Creating Catchy Radio and TV Commercial Jingles

Learn the Techniques for Writing and Selling Jingles to Advertising Companies

**Know the product:** What are you trying to sell? A service? A product? A company? What does it do, provide or offer? Familiarize yourself with its benefits, capabilities, and distinction. What makes it superior to others of its kind? Do you want to focus on radio or TV commercials?

**Drill the name:** The jingle must mention and repeat the specific name of the product or company and what it does. You want to ensure that the consumer remembers the name in conjunction with the type of product. If they repeat it, they are more likely to buy it. With a good jingle, the consumer may actually begin to call all products of that type by the trade name! For example, Kleenex tissues -- ever heard someone ask for a 'Kleenex?' You know that they mean tissue.

**Set your slogan to a tune:** There is much evidence to show that we remember tunes better than mere words. That's why a jingle is generally much easier to remember than just a slogan. I can remember some from when I was young -- well, a looong time ago. It's usually the song that I remember. In fact, teachers often make songs to help students remember certain concepts.

Your tune should be light and lively, set in an upbeat major key. The tempo should be quick and the rhythm snappy, like a march or a cheer. I tend to remember jingles that are witty or funny.

If you use a well-known tune or song, the rights to the music must be listed as 'public domain.' Typically, after a given period of time (say, 100 years), the tune becomes 'public domain' automatically. McDonald's used Beethoven's 'Fur Elise' in a commercial about 12 years ago, under the 'public domain' law.

**Use assonance** (repetition of vowel sounds -- 'eat cheap') and **alliteration** (repetition of consonant sounds -- 'Lemon-lime'): This makes it fun to sing!

**Choose strong words:** Select action verbs, clear nouns and adjectives that stand out. Avoid overused, dull words. For example, a 'nice, fast car' becomes a 'smooth, speedy ride.'