

Radio advertising

The National Maritime Museum uses radio advertising on a number of commercial stations in London and the Home Counties. The selection of stations is recommended by their advertising agency and the slots booked through a media buying agency. Different stations appeal to different types of people.

The agency and museum consult on likely topics to be included in the advertisement and the agency and its production company develop some ideas on ways of communicating the information in a 30 second advertisement. A draft of the advertisement is recorded and fine-tuned by a specialist production studio and copies of the advertisement supplied to the broadcasting companies.

Sample Script

Product: *South: the Race to the Pole* exhibition

Date: September 2000

Title: Inventory

Length: 30 seconds

KEY

SFX - sound effects

MVO - male voiceover

SFX: Icy wind blowing across the Antarctic

MVO: In 1912, Captain Scott and 25 men set out to conquer the South Pole fully equipped with three sledges, nineteen ponies...and lashings of champagne.

SFX: Distant popping of champagne cork, tinkling on the ivories of a small piano and hearty singing.

MVO: If you'd been Scott, Amundsen or Shackleton, what would you have taken? Follow three different attempts to reach the harshest place on Earth. Visit *South: the Race to the Pole* at the National Maritime Museum Greenwich. Around 20 minutes from central London.

Sample Script

Product: National Maritime Museum and Royal Observatory

Date: May 2001-11-02

Title: Kids' memories 3

Length: 30 seconds

(The kids are talking excitedly, recounting their experiences to friends or relatives)

Sister: At the National Maritime Museum I steered a Viking ship

Brother: And we saw Nelson's uniform with the bullet hole in it

Sister: We stood in East and West at the same time

Brother: And there's a giant telescope that sees double stars

Sister: They've got Captain Scott's chocolate - it's a hundred years old

Brother: And I sank a warship with a cannon

MVO: Explore oceans, time and space. All in one day. At the National Maritime Museum and the Royal Observatory Greenwich. Just 20 minutes from central London. And free for kids and seniors.

Sister: And you should see what sailors used to eat and drink

Brother: Uuurgghh!

Sample script

Product: Royal Observatory, Greenwich up to Millennium

Date: 25.06.98

Title: National Maritime Museum

Length: 30 seconds

SFX: Futuristic music playing in the background. MVO is futuristic sounding.

MVO: It all started as an ordinary day out; until the Jones's realised they had journeyed into the very centre of time; to a place where both hemispheres collide. Lost in space they discovered planets a million miles beyond the stars and looked into the vast unknown. No one on Earth had ever travelled through time like this before...

SFX: Change from background music to clock ticking sound.

MVO: And as they watched the remaining seconds count down to the new Millennium...

SFX: Change to outside noise of birds singing. MVO becomes normal.

MVO: They still had time for a nice picnic in the park.

SFX: Background music starts again. MVO Robert Lewllyn from Red Drawf.

MVO: For the greatest day out in the whole galaxy transport yourself to the Old Royal Observatory at the National Maritime Museum, Greenwich and you'll discover more than you could ever imagine. Only twenty minutes from Central London by DLR, rail or riverboat. Exit A2 junction on the M25.

SFX: Futuristic music continues. MVO becomes futuristic again.

MVO: The Old Royal Observatory Greenwich the centre of life, the Universe and everything.

Sample script

Product: NMMG

Date: 24.02.99

Title: Close Encounters

Length: 30 seconds

SFX: futuristic music playing in the background. MVO is futuristic sounding.

MVO: Just when they thought it was safe to have a quiet day out in Greenwich the Jones's suddenly found themselves plunging into the vast unknown.

SFX: Noise of splashing water and then back to music again.

MVO: There in the blackness they stood on the deck of the fateful *Titanic*; came face to face with infamous Vikings.

SFX: Noise of shouting men and then back to music again.

MVO: Ventured into the arctic wilderness; explored the spice islands of the East...

SFX: Music stops. MVO becomes normal.

MVO: And then found the rather nice little gift shop.

SFX: Futuristic music continues.

MVO: Dive into the new National Maritime Museum, Greenwich and you'll discover more than you could ever imagine. Just twenty minutes from Charing Cross and kids go free.