

egtabites

get inspired by
... innovative ideas!



Laboratoire Sonore: a new showcase for creative radio advertising



IP France (RTL) – one of the leading radio sales houses in France – has launched a new online platform to showcase its *Laboratoire Sonore*, IP's service to promote great radio advertising creativity.

The *Laboratoire Sonore* (Sound Lab) was created by IP France in 1998, and it is dedicated to the analysis of radio advertising creativity and trends. The new platform takes the form of a Tumblr blog, but with a design similar to a conventional website, based around five main content sections.



Coups de Coeur (favourites) highlights the best and creatively strongest radio spots, including audio clips, short descriptions of the creative approaches and campaign delivery as well as details of the agencies and production teams involved. Examples of highlighted cases include the theme park Puy du Fou, Toyota and the supermarket chain Carrefour.

Ops contains a number of more detailed special advertising case studies carried out on the radio stations marketed by IP France, which comprise RTL, RTL2 and Fun Radio. The cases set out the objectives and mechanics, audio and video content for each campaign, including examples for Netflix and the DIY store Mr Bricolage.

The **Galerie Créative** (creative gallery) offers a selection of radio spots covering different advertising sectors, such as banking & insurance and automotive. This section currently showcases creative from clients including AXA, Banque Populaire, Citroën and Audi as well as a retrospective of the best of 2014, with short introductions explaining what made each spot stand out.

Conseils (advice) allows IP France to explain in more detail the different creative methods and techniques that can be used to make effective radio campaigns. This section also contains a selection of spots that illustrate particular creative modes – the current selection looks at the different ways *the voice* can be used in radio spots.

Productions presents some of the spots recorded by IP France's partner studio, showcasing this service offered by the sales house.

Coup de coeur créatif IP : RATP

Pour garantir des bonnes conditions de transport, la RATP a lancé une campagne originale destinée à sensibiliser les voyageurs aux règles de civilité. À partir des codes bien connus des fables de La Fontaine, les comportements d'incivilité sont dépeints à travers la personnalisation d'animaux tels que le paresseux sur son strapontin, la tortue et son sac à dos, ou encore le pharaon avec son sandwich. Une campagne renforcée par un dispositif multicanal : un radio mais aussi déclinée en affichage dans tout le réseau RATP. Inattendu et ludique !



Station	Spots	Coût
WFrance - RATP 1	1	€ 100
WFrance - RATP 2	1	€ 100
WFrance - RATP 3	1	€ 100
WFrance - RATP 4	1	€ 100



Boite de la campagne : Les Inconvénients
 Annonceur : RATP
 Agence Media : Zanich Optimedia
 Responsables annonceur : Céline Riffart, Nadine Kergandou
 Agence pub : Publicis Conseil
 Responsables agence pub : César Grise, Aurélien Duhamel
 Directeur de Création/Concepteur Artistique/Concepteur-Abducteur : Hervé Riffault
 Production : Photographe Benoît Mauluich
 Studio : Chez Jean

Guillaume Astruc, Director General of IP France explains: “*The Laboratoire Sonore blog offers increased visibility to our unique expertise in the analysis of creation in radio advertising. Aimed at the entire marketplace, the ambition of this blog is to encourage the actors of creation on the market and also to raise awareness among advertisers of the strategic importance of creation in the effectiveness of the radio medium.*”

Why this matters to radio members

The importance of well designed and executed radio spots can often be overlooked, especially with attention increasingly turning to new delivery platforms, listener personalisation and interactivity. Yet great creative remains at the heart of any effective advertising campaign.

Initiatives such as the *Laboratoire Sonore* can enrich the knowledge of radio advertising copywriters and producers, giving inspiration and new ideas. With radio remaining a medium that all too often suffers from advertising of an underwhelming quality, all efforts to produce spots that sound better and that deliver greater results for advertisers are essential to support higher investments in the medium.



Background info

Please click on the links below to access the relevant documents:

- » **IP France website** (please click [here](#))
- » **Laboratoire Sonore website** (please click [here](#))