

WRITE YOUR OWN JINGLE!



What is a Jingle?

A jingle is a slogan or vocal line set to an engaging melody mainly used as an advertisement or to open or close a show. Jingles are designed to be memorable and stick in the mind of the listener. Jingles can be used on TV, Radio and Podcasts © Media Music Now 2008

How to Write a Jingle:

Know the product. What are you trying to sell? A product? A company? What does it do, provide or offer?

Repeat the name: The jingle must mention and repeat the specific name of the product or company and what it does.

Set your slogan to a tune: Your tune should be light and lively, set in an upbeat manner. The tempo should be quick and the rhythm snappy, like a march or a cheer.

Use rhymes. Use repetition. Keep it simple.