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# Jingle Buyers' Guide

page 1 of 3

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Dailey Sound Vector is a creative services organization which specializes in the creation of jingles, music, audio and other related marketing tools.

We have put this buyers' guide together in order to assist you with selecting a jingle company that will, hopefully, expand and establish the name of your business in the marketplace.

Let us be clear. We want you to select Dailey Sound Vector for your next jingle campaign. But at the same time, we have seen a need for potential jingle buyers to have clear, evenhanded information when deciding to market their business in this fashion.

We strongly encourage you to ask the following questions when speaking to a potential jingle provider-even us. These questions and answers will enlighten, empower and inform you as you select a company that can provide you with a marketing tool that has been documented to have at least 6 times the impact over spoken word alone-jingles!

## Q&A

**\*\*Ask your jingle company the following questions\*\***

**\*\*The blue areas have the appropriate answers and info\*\***

Do you provide custom or original music for your clients?

To clarify, will other businesses have the same music that you will provide for me?

We recommend original only. Many jingle companies use recycled music/music libraries (which we advise against). It's a practice of taking one piece of music and using it repeatedly in different areas around the country for other industries. This should be avoided for several reasons. The first being, the image of your business is being forced to fit the style of the existing music. Not the other way around. Also, "prefabricated" music rarely can be altered in any way. Although you may be hearing your custom piece for the first time, it may very well have been in use for years. And the use of recycled music may prevent you from expanding the name of your business via jingle in other markets. That's because "your" jingle may already be in use in a neighboring city. We have a great real-life example of this. Call us and we'll tell you.

How much will a jingle cost me?

The answer to this question varies from company to company. But, we'll do our best to give you averages. Most jingle companies will base your costs on where you plan to air your ads. The typical price range for original material is as follows: locally - \$1,500 to \$3,000, statewide - \$2,500 to \$4,500, regionally - \$3,500 to \$10,000, nationally - \$6,500 to \$20,000+, globally \$30,000+.

Should you find a jingle company with rates well below the averages (like \$500), it's imperative that you carefully go through EVERY question on this guide. You know the old adage, if it sounds too good to be true... well, you know the rest. If you come across low price offers, listen to samples from these companies and carefully compare the sound, message and quality to a more sophisticated operation. In this business, oftentimes low prices mean low quality and low impact. Ask to hear at least 10 different pieces that were recorded at their so called "low price." Being a skeptic sometimes prevents you from jumping headlong into disaster.

For example's sake, lets say I want to use my jingle locally, but a year from now my business expands and I want to use it statewide-how do you charge for that?

The jingle company that you are speaking with should provide a clear and concise pricing structure. Be sure that you are comfortable with the additional costs that will potentially be incurred down the road. If possible, get it in writing should you feel your business will expand in the near future.

Is there a one-time fee or must I pay you as long as I use the jingle?

We have found that most of our clients like to pay for a service and move on. If you happen to be one of them, work with a company that offers one-time fees versus ongoing charges for use. In our industry the latter practice is called licensing.

Give me some indication of your advertising/marketing acumen.

It's one thing to have great musicians and singers; it's another to have them working in such a fashion that will produce results. Good music does not always translate into a good marketing strategy. Your jingle company should possess a solid understanding of advertising--not just music. Ask them to share their thoughts about your upcoming campaign. If they can provide substantive input, you may be in good shape. Also, ask them to provide documentation or third party research on music in advertising. Those that work in this business should be able to offer more than their opinion alone.

Can I hear some of your previous work?

Be sure to listen to the quality of a jingle company's work before making a commitment. Listen to see whether the same guy or gal sings on every tune, determine whether they have more than one or two samples, does all of their music sound the same or do they mix things up?

How many cuts (time variations) will you provide with my jingle package?

Most jingle companies will provide you with cuts ranging in length from 5 seconds to one minute. They can be used on radio or television. Be sure that you know how many they will provide and get it in writing. Also be sure that the amount and lengths they provide will be sufficient for future commercials, promotions and campaigns of all types.

What choices do you provide when it comes to vocalists?

Make sure that the company that you decide to work with offers more than just a couple of singers to choose from. This is to your benefit because it will give you more flexibility on the creative end. In addition, you'll get a more authentic sound by using singers who specialize in a certain style (such as rock, country, ethnic and so forth) rather than the one guy that tries to sing everything.

What if I don't like the jingle you produce?

Music is subjective. And quite frankly, what may sound good to your jingle company may sound like noise to you. Not to worry. This is to be expected. However, when this happens a good jingle company should be able to put how they handle a "difference of opinion" in writing. Do they use the three strikes rule (three tries and YOU pay)? This is a major question that needs to be answered clearly by your jingle company. A handshake and affirming words are not sufficient here. Dig deeper. We've heard many horror stories about jingle companies pushing clients into corners after the first recording.

Do you use electronic, acoustic or both groups of instruments in your recordings?

If you happen to put this question to the music geek at the company, he'll probably start to rattle off model names of things you've never heard of. Just stop him and ask again, "Do you use electronic, acoustic or both groups of instruments in your recordings?" The answer you want here is "both." If he/she doesn't know, politely move on to another company. Again, it's probably best you select a company that uses both. The name of the game here is "more options." By not having both, the creativity can be stunted due to having fewer instruments at your disposal.

How long does it take to complete a jingle?

This question is pretty straightforward. Be sure that your jingle company's timing does not set you back. Also, if you have an ad that is to air soon, give yourself a little extra time so that if there is a hiccup in your jingle project, you won't miss the deadline for launching your campaign.

At what point will you charge me more money?

Make sure that your total costs are completely spelled out. Ask your jingle company if you will be charged for additional singers, revisions, special instruments and so forth. We advise you to get involved with a company that can provide simple pricing and simple fee agreements. If you are being "nickel & dimed" for things like: delivery charges for CD's, additional money for one vocalist over the other, hefty costs for additional cuts (time variations) and so on--find a better company.

Do I have to write my own lyrics?

It is our opinion that all reputable jingle companies should provide writing support as a part of their overall service to you. To "al a cart" this portion of the process for up selling purposes is just bad business.

Where has your work been featured?

It's good to know whether your jingle company has had success in other places.

Do you do this part-time?

It's probably best to do business with an established company for your jingle. HOWEVER, those that do this on the side can give you some good work. Just be sure that whoever you decide to work with can speak with you during regular business hours and are highly accessible to you throughout the recording process.

What else does your company do?

Make sure that you work with a jingle company that records jingles regularly and that has jingles as the core of their business. Dig a little. Find out if you're dealing with people working out of their basements or those making extra cash during their lunch breaks. Don't misunderstand; every jingle company has to start somewhere. However, you should know what and who you're getting involved with before you start. If you are okay with small-so be it. If you want a music powerhouse-just as well.

Let's say I want to get started. How does payment work?

It's typical for jingle companies to ask for half upfront. Unnerving, right? But, this is how the jingle world works. That's why you should be asking these questions and more to be sure that you're getting the service you can trust and need. Asking for references from your prospect and CALLING THEM will give you more confidence when paying as well.

Do you accept online payment?

This may be a good way to go when getting started. It allows you to dispute a charge with your credit card company should your jingle company head south with your deposit. And like anything else online, make sure that your jingle company can direct you to a secured site for payments.

## ***A Few More Words of Wisdom***

### ***Ask for your jingle company's input***

Clients sometimes come into the jingle process behaving as though they are music and marketing geniuses. In some cases, a particular client may very well be highly competent in these areas. However, you should always get input from your jingle company. They do this for a living! The same is true when you take your car in for repairs. You explain the situation, describe what you've seen or heard but at the end of the day, you let the mechanic do his/her job. This does not mean you're not involved in the jingle brainstorming process. It means you seek the knowledge and input from, who should be, an expert in the jingle business-after all, you're paying for this advice!

### ***Jingles are long-term marketing tools***

We've seen customers get nervous once the recording is finished. They start to wonder if their company's tune will catch on right away. The answer is, not likely. DON'T panic. Music in advertising actually takes a while to gain some traction. But once it does, it's forever ingrained in the minds of consumers everywhere. It's worth the wait. Studies have shown that you'll probably see a strong following after about 4 months.

Should you need more info or simply would like to give us a try, please contact Dailey Sound Vector at [info@dsvmedia.com](mailto:info@dsvmedia.com).