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For People Downtown

Business Scene

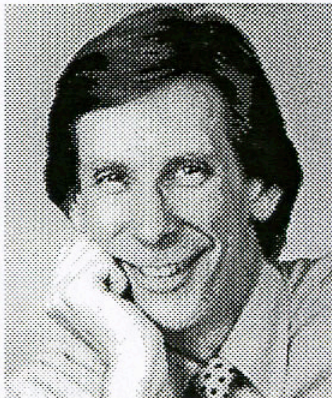
Audio ads get results, says Ad Club speaker

Imagine an audio palette made up of words, music, sound effects and silence. In the appropriate combination, a story can be told, an audience can be attracted and held or a product or service presented. All without a picture taking physical form or being seen by our eyes.

No picture or video is needed in the view of Jeffrey Hedquist, President of Hedquist Productions. His presentation to the Advertising Club of Cincinnati on May 5 explained "Audio and Imagination." Hedquist is a Fairfield, Iowa-based radio

producer with recognition for creative excellence on both the national and international level. He visited Cincinnati as the Featured speaker for the Monthly Ad Club luncheon.

A combination of personal and emotional experiences brings individual perceptions from audio stimulation, according to Hedquist. What we hear can make us see in our imagination, just as though it were an actual visual perception. With a variety of examples, he demonstrated this everyday occurrence. When such



Jeffrey Hedquist, President of Hedquist Productions, was the featured speaker at the Ad Club luncheon May 5.

audio stimulation is thoughtfully and creatively prepared, effective communication

results. And for advertisers, this technique is the key to successful radio commercials.

Hedquist described problems he has encountered for clients and the solutions he created through radio commercials. Some produced dramatic results, such as a 35 percent increase in ridership for a public transit service after a radio advertising campaign. In all of the examples, Hedquist pointed out some recurring qualities: an element of personal one-on-one contact, a tone of conflict and solution, a balance

in techniques to prevent one from domination, and the cooperative relationship of marketing and entertainment elements.

Hedquist's presentation was sponsored by the Advertising Club with financial support from WEBN-FM.

Jeffrey Hedquist spends most of his time at Hedquist Productions, Inc., P.O. Box 1475, Fairfield, Iowa 52556, (515) 472-6708

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