

HANDY TIP:

A few things on jingles...

1. Does the jingle really enhance or take away from a client's selling message? Is the jingle distracting, or does it really influence a percentage of your audience to go out and do what the client wants them to do? What is the selling message in your jingle? Does it help to raise your client up through the Craposphere™ or does it just make him blend in with the rest of the crap on the station?
2. Is the jingle smarmy, tacky or just plain obnoxious? Remember that the spot you put on the air represents your client's front door. Are you making your client's door look more or less inviting by using this particular jingle?
3. Do they clearly state the call to action? For example, the best jingle I've ever heard is for a company here in Austin for Mr. Gatti's Pizza. The lyrics are simple and to the point. "Dial 459 2222 and get a Mr. Gatti's Pizza delivered. That's 459 2222 and get a Mr. Gatti's pizza delivered."
4. The jingle must be easy to sing along with. The Mr. Gatti's jingle has no more than five notes. One of those notes is particularly predominant.
5. The jingle must be played very frequently. Otherwise, how will people ever learn the song?
6. Most importantly, do you honestly feel that the jingle is more effective than strong copy? What will it be for those precious few seconds? Good copy or the jingle? Think about it. They will both occupy the same number of valuable seconds in your client's spot.