

Radio spots not being played in full

I listened to three well known South African radio stations over a period of three days and was shocked at the lack of decency with which advertising spots are treated.

Each of these radio stations would play two spots at the same time such that the meaning would be lost. With so much clutter in media hearing one advert is an effort. Hearing two at once is meaningless. My main concern is for the advertiser, who is often unaware that his or her brand is being damaged in this way. If radio ads are a source of revenue to the stations, surely they deserve some dignity? Is there nobody that monitors the spots on radio?

I propose that the same Sales Executives which sell the airtime to advertisers need to bring a report back, in audio form (because written form can be fooling!) to the client, showing proof of when the spots were flighted.

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