

# Episode 1: Engaging an audience...

- **Radio is excellent at engaging audiences!**
  - Radio is great at engaging without disrupting activities, like listening while playing a game or on a car journey!
  - Other ads like pop-ups or banners can turn audiences off.
  - Avoid creating annoying or interruptive adverts.
- **What's the difference between spot ads and sponsorships?**
  - Spot ads provide detailed messages with immediate calls to action (e.g. buying a product), while sponsorships focus on long-term branding by associating with a station or show.
- **Tailor the message to the audience in an engaging and clear manner**
  - You might respond to humour, catchy rhymes or fun sound effects, while more serious tones might work better for adults!



What do you think  
is the most  
important part of  
a radio advert?



**Cadent**  
Your Gas Network



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