

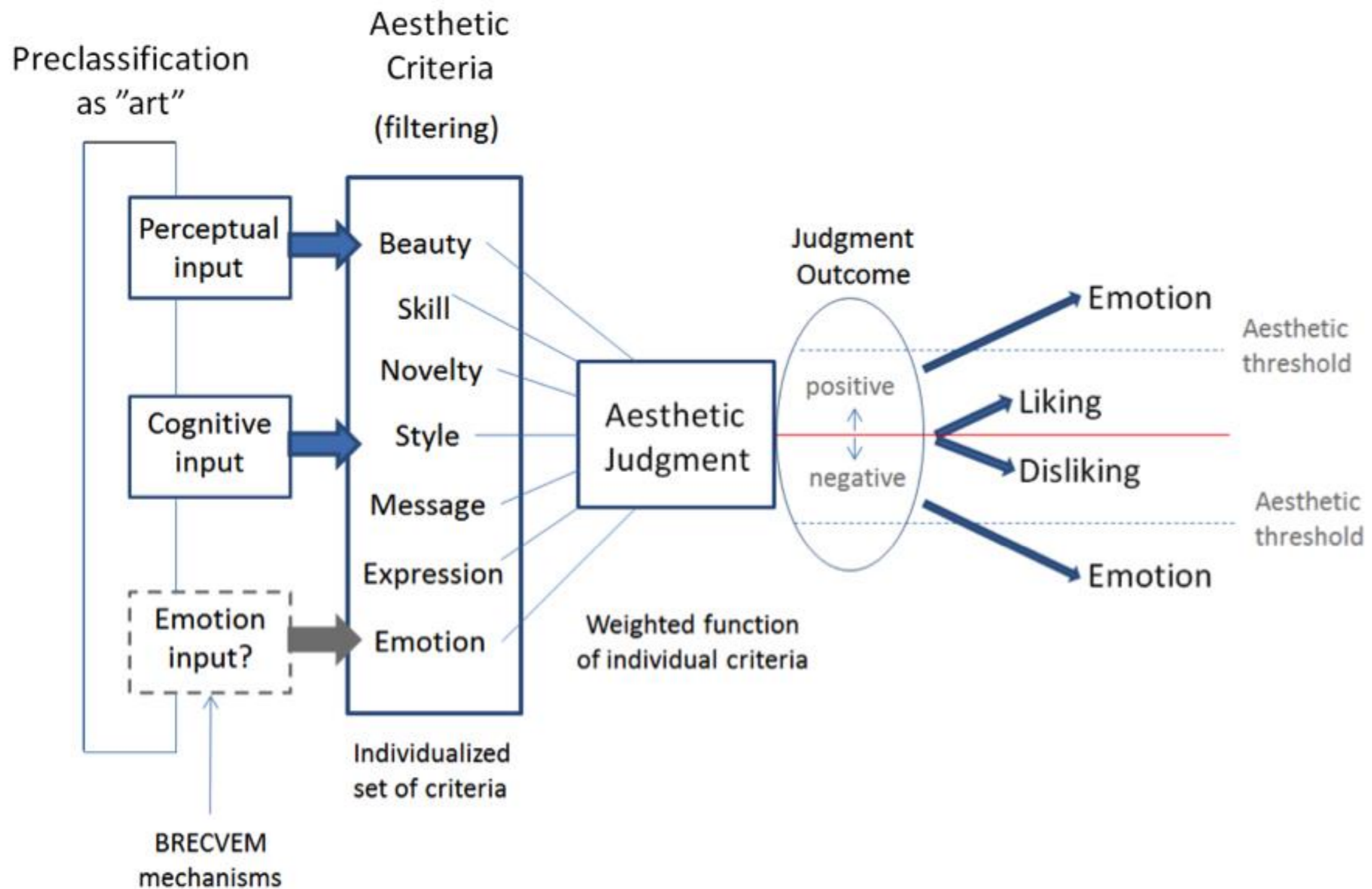
# Bringing Radio Scripts to Life

The value of exploring different executions



# Louis Enslin

- Produce Sound - [www.produce.co.za](http://www.produce.co.za)
- HeyLu - [www.hey.lu](http://www.hey.lu)
- Bright Above - [www.brightabove.com](http://www.brightabove.com)
- HearD - [www.heard.app](http://www.heard.app)



- **(1) Brain stem reflex**, a hard-wired response to simple acoustic features such as extreme or increasing loudness or speed;
- **(2) Rhythmic entrainment**, a gradual adjustment of an internal body rhythm (e.g., heart rate) towards an external rhythm in the music;
- **(3) Evaluative conditioning**, a regular pairing of a piece of music and other positive or negative stimuli leading to a conditioned association;
- **(4) Contagion**, an internal “mimicry” of the perceived voice-like emotional expression of the music;
- **(5) Visual imagery**, inner images of an emotional character conjured up by the listener through a metaphorical mapping of the musical structure;
- **(6) Episodic memory**, a conscious recollection of a particular event from the listener’s past which is triggered by a musical pattern;
- **(7) Musical expectancy**, a response to the gradual unfolding of the syntactical structure of the music and its stylistically expected or unexpected continuation; and
- **(8) Aesthetic judgment**, a subjective evaluation of the aesthetic value of the music based on an individual set of weighted criteria.

This is important to consider regarding:

- **Target Market**
- **Tone of the product / advert**
- **Tone of the client**
- **Feeling you would like to evoke (either subliminal or explicit)**

# Bringing Radio To Life

**Time = Money = Trust = Brave Clients = Realistic**

- **Time** – *to explore different executions and ideas*
- **Money** – *to pay for talent to try different ideas*
- **Trust** – *we need clients to trust that us, bear in mind, we work or literally 100's of radio and TV ads monthly*
- **Brave Clients** – *let us push the boundaries a little*
- **Realistic** – *Not all adverts are potential award winners, nothing wrong with retail sell x and a 50% discounted y.*

Thank You