

remember

to follow these
Facial Coding findings...

- 1** Always keep in mind the **3-second rule** ... making sure that everything in a script can be absorbed, reflected, and responded to quickly.
- 2** In writing emotionally engaging commercials it is important to **keep it close to home** and speak to what's already known and familiar.
- 3** Build a **"personality"** into the radio spot that will engage people and drive them to consider the offer.
- 4** **Mirror the values** of the target audience to create an emotionally rich connection within the selling proposition.
- 5** Strive for a **sense of membership** giving the audience a reason to revel in the status of being part of the group.
- 6** Be **sensitive to the gender gap** so as not to be distracting and alienate a significant portion of the target audience.
- 7** Remember **relevancy drives connection** and makes people believe that there's truly fulfillment for them.
- 8** **Always sell hope** as strong emotions are caused when "hope" and "happiness" are incorporated into commercials.
- 9** **Sell the branded solution** as the hero in relation to satisfy the consumer's needs.
- 10** **Make it memorable** in order to hit a "hot button" in the emotional part of the listener's brain.
- 11** Create suspense by **opening gaps in people's knowledge**, but not too wide as to lose them.
- 12** **Tell a story** complete with a turning point, a climax, and conflict with enough spark to create sustained interest.
- 13** Gain credibility through **believability** because it **sticks** and it is emotionally connected to trust.
- 14** **Promote intimacy** such as that conveyed through friends and family as it plays to a higher level of trust.
- 15** **Don't lead with price** since price is a form of risk and the spot will not register with the audience.
- 16** It is key to **paint a mental picture** as half the brain is primarily devoted to processing visuals.
- 17** Avoid monotony by **varying the pacing and intonation** with purposeful changes in the rhythm, intonation, and articulation.
- 18** **Guard against bald spots** or those long spaces when the listeners are not involved and not paying attention.

science meets creative.