



Tuesday Productions

# Sold in Sixty Seconds<sup>®</sup>

The Local Advertiser's Guide to  
Winning With Jingles

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# CHAPTER 1: SOLD IN SIXTY SECONDS

## What, No Jingle?

Ah, the humble jingle. Those irresistibly catchy little ditties can stick in your head for years, and we'll prove it to you throughout this book.

If you advertise locally on radio or television, you really should understand and harness the musical memory power of the jingle to sell you and your business. In the era of ever-encroaching mega-chains and national competition, nothing can put you at the top of customers' minds like a jingle can. We'll get to *why* in a moment.

The longest jingle you'll usually ever hear lasts just :60 (sixty seconds). That might not seem like much time, but do this exercise: Check your watch or look at the clock on your computer. Now start timing. Sit there. For a full 60 seconds.

Sixty seconds is a long time -time to tell the key to your entire story. And a jingle can make your story memorable.

According to journalist Greg Haymes, a good commercial jingle becomes a kind of "soundtrack" for your life, just like the ever-evolving hit records on the top 10 pop charts. "The key characteristics are that they're simple, catchy and have enjoyed high exposure levels over a period of many years," says Haymes. "That describes a number of pop hit records, but it's also a fair definition of a jingle." Be honest: Sometime, somewhere, with a group of friends, somebody started singing or humming a jingle from the good old days. And you joined right in.

## Who Can Forget These Jingles?

**Rice-A-Roni  
the San Francisco treat**

**For all you do  
this Bud's for you.**

**We're American Airlines  
something special in the air**

We are especially proud of those particular jingles because our company, Tuesday Productions, created and produced arrangements of them. The fact that so many Americans can still sing those songs is one of the things that we love about our work. On a local level, many people in southern California can never forget "You won't get a lemon at Toyota of Orange" - one of our jingles that's been on the air for over 30 years.

We are often asked, "What makes a good jingle?"

A jingle that can get your product or service "sold in 60 seconds" marries the right mood, a memorable melody and a perfect positioning statement.

Some people have described the perfect jingle as a lyric that rolls off your tongue without any effort, a tune that you whistle as you walk down the street long after the jingle is aired.

## CHAPTER 2: MUSIC AND MEMORY

No matter how old you are now, you grew up hearing jingles - songs that feature lyrics about a company, product or service played in the broadcast (and now, online) media. From the earliest days of radio, businesses larger and small have used the power of music to reach out and touch customers. It was 1926, in fact, when the first commercial jingle, for Wheaties, went out over the airwaves.

If you're like most people, some of your earliest memories correlate strongly with music.

*Mary had a little lamb,  
Little lamb,  
Little lamb  
Mary had a little lamb  
Whose fleece  
Was white as snow ...*

- Quickly, try to think back: Did you know what "fleece" was when you first learned this song?
- If you didn't know what "Fleece" was, did it matter? Could you still sing the song?
- Did you learn all the words anyway?
- Are those words still with you?
- What's the next verse?

Now, *Mary Had A Little Lamb* is not a jingle, to be sure, but it's structured much the same as the best jingles. It's short, it's repetitive, it's got a simple melody that's easy to remember and easier to sing along to. This simple little song demonstrates a lot about how music works with the human mind to create memories - even memories of things we don't quite understand.

The reason most Americans can remember details about Mary and her baby sheep or Goergie Porgie who kissed the girls and made them cry, is this: *Music has a special ability to penetrate the human brain - to take information and wrap it in a package that makes it almost impossibly to forget.* Producers of children's shows know this. Music is one of the main tools used by educational broadcasters since the advent of television.

In the last 1960's and early 1970's, groundbreaking children's shows like *Sesame Street*, *The Electric Company* and *Mister Rogers' Neighborhood* used what educators had known for years about music. Setting something to a tune makes it far easier to teach children subjects that are shockingly complex or difficult.

Don't believe that? Ask somebody who's "thirtysomething" to recite the Preamble to the United States Constitution. Chances are, if you run into somebody in that age group who can do so, she or he will *sing* it to you - to a tune that was learned when it played in the 1970s, mixed into commercials between Saturday morning cartoons. The short, popular cartoon called *Schoolhouse Rock* set all manner and sorts of difficult subjects to music - history, math, civics, even grammar. As a result, "Conjunction junction, what's your function?" is a question that most of the youth of that era can still answer today. The same person who answers your question will a ditty that begins "We The People Of the United States, In Order To Form a More Perfect Union..." can probably also tell you how a law is made if you give them this hint: "I'm just a bill. I'm only a bill. And I'm sitting here on Capital Hill."

## CHAPTER 3: MUSIC THAT TEACHES

It may be a difficult thing to believe, but in 1944, a banana was an exotic thing. The strange tropical fruit required handling that was different from many fruits that North American housewives were used to. It didn't behave like apples or pears or oranges. It needed special treatment. The Chiquita® Banana company, which imported the fruit, needed to teach American housewives how to properly ripen and prepare bananas for their family. Legend has it, the Chiquita Banana song was written around a piano while the advertising team used a box of paper clips for maracas.

Fifty years later, the basic tune is still used in Chiquita's advertising. The original lyrics were straightforward and they accomplished their mission.

### Jingle Break

I'm Chiquita banana and I've come to say  
Bananas have to ripen in a certain way  
When they are flecked with brown and have a golden hue  
Bananas taste the best and are best for you  
You can put them in a salad you can put them in a pie  
Any way you want to eat them it's impossible to beat them  
But, bananas like the climate of the very, very tropical equator  
So you should never put bananas in the refrigerator

**The Chiquita® Banana Company**

The jingle ran 376 times a day on radio stations across the country. Did it work? A recent survey revealed that in the United States, 98% of people know what Chiquita sells. That makes Chiquita Bananas one of the most recognized brands on earth.

As we move on through this book, we'll take a few time outs to remind you of classic national broadcast jingles, some of which you haven't heard in ten, twenty, maybe even thirty years, and we're willing to bet that you'll remember not only the words, but also the tune, and most importantly, the name of the sponsor.

**That's what winning in advertising is all about.**

No matter what you call them - commercial music, musical branding or just plain jingles - these musical tools can lend a huge boost to your local marketing and advertising efforts.

## CHAPTER 4: MUSIC THAT SELLS - A BRIEF HISTORY OF JINGLES

The use of music and entertainment to promote products and sell services dates all the way back to the early 20<sup>th</sup> century, when Esso Gasoline sponsored the Guy Lombardo Orchestra and required a receipt for their gasoline to be admitted to shows. In 1908, Johnny Marks recorded a little ditty called "In My Merry Oldsmobile," and it didn't take long for the automaker in question to adopt the song for its own promotional and advertising purposes. (This is one of the rare times that buying the rights to a popular song made sense!)

The first "real" jingle, written solely for use in radio advertising to make the product name memorable, hit in 1926. A new horizon opened to advertisers with the words "Have you tried Wheaties, the best breakfast food in the land?" The jingle played in very few of the earliest radio markets, but where it *did* play, consumption of Wheaties soared. Unfortunately, for reasons that have never been clear, the jingle never made into wider release. Perhaps it was simply ahead of its time.

In 1941, "Pepsi Cola Hits The Spot" became the first widely distributed and played jingle, with more than a million copies pressed just for jukeboxes. The same year, "I'm a Chiquita Banana" moved *Time* magazine to name it "The undisputed No. 1 on the jingle-jangle hit parade." The jingle craze was in full swing.

In the following decades, jingles transformed the nature of broadcast advertising. Exploiting the natural ease of memorizing music and lyrics, companies sang the praises of everything from cigarettes to chocolate milk and paved the way for the increasing commercialization of "real" music.

By the 1980's, baby boomer nostalgia led to odd retro-jingle hybrids, in which familiar tunes were overlaid with new lyrics. Thus, Jerry Lee Lewis' music was reborn for Burger King's "Whole Lotta Breakfast going On"

and the Platters original tune "Only You" transformed into "Only Wendy's." While some artists held out, refusing to "sell out" to commercial interests, by early 2000, many artists were happy to supplement their CD royalties by licensing music to advertisers.

Still, when you ask people to sing a jingle, chances are they're going to come up with a song that was written specifically to promote a product - not "Start Me Up," the Rolling Stones tune that was used to introduce Windows 95, or the Beatles' "Revolution," which Nike licensed from Michael Jackson (who owns the Fab Four's catalog) in 1985 - much to the dismay of fans and surviving Beatles alike.

### **Jingle Break: The Champions**

#### Top 10 American Jingles of the 20<sup>th</sup> Century

1. You deserve a break today (McDonald's®)
2. Be all that you can be (United States Army)
3. Pepsi Cola hits the spot (Pepsi®)
4. M'mm, m'mm good (Campbell's®)
5. See the USA in your Chevrolet (General Motors®)
6. I wish I were and Oscar Mayer wiener (Oscar Mayer®)
7. Double your pleasure, double your fun (Wrigley's®  
Doublemint gum)
8. Winston tastes good like a cigarette should (Winston®)
9. It's the Real Thing (Coca Cola®)
10. Brylcreem® -- A little dab'll do ya

## Ogilvy On Jingles

David Ogilvy set up shop on Madison Avenue in 1949. What started as a little creative boutique in New York grew to become one of the four largest advertising agencies in the world. According to *Time* magazine, he became "the most sought-after wizard in the advertising business" through campaigns for such clients as Rolls-Royce®, Sears® and Pepperidge Farms®.

Ogilvy shared his wizardry in 1963 by writing *Confessions of An Advertising Man*, followed in 1983 by *Ogilvy on Advertising*. "I am sometimes attacked for imposing 'rules.' Nothing could be further from the truth," wrote Ogilvy. "I *hate* rules. All I do is report on how consumers react to different stimuli. I may say to a copywriter, 'Research shows that commercials with celebrities are below average in persuading people to buy products. Are you *sure* you want to use a celebrity.' Call that a *rule*? Or I might say to an art director, 'Research suggests that if you set the copy in black type on a white background, more people will read it than if you set it in white type on a black background.' A *hint*, perhaps, but scarcely a rule."

What were Ogilvy's hints when it came to jingles? "Never use a jingle without trying it on people who have not read your script," wrote Ogilvy. "If they cannot decipher the words, don't put your jingle on the air."

He also had hints for broadcast advertising in general:

- Identify your brand early in the commercial.
- Identify it often.
- Promise the listener a benefit early in the commercial.
- Repeat it often.

## CHAPTER 5: SO, WHY DO JINGLES WORK?

Before we dig deeper into how to make a jingle work for you in your local market, let's go over the primary reasons jingles work.

### Memory

It's amazing that many songs you haven't heard in years will instantly come back to you. . . both words and melody. Setting a message to music is the quickest, most reliable way to get that message remembered. How else could a two-year-old remember something as difficult as 26 letters of the alphabet?

Music is a tool used by almost every teacher, at every grade level. It can help teach children and teenagers the basics of everything from language and science to mathematics, and it is even used by instructors who teach English as a second language to adults.

The same "memory magic" can be used to teach your local market just about anything you want them to know. Don't believe it? Do you remember the ingredients of a Big Mac?

#### Jingle Break

Two All-Beef Patties  
Special Sauce  
Lettuce  
Cheese  
Pickles  
Onions  
On a Sesame Seed Bun

*McDonald's®*

Why did McDonald's feel the need to run this ad?

The Big Mac cost more than other fast-food burgers being sold at the time, and certainly more than all other McDonald's burgers. It had been introduced in 1968, but until the "two all beef patties. . ." jingle, consumers had been a bit unclear about why they should pay more for a hamburger. In 1974, McDonald's answered that question, and people all over North America could suddenly tell you *exactly* how much stuff was piled onto that sesame seed bun. Big Macs, to this day, remain a staple of the McDonald's menu, thirty years after the launch of the jingle.

## CHAPTER 6: THE SUBCONSCIOUS

Music works both on the conscious level - the part of the brain that is busy seeing and hearing and tasting and processing every second of every day - and on the *subconscious* level, where mental work that you don't even know about is going on. You may not realize you're absorbing a song until, suddenly, you've got the latest pop hit *stuck in your head and it won't go away*. (Don't you hate it when that happens?)

No other form of advertising sticks with people the way jingles do, because no other form of advertising incorporates this ability of music to touch and enter the subconscious.

All forms of media have their uses, of course, and the best local marketers know how to mix it up. When you're trying to beat the competition, it always pays to use as many tools as you can afford.

If your aim is to deliver a mountain of precise, detailed information about a current sale or promotion or your new product line or the myriad of merchandise that just came in, then a print ad is probably best suited to your specific ad goals. But if you want to get the name of your business out there in the community and make sure consumers will remember you when they need you, nothing beats music.

### **Nothing.**

If you're a Baby Boomer or even one of the older members of Generation X, you probably remember these great brands and taglines.

- If it says Libby's Libby's Libby's on the label label label you will like it like it like it on your table table table
- Here's to good friends, tonight is kind of special. The beer we'll pour must say something more, so tonight, let is be Lowenbrau

- Double your pleasure, double your fun with Wrigley's Doublemint gum
- Mmm, mmmm, good . . . mmmm, mmmmm good . . . that's what Campbell's Soups are, mmmmm, mmmmm good

You probably can't remember what was in the grocery store's sale circular last night. So why can you remember those brand names, and even the emotional feeling that the original ads evoked? The difference is music, which reached past your critical conscious mind and touched your subconscious. Music drummed those brand names and companies into your mind. *Permanently.*

You can do the same for your business.

The jingle's job is to provide an arresting sound that grabs and holds immediate audience attention. It hones in on their wants and needs, makes them aware your business is an option to fulfill those wants and needs. Best of all, it sticks in their mind until they're ready to make the purchase.

Great jingles also become a *mnemonic*, which Encarta defines as "a short rhyme, phrase, or other mental technique for making information easier to memorize." Some mnemonics use initials to help people remember a long series of words ("My Very Energetic Mother Just Served Us Nine Pizzas" is a mnemonic device for remembering the names of the planets in the order they orbit the sun - Mercury, Venus, Earth, Mars, Jupiter, Saturn, Uranus, Neptune, Pluto). Jingles are also mnemonics: "Plop Plop Fizz Fizz Oh What A Relief It Is" has become a mnemonic for Alka-Seltzer.

## Not Everyone Loves Jingles

Especially in the past few years, some people have suggested that jingles are passé. Studies show that jingle usage is on the decline. National jingles like, "You'll wonder where the yellow went when you brush your teeth with Pepsodent," or "For all you do...this Bud's for you" are no longer in vogue.

Instead, it seems, many companies are paying big bucks to "borrow" pop music, using the latest radio hits to try to sell their products and services.

Critics of jingles also occasionally suggest that, even if jingles *do* work, they are too expensive for local advertisers. But this is the product of miscalculated thinking. The evidence that jingles *can* sell in sixty seconds is unassailable. Repetition and continuity of image and message, in fact are two cornerstones of good marketing, and a long-lived jingle is one of the very best ways to achieve both affordably.

The fact is, if you measure increased sales over the jingle's broadcast life to its initial production and licensing costs, it often requires an investment of just pennies per day. Some radio stations and local cable companies are willing to offer advertisers "credit" toward their initial jingle production costs, awarding jingle buyers free airtime over the course of a long-term contract. Why do you think they do that? Because they know advertisers with jingles have committed to a long-term competitive strategy that helps them to compete. Committed advertisers are the most likely to be successful advertisers - and that's what broadcasters want most.

Maybe you, as a business owner in a small to midsized local market, reason that a great jingle would help you, but you can't afford the rates a Madison Avenue advertising agency would charge you for a great slogan set

to song. If so, that's not unusual. Many local advertisers are not aware that, through exclusive music licensing, they can obtain customized jingles at a fraction of the cost.

The fact remains that currently, a great deal of national commercials today feature popular songs rather than custom-written jingles. Perhaps you've heard:

- The late Roy Orbison's "You Got It" for Target®.
- Olivia Newton-John's "Physical" for Tropicana® orange juice.
- JC Penny's® pitching its spring fashion line with Fine Young Cannibals' "She Drives Me Crazy."
- Bob Seger's "Like a Rock" embodying the idea of Chevy Trucks.

Using pop or rock music in national spots is not exactly a new trend. Elmer Bernstein's "Theme From the Magnificent Seven," originally penned as a cowboy movie theme, was licensed to Marlboro® cigarettes for its "cowboy" commercials for years. By incorporating a familiar bit of pop music into their advertisements, huge national businesses bank on the added value of instant recognition with listeners. The cost of doing so is staggering. But that's not the biggest problem.

When advertisers use music that consumers already know, they always risk the problem of the *song itself* - not their *product* - taking center stage. Take a look back at the list above. Did you put the hit song together with the right advertiser? We bet not. Even Chevy's recently-retired "Like A Rock" campaign, which ran consistently for over a decade, was typically associated with Chevrolet in general - not Chevy Trucks in particular.

Then there are the costs of using existing music. Estimates of fees required to license music from Led Zeppelin (Cadillac®) or Bob Seger (Chevy® trucks) range from the high six figures to several million dollars. Those fees make no sense whatsoever to a local advertiser.

Even worse are the costs of using music without a proper license. In some very small markets, broadcast stations may not be aware of the implications of copyright law. Some small-market broadcasters occasionally "sample" a popular tune and use it in local ads. But this is an unwise choice for any business - or station. Fact is, if somebody uses music without a proper license and permission *and they're caught*, fines can reach into the tens - even hundreds - of thousands of dollars. In this post-Napster era, copyright holders are vigorously defending their intellectual property even more.

We know of one local advertiser who "borrowed" a tune without permission to whip up what he thought would be a "cheap" jingle. By the time it was all over, the advertiser was sued by the song's copyright holder, found guilty of infringement and ordered to pay not only thousands of dollars in damages, but also *all* the court costs. That "cheap" \$500 jingle ended up costing the business well over \$100,000.

The upshot for local advertisers is that having a radio station "sample" a few seconds of Creed or Madonna or Travis Tritt becomes a lot less appealing when the penalties for getting caught are really understood.

As we said earlier, another problem with appropriating a pop tune for your advertisements goes deeper than the price of licensing (or the prohibitive penalties for *not* licensing). It's that if people already know the song, they won't necessarily link it with *you* or *your business*. Be honest: When you hear Cyndi Lauper's "Girls Just Wanna Have Fun," do you think of any particular product or service? How about David Bowie's "Rebel Rebel?" (Bowie, incidentally, began his career as a jingle singer).

Both of these songs were featured in very expensive national campaigns. We'll even tell you what industries: Cyndi was hawking cruises and David was singing about cars. If you actually did link "Girls Just Wanna Have Fun" with Carnival® Cruises (not Princess, not Holland America) and "Rebel, Rebel" with Audi® (not Toyota, not Nissan, Not Volkswagen), you did better than most people. That's because if people already know the music, it's much, much harder to re-wire their brains to associate a commercial offering with the tune. In most cases, you're better off creating a unique audio brand from scratch - a jingle that's uniquely you.

## Local Licensing To The Rescue

When it comes to smaller markets and local advertising, there's a catch. Most local advertisers simply can't afford to license music from a pop, rock or country superstar (Microsoft® paid \$12 Million to use the Rolling Stones' "Start Me Up" when they rolled out Windows 95). Even if a local advertiser *could* afford it, it's likely that the artist still wouldn't want to license the tune to a local advertiser - after all, if a tune is licensed for use in Seattle, then it can't be sold to a big national chain whose ads would run all over the place, including Seattle. Better to hold out for the big national license. Finally, tally up the cost of re-recording the tune into a viable :60 or :30 format, and snagging the latest Britney hit becomes virtually impossible.

But local advertisers can still license commercial music. (They can get a singer who sounds a lot like Britney, too, if they work with a production company that draws from a wide talent pool.) With this approach, you can produce, license and record a local market jingle based on a professional music track that sounds like it came right off of Madison Avenue for just a few thousand dollars.

The biggest problem with local advertising today is there is so much of it. Consumers are assaulted from many different angles. While you can't afford not to advertise, you absolutely can't afford not to be memorable (please pardon the quadruple negative, but we feel very strongly about this point).

Read on to learn all the power of the humble jingle. When you make it simple, then you've made it memorable and will make the most of your advertising investment. That's what jingles have done since radio and television first hit the airwaves. That's what they can do for you right now.