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Services

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Our Work

About Us

SPECIAL
REPORT

8 REASONS most Jingles Suck (and how we avoid them)!

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- 1 'That 70's Jingle'**

Wow, did I just hear that? Are you serious? Is the guy who produced the Brady Bunch intro still producing audio scores in the 21st century? We absolutely have nothing against the Brady Bunch intro, however, you want your jingle to be fresh, catchy, and most of all, modern! With today's recording technology, there's no reason your audio has to sound like it was recorded 35 years ago. With our fluffy sound proofing, super-duper microphones, and access to today's best musicians, you'll sound like you just stepped out of 2010!
- 2 Bad Singers**

We all love to sing about our favorite restaurants, but most of us should probably shouldn't. We've all heard those jingles...either the singer is so bad, or they're trying to sound like someone else, or the audio engineer grabbed the office secretary and asked her nicely to sing about laundry detergent. Luckily at Push Button, we use only nationally touring award winning singers who know how to get your business noticed...in a good way!
- 3 Terrible Lyrics**

Man, do I have a great idea! I want a jingle for my business and I'll have the neighbor's three year old write the lyrics! Look, jingle writing doesn't necessarily require Bill Shakespeare, but it does require some thought and creativity. Take what your business does best, add some rhythm and rhyme, and voila, you're in business....and everyone is singing your tune! (Actually, let our award winning creative team write the lyrics....please.....potential listeners are begging you!)
- 4 Too much musicianship**

So you decided to have Eddie Van Halen lay down the guitar tracks for your latest jingle. Look, we all know he's the king of guitar, but you want potential customers listening to what the singer is saying about your business, not Ed's amaaazing revision of eruption custom tailored to distract needlessly from Grandma's Sewing Shop. Be tasteful about your instruments, use them wisely, and make sure that your message is getting across clearly, without being cluttered.
- 5 Bad VO**

Spending a ton of cash on a custom tailored shiny new jingle does not automatically grant you the right to use some hack voice over in the middle of the message. It's kind of like custom painting your '82 Honda....it looks nice at a glance, but it's still an '82 Honda! Take the time to use only the best VO in the jingle and then your finished project is just that, fully finished. That's why if none of our amazing voice talents suit your need, we will hold an open audition and bring you voice over artists from all over the world until we find the one that suits your company best. Best of all, we do that for free. You don't want to take away from the amazing jingle you just produced; you want to add to it with only the best.



Cocktails

We just wanted to take a moment to reflect lovingly on cocktails. Not just a great concoction, but an equally awesome word. Just say it...Cocktail...makes you happy doesn't it? OK, back to business...



Their negative stereotype

Okay, so this isn't really a reason jingles suck, but it's a reason most people think they do. They don't realize how effective jingles can be! Some studies indicate that a jingle can be up to 90 times more memorable than spoken word advertising! Odds are, even if you think you don't like jingles, you're probably hooked on a few at the moment. When people hear the word "Jingle" they think about cheesy and poorly produced marshmallow fluff they heard as a child. The fact that you probably remember some of those sugary tunes to begin with should speak volumes about their effectiveness.



People taking themselves too seriously

Producing a jingle is serious business; after all for many small businesses it signifies a good chunk of their advertising budget. But gosh-diddly-darn it...have some fun! Be creative, be spontaneous! Give that guy driving his car a reason to tell his loud obnoxious friend to be quiet because he wants to hear his favorite jingle (yours). It's why we encourage our producers to be funny, quirky and inject levels of personality well beyond legal limits. That's how we roll.

Getting a quality jingle doesn't have to be as complicated as some would make you believe. Give us a call and we'll tell you all about our 100% Suck Free Money Back Guarantee that ensures Push Button will make you a jingle you'll love. Pick up the phone and dial 1-888-494-PUSH and Yeosh or Jon will personally help you cure your advertising woes.

Contact Us Today

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