

How to Design a Great Mid-Roll Ad on the FoodGrads Podcast

Thank you so much for being an education partner with FoodGrads! We appreciate the support and love that we can share information with students that can help them on their career journeys. Our goal with incorporating ads into the podcast episodes is to create value for the students and encourage them to explore your programs even more! Our podcast host Veronica Hislop will read ads during the middle of the episode as an ad-break.

Audience

1. Currently enrolled College/University students
2. New graduates and those establishing careers
3. High school students considering careers in the food and beverage industry

1) Introduction

Begin your ad roll with a one or two-sentence intro about your college/university. Explain where you are located, what type of school you are and what you offer.

Example: FoodGrads is committed to closing the gap between students, graduates and employers in the Food & Beverage Industry

Do: Identify the how your college/university will help those enrolled

Don't: Share excessive detail related to all the programs that your college/university offers- stay focused on the food and beverage industry!

2) Talking Points

- These are 4-5 bullet points Veronica can touch upon in their read. They may include program information, how your college/university stands out among others and benefits of choosing your programs.
- Our host Veronica will select a few points and speak to them. She will tailor your provided points based on the episode theme and guest.

Example: Speaking about a supply chain program during an episode where she interviews a supply chain professional.

If any points are mandatory to read, be sure to emphasize that clearly in your script. You can choose to bold the text or underline.

Make these talking points as clear and concise as possible. This will allow for Veronica to put these talking points in their own voice and help the ad resonate with the audience.

Examples

1. FoodGrads offers curated pathway guides ranging from food safety to operations and everything in between. Learn more about all the jobs in the food and beverage industry.
2. FoodGrads offers a FoodGrads Campus Ambassador program where you can share your passion for food. It's a great opportunity to show yourself off to potential employers and start building your career.
3. FoodGrads provides access to an industry specific job board which is dedicated to student opportunities such as co-op positions and summer jobs.

Do: Keep it factual, short, and sweet.

Don't: Use flowery or inaccessible language.

3) Call to Action



This is the ad finisher, your Call to Action where you direct listeners to an action such as checking out your website. Our suggestion is that you direct students to our FoodGrads Education Partner website.

Example: Check out FoodGrads.com for more information on exciting jobs, career information, industry mentors and training opportunities for professional development.

Do: Try to make the call to action specific and only require one call to action.

Don't: Overwhelm the messaging as podcasts are intimate medium (think radio). However, this is their strength