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10 REASONS WHY MOST ADS SUCK

(and how we avoid them)

Yeosh & Jon **The Push Button Productions Guys**

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(and how we avoid them)

Ever listen to a radio ad and thought it was terrible? Well here is the abridged version of why most ads fail to hit the mark and how Push Button Productions can deliver **“Production that really POPS!”**

1 | **Bad actors** – So you decided to put your intern in your latest commercial because you thought she had a good voice. How’d it turn out? Yeah, that’s what we thought. Luckily, we hire affordable professionals who do voiceover work every day to help you clearly communicate your message.

2 | **Effects where they don’t belong, belong, belong** – Echo’s, explosions, and reverb – OH MY! Local radio stations are the main culprit in this matter.

Problem: Can’t hire a competent voice actor?

Common Solution: Just drown him out with effects.

At Push Button, we let the message speak for itself. That’s why we only hire the best writers, actors, baristas and production engineers. (The barista’s are for us...but they really are the best!)

3 | **Unnecessary YELLING** – See number 2. Wash. Rinse. Repeat.

4 | **Totally Forgettable Ads** – What was that? Did I just hear something? Oh, that was your commercial in the middle of a cluster and nobody noticed. Probably because it sounded just like every other one. When you get your commercials produced at a radio station, you get the same voices, the same copywriters and the same tired music. Stand out with production that pops!

5 | **Business owners who think their kids are cute** – It’s not that they’re not cute, it’s just that a) not everyone agrees with you and B) we just don’t care. As one of our favorite comedians once said, Kids can be effective but are like pancakes, you’re all excited at first, but by the end you’re flippin’ sick of ‘em!

6 | **Horrible Music Selection** – Odds are that a commercial for “Granny’s Sewing Shop” doesn’t warrant the latest DJ Santana techno remix as the background music. With an entire division dedicated to getting you exactly the right music for your commercial, including original compositions, Push Button has an almost limitless supply of music to meet even your highest expectations



Drivers who turn without signaling – This may not really be the forum for that. But it's still annoying.



Selling the funny and not the product. We're pretty sure there's a term for that in an advertising book somewhere, but what do we know. What we are sure of, however, is that many advertisers (national ones included) commit this mistake. How many times have you heard a great ad and then wondered "what were they advertising?"



Humor that is only funny to the writer – Kind of like when your boss tells a joke and no one laughs. That awkward feeling that makes you want to crawl under your desk is what people in their cars are feeling. This is classic of a copywriter who really loves sci-fi and thinks everyone else does too.



Cliches and poor writing – "Do you ever want your ads to, well, advertise?" "That's what she said!" "Oh no you didn't." "Oh yeah, we just went there." Not only are these classic and timeless lines, but believe it or not actually make your ad sound tired and stale. That may be good for yogurt and croutons, but not for us!

While this is a topical look into the glitzy and glamorous world of commercial production, it's no laughing matter. Thousands of people are affected every day by poor production. Don't hire us just to increase your revenue...do it for the kids.

Contact Us Today

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