **Promos should paint a picture and contain an element of emotion.** Tell believable stories in promos about what it's like to experience the prize. Give examples, but avoid overused superlatives like "best" or "greatest."



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- ⑥ **Keep it simple.** Keep it short. Be compelling - but time efficient. Sell the sizzle. Don't give all contest details in one promo. Sell continued listening for more details. Do a rules promo and offer written rules available at the station and on the website.
- ⑦ **Don't be too serious.** Make promos fun, upbeat, honest, creatively produced, and natural. Don't let a promo sound like a commercial, just sell like one!
- ⑧ **Use sound creatively.** Challenge the listeners' ears to stay tuned in to the promo. Ear candy is a natural hook.
- ⑨ **Air promos first.** Use this position in the stopset to take advantage of highest awareness and greatest cume.
- ⑩ **Repetition builds retention.** Schedule promos as well as supportive liners and talent ad-libs to create frequency. Like a commercial, frequently aired promos sell well!