**­STANDARD AUDIO PRODUCTION TEMPLATE**



Our creative team specializes in crafting audio ads optimized to resonate with listeners through a personal, targeted listening experience. From strategic, imaginative script ideation to dynamic sound design and production, our team takes pride in creating audio advertising that's innovative, relevant, and effective.

*All advertising creative produced by Pandora / Studio Resonate is authorized for use only on Pandora and/or other approved publishers in connection with a Pandora media buy.*

**BEST PRACTICES.**

* **Address the individual** listener.
* Present your benefit to them in a direct, simple manner. **Less is more.**
* Tell the listener what you want them to do with a **clear call to action**.
* Use a **conversational tone** to provide a seamless transition from music to ad.
* **Read your script aloud to check length and flow of language.**

**All copy submitted must be final.** I’ve read the **FINAL COPY** aloud to confirm length, tone and message.

**KEEP IN MIND. IF YOU HAVE PURCHASED AN AUDIO EVERYWHERE AD PRODUCT**

* Audio Everywhere ads play on multiple platforms, **including those without display banners**(Connected Car, for example).
* We recommend **“tap” over “click”** because the majority of usage is on mobile.
* Tap/Click CTAs, if used, **must be accompanied by a second, alternate CTA** leading to same result.

**CORRECT EXAMPLE:** “Tap now or visit ***WEBSITE URL*** to find a location near you.”

**INCORRECT:** “Stop by or tap now to find a location near you.”

*The alternate CTA must direct the listener to the same result (in this case, to find a location).*

**AUDIO INTAKE FORM.**

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| **GENDER** *(Choose 1)* | Male  Female | | |
| **AGE** *(Choose 1)* | Teen  Young Adult  Adult  Mature Adult  Senior  (A 13-17) (A 18-32) (A 33-47) (A 48-67) (A 68+) | | |
| **DIRECTIONAL WORDS** | **STYLE** *(Choose 1)*  Conversational  Announcer | **PACING** *(Choose 1)*  Energetic   Laid-back | **ADD’L DIRECTION** *(Choose 2)*  Promotional  Soothing  Fun  Informative  Sincere  Refined  Excited  Cool  Upbeat |
| **FINAL SCRIPT**  :10 ad = ~25 words  :15 ad = ~40 words :30 ad = ~80 words | CAPITALIZE words to be emphasized and please **SPELL OUT NUMBERS** *(phone numbers, addresses, car models, years, etc.)* | | |
| **PRONUNCIATION NOTES** | Please include **PHONETIC SPELLING** or provide reference link. | | |
| **TARGET AUDIENCE** | Please be **as specific as possible**. | | |
| **ADDITIONAL NOTES & RESOURCES** | **Do you have an example** that Pandora should use as a reference? *Set the scene – the more details the better!* | | |
| **Have you previously advertised with Pandora and would like to:**  Use the *same* voice talent (name of previous voice talent:      )  Use a *different* voice talent (name of previous voice talent NOT to use:      )  Not Applicable  *A note on casting: Studio Resonate stands against racism. We are committed to representing the diversity of our staff and our audiences through the casting of BIPOC voices and production of ad campaigns that amplify our values of inclusion, equity, and community. Together, we can redefine the sound of the American voice.* | | | |

**MUSIC.**

Pandora is happy to supply a music bed to play under the voiceover in your audio ad.

*Note: Pandora cannot provide music from our radio library.*

You may also provide your own music bed *if you have secured the licensing rights.*

* Please provide in **WAV**, or **AIF** format.
* Pandora will place under the Voice Over copy.

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| **MUSIC TEMPO** *(Choose 1)* | Slow, mellow  Medium-paced  Fast, upbeat |
| **MUSIC GENRE** *(Choose 1)* | Pop  Rock  Jazz  Dance/Electronic  Hip-Hop  Latin  Country  Classical  Other: |
| **INSTRUMENTATION** *(Choose 1)* | Are there specific instruments you would like featured?  Piano  Guitar  Strings  Horns  Drums  Other: |
| **ADDITIONAL NOTES/ REFERENCES** *Anything that could be useful* |  |