



The History of Jingles By Beth Frede



Have you ever had a COMMERCIAL get stuck in your head, even for a product or service you neither wanted nor needed? Did you ever have a JINGLE (short musical slogan) SPONTANEOUSLY pop into your mind months or years after last hearing it? Since the 1920s, advertisers have boosted their sales using jingles, those CAPTIVATING little tunes with easy-to-remember hooks that REVERBERATE (echo) in your mind long after the ad is over. But how did jingles start, and why are they so darned catchy? We'll talk about it in today's lesson.

SPELL: SPONTANEOUSLY COMMERCIAL CAPTIVATING

Today we're learning about the history of what? JINGLES

The word used for echo is? REVERBERATE

The lesson says jingles are captivating little tunes with easy-to-remember-what? HOOKS

Advertisers have boosted their sales using jingles since when? THE 1920s

What word comes to mind when you think of commercial jingles?

In the 1920s and 1930s, radio jingles evolved as a way to CIRCUMVENT (sidestep, get around) REGULATIONS in the broadcasting industry. Companies selling goods knew that radio announcers could not advertise their products directly on the air. There was no rule about jingles though, which provided a way for broadcasters to mention the name of a product without EXPLICITLY (clearly, directly) pitching it to their AUDIENCE.

SPELL: PITCHING AUDIENCE INDUSTRY

Radio jingles evolved as a way to get around ___ in the broadcasting industry. REGULATIONS

From the lesson, the word meaning to sidestep or get around is?

CIRCUMVENT

Before jingles, radio announcers could not ___ products directly on the air.

ADVERTISE

A word from the lesson that means explicitly is? CLEARLY, DIRECTLY

How else might someone communicate without stating their thoughts directly?

The first commercial jingle is often credited to WASHBURN CROSBY, the PREDECESSOR (or the one that came before) of the General Mills company, who made it for a radio ad in 1926 to boost sales of their FLAGGING (declining in strength) breakfast cereal, WHEATIES. A local barbershop quartet was hired to sing the DITTY (short simple song), and soon it was being played across the nation. It worked like a charm. Soon Wheaties went from a failing product to one of the company's most popular.

SPELL: BREAKFAST COMMERCIAL DITTY

Known-Semi-Open-Number-Prior Knowledge-VAKTivity-Open



The first commercial jingle was made in what year? 1926

The first radio jingle was made by what company? WASHBURN CROSBY

Washburn Crosby became what company? GENERAL MILLS

The word from the lesson meaning declining in strength is? FLAGGING

The first jingle was made to boost sales of what cereal? WHEATIES

The word in the lesson meaning "the one that came before" is? PREDECESSOR

Who was hired to sing the Wheaties jingle? BARBERSHOP QUARTET; A LOCAL QUARTET

A synonym for popular is? BELOVED, FAVORITE, TRENDY, etc.

VAKT: Listen to the Wheaties Quartet sing their jingle: (40 sec.)

<https://www.old-time.com/commercials/Sounds/Wheaties.mp3>

Briefly, what do you think of the Wheaties jingle?

The power of the jingle was easy to measure, based on that first musical ad. Wheaties sales SKYROCKETED in areas of the country where the jingle was played, while sales FLOUNDERED everywhere else. Other companies took note and soon began creating their own musical SLOGANS. Wheaties' SUCCESS was all the proof advertisers needed that jingle worked.

SPELL: COMPANIES SLOGANS SKYROCKETED

The power of the jingle was easy to ___ based on the first musical Wheaties ad. MEASURE

Known-Semi-Open-Number-Prior Knowledge-VAKTivity-Open

The paragraph says that wherever the jingle was played, sales skyrocketed, but everywhere else sales did what? FLOUNDERED
The lesson says that Wheaties' ____ was all the proof advertisers needed that jingles worked. SUCCESS

In your words, what does "skyrocketed" mean? INCREASE
SHARPLY/RAPIDLY

Write a one-line slogan to describe yourself.

Though they've changed over time, jingles are an easily recognizable musical GENRE (category or style). At first, they tended to be upbeat and EFFERVESCENT (bubbly) with something of a nursery RHYME quality, even for products being promoted to adults. But as they evolved, they began to sound more like popular tunes of the day. For example, in 1939 the Pepsi Cola Company's ad, "Pepsi Cola Hits the Spot" became not only a successful means of selling the CARBONATED drink but a popular song in its own right. In 1944, a jingle for CHIQUITA BANANA became so popular that at one point it was played an average of 376 times a day on the radio!

SPELL: CARBONATED RHYME EVOLVED

From the text, jingles are an easily recognizable musical _____. GENRE

The word from the lesson meaning bubbly is? EFFERVESCENT

A jingle for what became so popular that it was played on the radio an average of 376 times a day? CHIQUITA BANANA

In what year was the Chiquita Banana jingle popular? 1944

From the lesson, what does genre mean? CATEGORY OR STYLE

Name another soda besides Pepsi Cola. COKE, SPRITE, DR. PEPPER, MOUNTAIN DEW

VAKT: Watch and listen to the Pepsi Cola commercial: (.27 sec.)

<https://youtu.be/2gnlKBIL-vo>

Would the Pepsi Cola ad persuade you to drink Pepsi?

What is something bananas and soda have in common?

Known-Semi-Open-Number-Prior Knowledge-VAKTivity-Open

In the 1950s, the jingle business was FLOURISHING (thriving). In this postwar period, America's economy was booming, goods were being consumed at a much greater rate, and new products were popping up everywhere. "In its HEYDAY (meaning prime), [jingle writing] was a very, very LUCRATIVE business," says Eric Korte, the head of the music production at the marketing firm Mixtape Club. "The top jingle writers and top jingle singers made fortunes." Today, however, jingle writers in America earn a more modest income: an average of \$50,000 a year.

SPELL: FORTUNE HEYDAY ECONOMY

I read that the jingle industry was thriving in which decade? THE 1950s

What is the word from the lesson that means thriving? FLOURISHING

"In its heyday [jingle writing] was a very, very ___ business." LUCRATIVE

I named three things that were happening in the 1950's postwar period;

what was one? AMERICA'S ECONOMY WAS BOOMING; MORE GOODS WERE BEING CONSUMED; NEW PRODUCTS WERE POPPING UP

Today jingle writers in America earn an average of how much a year?

\$50,000

Describe what lucrative means. PROFITABLE, HIGH-PAYING, etc.

In the 1970s and 1980s some would-be performers got their start in the music industry by writing jingles because the work could provide RELIABLE income while they waited for fame to strike. BARRY MANILOW, a popular singer- songwriter in the 1970s who's best known for romantic BALLADS, was a successful jingle writer before he ACHIEVED celebrity status. One of his best-known jingles was for State Farm Insurance, for which he earned \$500. If you know the tune for "Like a good NEIGHBOR, State Farm is there," it's no wonder; the jingle is still in use today.

SPELL: ACHIEVED CELEBRITY RELIABLE

Known-Semi-Open-Number-Prior Knowledge-VAKTivity-Open

Writing jingles could provide reliable _____ while singer-songwriters waited for fame to strike. INCOME

Which specific singer-songwriter from the 1970s did the paragraph mention? BARRY MANILOW

The lesson said that Manilow was best known for his romantic _____? BALLADS

One of Manilow's best-known jingles was for what company? STATE FARM INSURANCE

How much did Barry Manilow earn for his State Farm jingle? \$500.



Barry Manilow. Photograph: Jack Mitchell/Getty Images

Over time, consumers became more SAVVY and less IMPERVIOUS to (affected by) advertising that simply told them what to do. As a result, advertisers' use of music in ads evolved. Instead of PITHY (concise and expressive) little tunes that BLATANTLY (openly and unabashedly) told consumers to buy their products, they realized that jingles could be used to suggest an experience, value, or feeling that their consumers would want. Commercials also started moving away from jingles in general, though music still played a key role in advertising.

Known-Semi-Open-Number-Prior Knowledge-VAKTivity-Open

SPELL: IMPERVIOUS CONSUME BLATANTLY
Over time consumers became more ___ and less affected by advertising
that simply told them what to do. SAVVY
Pithy means concise and what? EXPRESSIVE
Advertisers realized that music within ads could be used to suggest three
things. Name two. AN EXPERIENCE, A VALUE, A FEELING
Besides openly and unabashedly, what is a synonym for “blatantly”?
BOLDLY, DIRECTLY, etc.

You can see this shift in a famous Coca-Cola COMMERCIAL from the
1970s called the HILLTOP ad. In that commercial, young people came
together from all over the world to sing a long-form song that linked PEACE
with Coca-Cola. The ad writers’ idea was to suggest that Coke can be the
IMPETUS (driving force) behind people talking over their differences, and
that “sometimes communications get better if you’re just sitting over a bottle
of Coke and looking people in the eye.” The message is suggested, yet
never directly said. It’s amazing how much can be communicated without
ever saying it!

SPELL: DIRECTLY COMMERCIAL DIFFERENCES
The name of Coca-Cola’s ad mentioned in the paragraph is the _____
ad? HILLTOP
What decade was Coca-Cola’s Hilltop ad from? THE 1970S
In the Hilltop ad, the text says who came together from all over the world?
YOUNG PEOPLE
The word from the lesson meaning driving force is? IMPETUS
How else might someone convey something without saying it directly?
GLARE, GESTURE, WRITE, MUSIC, etc.
Briefly, what do you think about the Hilltop writers’ comment that
sometimes communications get better if you’re sitting with someone having
a Coke and looking them in the eye?

Known-Semi-Open-Number-Prior Knowledge-VAKTivity-Open

VAKT: Trace the outline of the original Coca-Cola bottle from 1899, shown here →

VAKT: Watch the Hilltop ad at (1.15 min.)

<https://causemarketing.com/commercial-gallery/coca-cola-hilltop/>

Over the last few decades, music in advertising has MORPHED (changed smoothly) yet again. Today many big brand advertisers use COMMERCIALY LICENSED pop songs in their PROMOTIONS as opposed to jingles. Why? Because pop songs have been found to create an even stronger CONNECTION between the consumer and their product. Greater connection means the consumer is more likely to buy and keep buying from that company. Simply put: pop music is good for sales.



SPELL: PROMOTIONS SMOOTHLY OPPOSED

What word did I use that means “changed smoothly”? MORPHED

Many big brand advertisers use what kind of pop songs in their promotions? COMMERCIALY LICENSED

Pop songs have been found to create an even stronger _____ between the consumer and their product. CONNECTION

How many years are in a decade? 10 YEARS

When consumers feel a greater connection with a product, they're more likely to do what? BUY AND KEEP BUYING FROM THAT COMPANY

What do you think the next EVOLUTION of music in ADVERTISING will be? Time will tell, but from the CREATION of the first jingle until today, one

Known-Semi-Open-Number-Prior Knowledge-VAKTivity-Open

thing seems true: music makes us feel, and there's nothing that moves us quite like music does.

SPELL: EVOLUTION CREATION ADVERTISING

Creative writing: write a jingle about your favorite place. How will you convince others to go there? What makes this place so special?

Do jingles have a place in advertising anymore? What popular song would you use in a commercial, and what would you be selling?

What do you think the next evolution of music in advertising could be?

Beth Frede is an S2C Practitioner based in New Hampshire where she lives with her husband and dog. She loves painting, puttering in the kitchen, and learning about new things while writing lessons.

Resources:

<https://youtu.be/KW9cuta7mdE>

<https://www.old-time.com/commercials/Sounds/Wheaties.mp3>

<https://www.old-time.com/commercials/1920%27s/Wheaties.html>

<https://blogs.library.duke.edu/digital-collections/2010/03/12/jingles/>

<https://imaginewordsandmusic.com/about-jingles/history-of-jingles/>

<https://www.theatlantic.com/business/archive/2016/08/what-killed-the-jingle/497291/>

<https://www.saturdayeveningpost.com/2018/10/barry-manilow-the-surprise-jingle-hitmaker/>

<https://youtu.be/2gnlKBIL-vo>

<https://www.thepackagingcompany.us/knowledge-sharing/iconic-packaging-coca-cola/>

<https://www.theguardian.com/music/2018/aug/30/barry-manilow-all-his-greatest-songs-ranked>

Known-Semi-Open-Number-Prior Knowledge-VAKTivity-Open