



STEPS IN THE JINGLE PRODUCTION PROCESS

Our production process has been developed to require a minimal amount of your time while delivering fantastic results. You have *complete control* of the process; we don't move from Step 1 to Step 2 until you're satisfied we're on track. We can have your campaign ready for broadcast in as little 4-6 weeks. Here are the steps in the creation of your musical image:

Complete the Client Profile and Campaign Agreement; make the initial investment.

Your Producer is selected and your Client Profile is forwarded to the producer.

The producer will contact you by phone to review your Client Profile, gather additional information, and to discuss your campaign theme, music and voicing.

The writer/producer will create your theme line (and lyrics if there is going to be a verse) and e-mail them to you for your approval. We will work on the wording until we all agree we know exactly what you want sung.

As soon as you approve the theme (and lyrics), the singer(s) enter the studio and sing your song. A production proof (MP3) is e-mailed to you for approval. Changes are made as needed. Once you approve the production your campaign is e-mailed to you for instant download; save it and make as many copies as you need. A CD can be mastered and sent to you if you prefer.

Use your musical image campaign on radio, television, cable, web sites, phone on hold, etc. You never pay more for the continued use of your jingle, so I encourage you to use it for years in your broadcast advertising, and to use your positioning statement on your business cards, letterhead, envelopes, in the yellow pages, newspaper, direct mail, etc.

Accountable Marketing

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