



# OVERHEAD ANNOUNCEMENTS

Inform customers with messages that seamlessly integrate with your music



## BE HEARD

You have a captive audience. Engage them, inspire them, and give them reasons to return.



## BE CREATIVE

Integrate brand imaging, custom announcements, and play music that matches your brand.



## BE INFORMATIVE

Avoid inappropriate ads or competitor commercials. Use announcements to impact sales.

Media Researcher, SNL Kagan estimates that network radio averages 16 minutes of advertising per hour. That's way more than we recommend for overhead announcements, but the point is that advertising mixed with music works.

The best strategy strikes the perfect balance of ads to music as it applies to your business. We're here to help you figure that out!

## BUSINESS BRANDED ANNOUNCEMENTS

Amplify your brand by integrating sonic imaging and announcements into your environment to create your very own radio-style listening experience.

Professionally recorded announcements puts you in control of what your callers hear and when they hear it. Don't miss the opportunity to reinforce your brand, inform, educate, and market to a captive audience.

Don't fumble the ball at the goal line by not being intentional about what you say to them while you've got their attention. Leverage overhead announcements to create experiences your customers will remember.

# OVERHEAD ANNOUNCEMENTS

## PRODUCTION PROCESS



**SUBMIT**

**PRODUCE**

**DEPLOY**

**2-Day Quick Turn Available**

**SUBMIT** | When creating content, be concise and conversational. Use simple phrases to clearly deliver your message in about 50 words or less. Provide exactly what you'd like us to record or have us write it for you.

**PRODUCE** | Professional voice artists record custom scripts and we engineer them to sound amazing. Then, we program them for playback according to your preferences.

**DEPLOY** | Announcements can be played on a schedule, repeat at desired intervals, or can be triggered on-demand. We handle all the technical stuff to make things easier.

*Production pricing is available for à la carte as-needed services and also subscription based recurring plans when the frequency of updates is at least monthly.*

## “How many and how often?”

Generally, we suggest starting out with 15 ads and playing them every 12 minutes. This results in ads repeating only 2 or 3 times during a day of listening.

## “Can I play my own productions?”

Bringing Your Own Productions (BYOP) is possible depending on your specific application. Post-production tweaks are always necessary for integration.



### GROCERY

With the current average duration for a grocery visit at 41 minutes, you may decide a 15-minute interval is a good starting point so an average consumer has the opportunity to hear about 2 or 3 different specials.



### CONVENIENCE STORES

Promote your app platform or loyalty program to shoppers while they fuel up. A little suggestive selling can provide that extra incentive to swing inside for a hot coffee or cold beverage.



### MEDICAL

Pleasant music interspersed with calm voice health and safety announcements, encouraging use of the patient portal, and sharing insightful health tips are just a few examples of minimizing perceived wait times.



### RESTAURANTS & BARS

A restaurant may opt for On-Demand playback of messages for special birthday songs or scheduled announcements regarding Happy Hour timing. It's also a great way to remind diners about gift cards.



### DEALERSHIPS

Leverage different areas of the dealership to highlight unique features or services provided that set your business apart from your competition. Talk up care tips and extended coverage options.



### HOTEL LOBBIES

For a more leisurely atmosphere, it may be best to keep the music flowing and target specific times of day, such as high check-in periods to communicate evening events or information helpful upon arrival.