



Audio Ads Specs Guide

Your Reference for Submitting an Audio Ad Brief

This guide will help you fill out the **Audio Ad Request Form** correctly.

By answering each section, you'll give **Bunny Studio** all the information needed to produce and deliver your audio ad efficiently.

If you have questions during the process, Bunny Studio's production team is available at **support@bunnystudio.com**.

1. SCRIPT

IF WRITTEN BY BUNNY STUDIO

This helps Bunny Studio craft the right tone and creative approach.

- What is the **goal** of your ad?
(Brand awareness, product launch, promotion, event, etc.)
- What is the **main message** you want to convey?
- Is there a **Call to Action (CTA)**?
(e.g., "Visit our website," "Download the app," "Shop now.")
- Who is your **target audience**?
(Demographics, interests, location, or customer type.)
- What is the **tone or mood** you want?
(Friendly, professional, humorous, emotional, etc.)
- Are there any **key phrases, slogans, or disclaimers** we must include?
- Do you have a **pronunciation guide** for your brand or product names?

IF PROVIDED BY THE CLIENT

Keep it clear and conversational

- Use simple, spoken language (avoid long sentences or jargon).
- Aim for a natural, human tone, as if speaking directly to the listener.
- Make the main message and CTA unmistakably clear.
- Leave room for the disclaimer
- Leave space for pauses, music, and SFX so the ad can breathe.

Write for time, not just the word count.

Each duration has a natural pacing. Read the script outloud before sharing it!

- 15 seconds: ~35–40 words
- 30 seconds: ~70–80 words
- 60 seconds: ~140–150 words

2. VOICE OVER

Bunny Studio has a global network of professional pre-vetted human voice actors. Select the language, age and gender and they will find the right match.

- Do you have a **preferred voice type**?
 - Gender
 - Age
 - Accent or language preference
 - Tone: Calm, energetic, confident, playful, etc.
- Are there any **sample audio ads** the brand likes?
(From competitors, other markets, or past campaigns.)

Clearly mark:

- **Brand names**, product names, or technical terms.

- **Pronunciations** if anything could be ambiguous (write phonetically or include a short reference recording).
- **Pauses or emphasis points** using simple cues like “(pause)” or **bold text** for emphasis.

Tip: If you're unsure, describe your audience and mood, any reference link will do!

3. MUSIC & SOUND DESIGN

- Do you have **background music** to include, or should Bunny Studio choose from their [Music Library](#)?
- Do you need **sound effects (SFX)**?
(For example, ambient background, transitions, or product sounds.)
- Does your brand have a **sonic logo** or signature sound?
- What's the overall **vibe** you'd like the ad to have?
(Energetic, calm, premium, emotional, fun, etc.)

Tip: A mix of voice, music, and subtle SFX creates an immersive, memorable ad.

And you're done!

Once the your brief is shared, **Bunny Studio will:**

1. Receive the brief through our fulfillment platform.
2. Have a Bunny Studio Pro write the script (if needed) and a Quality Control agent review it Work on the recording
3. Once the script is approved by QC and the advertiser, a Bunny Studio Voice Pro will record the script and a Quality control agent will review it
4. Once the recording is approved by QC, Bunny Studio post-producers will mix the ad with music and SFX requirements and send it for QC approval

5. Within 24hs after script approval, you'll be ready to review or approve your deliverable.

For any questions about specs or production, contact **support@bunnystudio.com**.