



# Making Custom Audio Ads Work in Mission-Driven Marketing:

## Brand to Show Tone Matching

Map your brand's voice to a specific show's tone — so your ad feels native to the listener, not dropped in from somewhere else.

### Step 1 | Listen to the show and map it against your brand.

The Show	Your Brand
<b>Audience</b> <i>Who listens? What're they into? What do they value? What would make them roll their eyes?</i>	<b>Your Audience Overlap</b> <i>How does our target audience overlap with this show's listeners?</i>
<b>Host(s) Voice / Energy</b> <i>Is the host warm, earnest, conversational, irreverent? Pick 3 words.</i>	<b>Brand Voice</b> <i>How would you describe your brand voice in 3 words?</i>
<b>Recurring Themes and Topics</b> <i>What subjects come up again and again? What are likely to come up during the ad buy?</i>	<b>Brand Pillars That Connect</b> <i>Which of your brand's core messages overlap on these themes naturally?</i>
<b>What Would Feel Jarring Here?</b> <i>A pushy CTA? Formal language? Buzzwords?</i>	



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**Step 2 | Name your non-negotiables – and where you can be more flexible to fit this show’s style.**

Brand Must Haves	Never Say / Do (For This Show)	What We CAN Flex On
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.

**Step 2 | Write the one paragraph creative brief for this ad**

*This ad is for listeners who....*

*The one thing we want them to feel or do is...*

*The tone should feel like...*

*We'll bridge the show's world and our brand by...*

*We'll hook people by....*