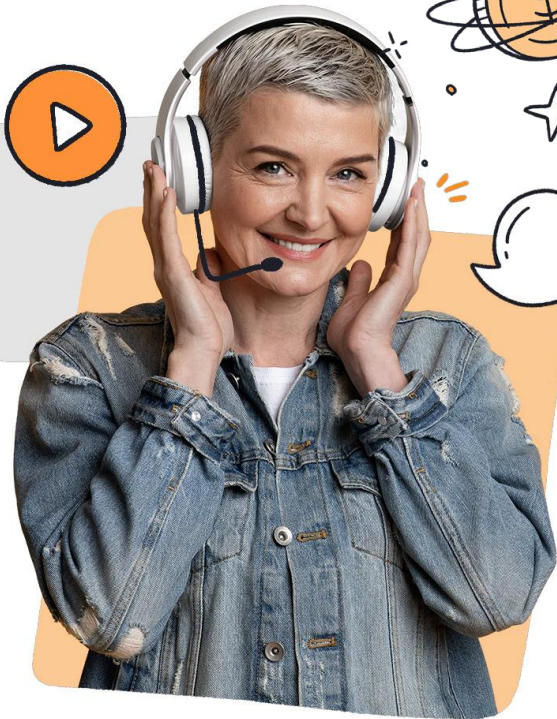


Best Practices: Audio Ads

SPEED



QUALITY



CONTEXT

Audio ads are **everywhere**.

People are streaming music, bingeing podcasts, and tuning in to digital radio more than ever. That gives your brand a golden chance to show up in a way that feels **personal and human**.

Unlike display ads or videos fighting for attention, audio slides naturally into someone's day, **directly into their ears**, often when they are most open to hearing from you.



How can Bunny Studio help?

Bunny Studio has been making audio ads for more than 10 years.

Every month, we deliver thousands of audio ads within 24hs (and, many times, within an hour!). Our pool of thousands of pre-vetted professional voice actors and audio engineers are ready to bring your messages to life.

So how do you make sure your ad lands right the first time? The secret is a great brief.

Here's how to fill out our project form so we can do our best work for you.

1. The script

Build a message that connects

The script

Whether you are working on your own script or you need assistance from a copywriter, these two things need to be clear:

Every ad should have **one clear mission**. Do you want people to download your app, visit your store, use a promo code, or just remember your brand name?

Think about who you want to reach. Are they busy parents, Gen Z gamers, small business owners, or commuters stuck in traffic? **The more specific you are**, the easier it is to get a meaningful message.

Don't sell, talk.

Listeners are very well trained to spot when something's not genuine. They don't want to be shouted discounts or just hearing a product description. They want something that blends with their day and their life.

Go for the script that is more casual and conversational. Like someone talking to a friend (or even someone playing the character of a friend). It will help make it much more memorable.

**Keep it short.
Sound natural.**

One of the biggest mistakes advertisers make is trying to squeeze too much into a short ad. When a script is overloaded with words, the actor has no choice but to rush through it. The result is a performance that feels flat, hurried, and sometimes even robotic, which is why some clients think they are hearing AI.

But here is the truth. At Bunny Studio, every ad is voiced by a human. Real people with talent, training, and experience. To let them shine, the script has to give them space to breathe, pause, and emphasize the right moments.

Think of it like a conversation. If you cram too much in, it feels rushed and fake. When you keep it concise, the ad feels authentic, engaging, and memorable.

Pro Tip: Read it out loud!

Before submitting your script, read it aloud at a natural pace and time yourself. If you over the ad length, consider cutting a few words.

Here are **safe word counts** that allow our actors to deliver a natural performance:

- 15 seconds = about 35 to 40 words
- 30 seconds = about 70 to 75 words
- 60 seconds = about 140 to 150 words

Pro Tip 2: Leave room for the disclaimer

Sometimes you're able to get the perfect script but realize you need to add a legal disclaimer that might add 5 seconds to the entire ad. Remember to consider the disclaimer within the word count!

2. The voice-over

Bring memorable messages to life

The voice-over

Bunny Studio's voice-over actors are **Pros**, but they need your input. Do you want the delivery to feel friendly, bold, fun, calm, or something else entirely? Even better, give us a reference ad or describe the vibe in plain words like "like a podcast host" or "like a caring teacher."

Pro Tip: Pronunciation and references

If your brand name has a unique pronunciation, spell it out phonetically or attach a recording. Make sure to include must-say lines like slogans, promo codes, or disclaimers.

3. Post-production

Adding the finishing touches

Music & SFX

Music and sound effects make an ad unforgettable. They set the mood, create emotion, and help your message stick in the listener's mind. Music can make your ad feel upbeat, trustworthy, or relaxed, while the right sound effects add realism and context that pull people in. Decide if you want it clean with just a voice, voice with background music, or voice with specific sound effects. If you are not sure, let us know and we will recommend the right fit.

Our post producers are experts. They can select the track from our [Music Library](#) and craft the right sound environment to make your ad stand out.

Pro Tip: Always request .wav files

For final delivery, .wav is the best format. Unlike .mp3, it does not add extra padding that can affect timing, which is especially important when you are working with strict 15, 30, or 60 second slots. Using .wav ensures your ad sounds exactly as intended.



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