

Chapter 14: Jingles That Sell!



Composition: Jingles That Sell!

Theory Focus: Rhyming

Composition Focus: Working With Lyrics, Writing a Jingle

Composition

1. Choose a product, service or event for your jingle.

Example: TOMS Shoes

2. Decide on the main message and musical feel.

Example message: Buy a pair of Shoes, Help a Child in Need

Example Musical feel: World music style with tom-tom drum

3. Come up with a catchy tagline, including the brand.

Example: Don your TOMS, One for One®

4. Write lyrics using rhyme and keeping the form short and repetitive.

5. Come up with a sing-able melody.

6. Refine and work out the feel by singing and tapping

7. Create a score.

8. Add an instrumental part.



Example Lyrics & Score

Don your TOMS and you can reach across the *ocean*
Don your TOMS and help a *child*,
Don your TOMS and you can make a big *commotion*
Don your TOMS, One for One®

Don your TOMS and we can put our feet in *motion*
Don your TOMS and we're in *style*,
Don your TOMS and we can make a big *commotion*
Don your TOMS, One for One®

The musical score is written for two parts: Voices and Toms. The time signature is 4/4. The melody for the voices is simple and catchy, using a mix of quarter and eighth notes. The Toms part provides a steady, rhythmic accompaniment using eighth notes. The lyrics are aligned with the vocal melody.