Retail Media Selex Formats

RADIO INSTORE

FORMAT SPECIFICATIONS | Radio Instore

RADIO	▪ Format: MP3 ▪ Duration: 15 seconds

DELIVERY WITHIN 8 WORKING DAYS BEFORE THE START OF THE CAMPAIGN (go-live always on Monday)

RADIO | LINEE GUIDA PER LA PRODUZIONE CREATIVA

- **Setting**: Always keep in mind that we are inside a supermarket, which by its very nature is a noisy environment, full of audio-visual stimuli.
- **Clarity and brevity**: The message must be clear and direct, keeping the listeners' attention engaged while adhering to the duration specified in the commercial order.
- **Call to action:** Always include a call to action
- **Engaging tone**: Use an enthusiastic, friendly tone with the supermarket's audience.
- **Distinctive elements**: Highlight the product's features and emphasize what makes it unique
- **Music or jingle**: If possible, use the brand or product jingle, or alternatively, a musical background to make the commercial memorable.

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