



### **Considering a jingle?**

It's often hard to decide on what is important in selecting a new business partner. When it comes to a creative firm, it is doubly important. The relationship a creative firm must have with your clients goes beyond making a song. It includes determining the proper music, matching the personality of the business with the lyrics and pacing, and ensuring the client is ecstatic and confident with the finished product.

The team at Jingle Brokers has been producing musical imaging since 1995. We have backgrounds in broadcast management and brand development. We understand that execution is important, but insist on delivering a product that will deliver consistent results for years and years.

Enclosed are the company staff, our product offerings and process. We encourage you to browse our samples by visiting the Auditorium.

Thank you for giving us a look. With our diversity of talent, our client management system, and extremely competitive pricing; this will become a partnership that you can rely on for years to come as it has been with our over 2000 clients.

Sincerely,

A handwritten signature in black ink that reads "Peter Starkel". The signature is fluid and cursive.

Peter Starkel  
Managing Partner

# Jingle Brokers

## Why Get A Jingle?

- **T.O.M.A Concept**

Create **Top of Mind Awareness**, and make the client think about you all the time. Potential customers will sing and think about your jingle long after your commercial is over. Each time a potential customer sings, whistles, or hums your jingle; they are one step closer to your door, which translates into increased business. By consistently using a jingle in your electronic media, you will continue to build up your **top of mind awareness** causing consumers to think of your business first.

- **They Can't Remember Everyone**

With thousands of commercials competing for your consumers' attention, you need a way to stand out. With your own custom produced jingle, your message will stand out, get noticed and be heard which will deliver better results. Prospects will remember your commercials the next time they are in the market for your product or service.

- **Market To Your Best Customers**

Hit the demographic and psycho-graphic you want to reach. **Jingle Brokers** creates a musical image that is music to your best prospects' ears, attracting their attention to your commercial. Whatever your demographic target is; children, teens, young adults, baby boomers, seniors, or all combined, **Jingle Brokers** can hit your target each and every time.

- **Have The Winning Edge**

In today's competitive marketing arena, the opinion people form about your business is critical. **Jingle Brokers** will bring your business' image to life with custom produced music and lyrics designed to enhance the image that allows consumers to form a favorable opinion of your business.

# Jingle Brokers

## **The Producer Network**

**Michael B.** - Mike has worked on over 500 jingles for the past 6 years. Their credits include G.E., United Way, Make A Wish Foundation, Primestar, Golden Corral Restaurant, Cub Foods Grocery, Student Books, Budget Car and Truck, Best Western, Tony Romas, Amoco, Texaco, Red Wing Shoes, and many, many more. Michael creates warm sincere sounding images, and solid corporate imaging.

**Reid M.** - Composer & Producer of Radio & TV Commercials. Recipient of 7 Addy & 2 Pyramid Advertising awards. Trumpeter for Tony Bennett, BB King, Stevie Wonder, Barry Manilow and Charlie Ritch. Commercial Jingles include Holiday Inn, Johnson Products, Ace Hardware and Mitsubishi Galant.

**Jim A.** - Jim is an arranger and composer for Disney Records, Disney Software and Phillips Interactive Media . In addition Jim was also the director for The New Christy Minstrels, and has written songs recorded by Johnny Mathis, Dionne Warwick, Stephanie Mills, Jack Jones, Vikki Carr and Dinah Shore. Composing credits include Disney "Who Framed Roger Rabbit" computer game For Disney Software (certified Gold by the SPA) The Rocketeer, Indiana Jones and The Last Crusade, Great Mouse Detective, Duck Tales, Winnie The Pooh, Gremlins, and Rainbow Brite for Walt Disney Records.

**Pat F.** - Previously signed to RCA, MCA, and United Artists record labels, Pat created the hit "Loving the Night Away" with his band The Daisy Dillman Band. A trained classical violinist and composer, Pat has performed with Bobby McFerin, David Byrne, and Aretha Franklin. He has directed corporate events for BF Goodrich, Dayton Hudson, Regis Corp. and Cargill. His commercial credits include General Mills, Dairy Queen, Whirlpool, Marshall Field's, and Target.

**Ron E.** - With over 19 years of production experience in the industry, Ron E. has made his mark as one of the top creative commercial producers around. His credits range from, a "Telly" award for a national jingle campaign..... a "Louis Armstrong Award" for music performance.....to scoring music used for the 1998 Winter Olympics. Ron has produced jingles and commercial ad campaigns for such clients as, True Value Hardware, Subway Sandwiches, A & W Rootbeer, Discount Tire co, Wells Fargo Bank, Century 21, and the Jerry Springer Show, just to name a few. To date, Ron has produced, written and created over 5000 effective jingles and commercials for clients across the US and Canada. Ron's expertise as a professional singer, writer, musician, and producer.... come alive on every project!

**Linwood B.** - Linwood has worked in composing and producing original music for many years. His work includes National Talent work for TV and Radio. Let him breathe life into a musical image that fits your brand.

# Jingle Brokers

## **11 Cut**

- 5 Thirty Second Mix Outs
- 5 Sixty Second Mix Outs
- 1 - Three Minute On-Hold Mix Out
- Mastered On Compact Disc

## **4 Cut**

- 1 Thirty Second Tag
- 1 Sixty Second Tag
- 1 Thirty, 1 Sixty Second Instrumental
- Mastered On Compact Disc

## **Audio Logo**

- 1 Five to Ten Second Audio Logo
- Mastered On Compact Disc

## **Music Bed**

- Music Bed cut : 15, :30 :60

### ***Money Back Guarantee If Not Completely Satisfied***

Your producer will make sure the lyrics and music meet your approval before it is completed and sent to you. If you don't like the finished product, we will redesign the image until you are completely satisfied.

### **30 Day Warranty**

Within the first 30 days of taking delivery of your Musical Image, we will warranty your project. If there is something you don't like, **Jingle Brokers** will make edits, re-sings or re-cuts.



## The Production Process

*Give us 30 minutes and we'll give you a great jingle.*

**Production Assignment:** Jingle Brokers determines which producer is best for the type of image and sound you are looking for and places you with the best producer for the job.

**Lyric Call:** The producer will spend 10 minutes asking some questions about your business that will help in writing the lyrics.

**Lyric Approval:** The producer presents the lyrics by fax or e-mail to you for approval. If they are not perfect, the producer will go back and re-write them for your approval.

**Demo Production:** The producer takes the approved lyrics and puts them with music for final approval.

**Demo Approval:** Once the demo is done, you hear it on CD or by MP3 via E-mail for approval. Once approved, it is mastered in to the mix out.

**Project Sent:** The project is sent to you, usually in a few weeks.

**Tips:** It is always best to let the producer know if you would like the lyrics and music changed at the time of approval. It makes the process take longer if lyric or music changes are made at the demo stage. Also- really make sure the image sounds like your business. This is a direct reflection of the company; we want to get the perfect match.