



Jingle

Did you know that when your commercial is put to music you have a much greater chance of your commercial sinking in? A jingle delivers your message with a musical melody making your advertising more memorable and therefore more powerful, more valuable, creating top-of-the-mind awareness. Two memorable examples where this concept hits home is McDonald's "Two all beef patties..." and Chevy's "Live a Rock". Just think of the thousands of songs you can sing along to when you hear them on the radio, even songs you never intended to memorize.

At WRNJ, we are privileged to introduce Dave Johnson, a multi-talented musician and lyricist; whose company will serve as our in-house jingle-maker.

Benefits:

- **Music is powerful, emotional and an extremely effective communication tool because it encourages branding.**
- **Anything you can sing - you can remember!**
- **Music associates a memory to your product.**
- **Timely turn around of your jingle (rather than 1 -3 months with typical jingle-houses)**
- **Corporate 'Jingle-houses' often charge \$3,000 and up for your jingle**

Total Investment: \$750.00

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