

Jingle in Ads

What is Jingle

- 1 a : a light clinking or tinkling sound
 b : a catchy repetition of sounds in
 a poem
- 2 a : something that jingles
 b : a short verse or song marked by
 catchy repetition

(Merriam Webster-2020)

What Are Jingles in Advertising?

- Few things can drive an advertising message home like a catchy jingle. Whether your listeners **love it or hate it**, a good jingle will relate your brand name with a concept, idea, or promotion.
- The next time a listener sees a sign or ad for your business, they will immediately associate your jingle with your advertising, creating a relationship that increases the likelihood they'll choose you next time they need you. (Leighton 2018)

A Good Jingle is
unique, fun, positive
nice/or even bad to remember
and memorable.

Remembering in unconscious
condition

The Function of Jingle on Ads

- Jingles Help Define What You Have to Offer
 - Jingles Attract Customers
- Jingles Binds Customers, lives in costumer minds
 - Jingles Make Costumer Proud, and Happy!
 - Jingles become a part of the literary arts in advertising

Tugas

- Buatlah jingle dalam bentuk video iklan sederhana untuk produk yang tidak terkenal
- Dibuat dalam bentuk nyanyian disertai bunyi/musik
- Durasi 30-60 detik
- Dalam bahasa Inggris atau bahasa Indonesia
- Dibuat oleh 1 group terdiri dari 1-3 orang.
- Dikumpulkan saat UAS bersama script jingle dan tim pembuatnya