

A short piece of music to advertise something

First Jingle was for
Toothpaste in 1955

What makes a successful Jingle?

- Catchy
- Memorable – makes the advertisement more exciting
- Slogan – simple, memorable
- Appropriate for the target audience
- Clear
- Hook – short musical idea to ‘catch your attention’
- ‘Wow’ factor



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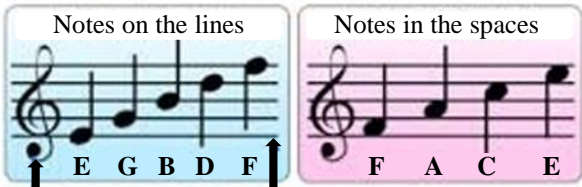


So Quick. So Simple. So Schofield.

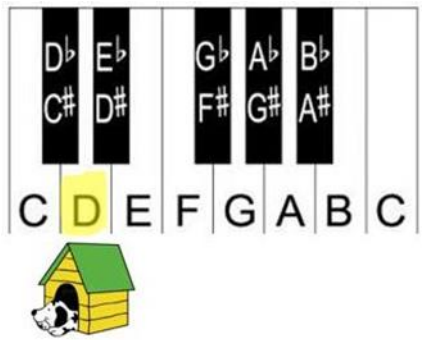
Learning to Read Music



The notes are either on the line or in the space



Treble Clef Stave (the 5 lines)



Finding the notes on the
KEYBOARD
The dog is in the kennel
(D is between two black notes)

Musical ELEMENTS
(to describe and build music)

PITCH
(high/low notes)

RHYTHM
(long/short notes)



	Semibreve	4 beats
	Minim	2 beats
	Crotchet	1 beat
	Quaver	1/2 beat
	Semiquaver	1/4 beat

Pitch	High / low
Rhythm	Long / short
Tempo	Speed
Dynamics	Volume
Texture	Layers of sound
Timbre	Type of sound
Tonality	Major / minor