

Episode 2: Where's the brief?

A creative brief is a short document that outlines the goals and requirements for an advert.

- **Craft a clear and concise message**
 - Remember the 'note in a bottle' idea: keep the message short and direct, ensuring it fits the format and gets straight to the point.
- **Identify the target audience and their preferences**
 - Kids, parents or space pirates – adjust tone, speed and sound effects to suit your audience!
 - Varying tone (silly, dramatic, calm) changes the impact of the message. Finding the right mood ensures the message is taken seriously!
- **Include a strong call to action**
 - What do you want a listener to do? Encouraging them to take action makes the advert not just informative but impactful.



What actions do you want listeners to take when they hear your ad?



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