Radio Adverts Conventions

This checklist consists of key codes and conventions of a radio advert.

- FACTS - The radio advert will consist of key facts and statistics about the movie. These are usually reviews and ratings on the film.
- VOICE OVER - Clear voice so that the listeners can recall the information well; they inform the listeners on key dates of the films release.
- Moreover, the voice over's tone of voice creates a certain mood to complement the advert with the movie. Their language and tone can represent the movie's genre.
- MUSIC - Sets the atmosphere of the film's genre; it is used as a background soundtrack for the voice over's comentations.
- LENGTH - Typically a radio advert lasts for 30-40 seconds to not lose the listeners engagement and to not reveal too much on the film's narration.
- DIALOGUE - Dialogue directly made in the film could be added into the radio advert so that the listeners can create a link between the film and advert once they view it.
- JINGLE/ SLOGAN - A memorable melody or (character's) phrase could be used so that the listener's can recall the radio advert and advertise the film by vocally replicating the jingle/phase.

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