



Co-Branded Radio Toolkit

So, you found a message that speaks to you – and now it's time to explore ways to be heard! Radio is an effective medium for reaching a specific target audience in your community – in their cars, at work or at home.

The radio ad scripts provided in this toolkit complement the print, digital, outdoor and social media advertising campaigns offered by Westfield. Scripts are available for personal lines, small business, agribusiness, middle market and general property and casualty insurance messaging.

Things to consider when planning

Radio advertising is a medium that reaches audiences in many places, both inside and outside the home, and many companies use radio to create awareness.

In addition to traditional music radio, you might consider radio commercials during certain programs, such as news reports, weather updates or high school sports broadcasts, to position your agency as a trusted and caring partner. In addition, you might choose radio programming with high listenership, such as morning/afternoon talk show programs. Also, ask your local radio station about digital streaming advertising opportunities that expands your audience reach.

For optimal results, it's best practice to run your advertising campaign a minimum of 13-weeks.

How to get started

- Decide which local radio station will best reach your audience
- Consult with a station representative for advertising costs and request a contract agreement
- Send Westfield radio scripts and music bed to station for production
 - The scripts are ready to be recorded
 - Make sure to include your agency name and phone number to be inserted into the script.
- Using the provided scripts, the radio station will produce the radio ads for you. Or, if you prefer and they allow it, you may record the ad at the station.
- Scripts must be used with the Westfield music bed.