

Commercial Jingles



Introduction

Music is used to sell products and services on television and radio. The songs that are composed specifically about the products or services are called jingles.

Supplies

- Three jingles (available to stream or download): tinyurl.com/2767t9zp
 - Jingles lyrics (see Printable on page 7)
 - Pencils, markers, crayons, etc.
 - Copies of “My New Toothpaste” handout (see Printable on page 8)
 - Copies of Toothpaste Box templates (see Printable on page 9)
 - Audio player (such as a cellphone or laptop)
 - Additional supplies if you’d like the option of making 3-D toothpaste boxes: empty toothpaste boxes — one for each kid or one for each small group — to use to create their own new toothpaste box. Scissors, tape, and plain, white paper to cover their boxes.
-

Prepare

Decide if you’re going to ask each kid to make their own product/jingle, if you’re going to collaborate on one as a group, or if you’re going to split into small groups.

Get kids thinking

ASK: How is music used in commercials on television and radio? Why is music used in commercials?

Listen to one or all three of these examples of actual commercials. Ask kids to discuss what they think about the music in them. Is it effective? Why?





Start with a Book: Tune In! Toolkit

Commercial Jingles

EXAMPLES OF JINGLES

BAND-AID BRAND

youtu.be/HAsQrngfFLw

OSCAR MEYER BOLOGNA

youtu.be/rmPRHJd3uHI

LUCKY CHARMS CEREAL

youtu.be/E-OYybJUR_I

TOYS R US

youtu.be/VJJ-ZLdrTwY

Jingles are short, catchy songs that are used to sell things.

Listen to the downloadable mp3 track called “Three Jingles:” tinyurl.com/2767t9zp

You’ll hear three short examples of jingles — one for pencils, one for tissues, and one for soap. Find the lyrics in the Printables section (see page 7).

Sing along!

PENCILS

*Penguin Pencils are the best
Stronger, sharper than the rest
Keep one hundred on your desk
Penguin Pencils are the best!*

TISSUES

*When you have to sneeze
Reach for our tissues, please
The finest you can buy —
Pish Posh tissues*





Start with a Book: Tune In! Toolkit

Commercial Jingles

SOAP

Scenty Soap

Scenty Soap

Scenty Soap smells ... great!

Scenty Soap

Scenty Soap

Get some soap today



Talk about the jingle examples they hear. They may notice that the jingles include some or all of the following:

- Name of the product
- Descriptive words for the look, smell, or taste
- Repetition
- Rhyme or near rhyme
- Claim about how amazing or great the product is
- Description of what the product will do for you or how it will make you feel
- How it compares with other products
- How, where, or when to buy or use the product
- Would they want to buy and use the product?

Let's get started

Tell kids that they're going to create their own new toothpaste and make up a commercial jingle for it.

Depending on the size of your group and the ages of the kids in your group, you can either do one as a collaboration, you can break into small groups to each do one, or each kid can create their own.

STEP 1





Start with a Book: Tune In! Toolkit Commercial Jingles

Hand out pencils and copies of the handout called “My New Toothpaste” from the Printables section (see page 8).

Talk through how to fill out the handout. Read each question and give kids time to fill in their answers. If kids get stuck, encourage group brainstorming. Making your own at the same time that the kids are making theirs can be a great way to model.

STEP 2

Now that they’ve decided their product’s name and written down some ideas about it, explain that they’ll be designing their own toothpaste box.

Hand out Toothpaste Box templates (see Printable on page 9) and pencils, markers, etc., and invite kids to create their own design for their new toothpaste using the template.

3-D TOOTHPASTE BOX



If desired, you can create actual 3-dimensional toothpaste boxes by taking an existing toothpaste box, covering it with white paper, and then decorating the box.

Hand out empty toothpaste boxes, paper, scissors, tape, and markers.

Before you cover the boxes, ask kids to really look at their existing boxes. Talk about what





Start with a Book: Tune In! Toolkit

Commercial Jingles

elements are included in the box's design.

- The product's name
- A picture of how the product looks
- Words or phrases on the box
- Any other catchy elements that make this brand stand out

Invite kids to read the various claims on their boxes —“Top Selling,”“Bold New Flavor,”“Whitens and Brightens!”— and talk about why they think the designers chose those words or phrases.

Invite kids to notice what images are on the boxes. Is there a drawing or photo of the product? Any graphic elements like stars or sparkles or swirls? Why were those images chosen?

Instruct kids to tape paper over the boxes. It's okay if not every inch of space is covered. Basically, it's the front face of the product that will be the most important so if only the front of a box is covered, that's fine.

Use markers to design and decorate the boxes. Review the elements that were originally on the box, if needed.

STEP 3

Show kids how they can use what they wrote on their “My New Toothpaste” sheet for their jingle. They don't have to use everything they wrote. They can pick words or phrases they like. With young kids, encourage repetition and simplicity so they can remember it easily.

Sparklegoo
Sparklegoo
Get a box!
Sparklegoo!

With older kids, they may enjoy using more of what they dreamed up in their jingle.

Sparklegoo
Cleans each tooth
Keeps your cavities away
Get a box today!

Encourage kids to write out their jingles on the back of their “My New Toothpaste” sheets.





Start with a Book: Tune In! Toolkit

Commercial Jingles

Some kids may want their jingles to rhyme.

Encourage them to read what they wrote aloud. Then ask them to sing it.

Remind them that there is no right or wrong for any step along the way.

After they're done, encourage each kid to practice singing their jingle. Kids often have no problem improvising a melody; but some kids can be shy or say that they're stuck. Pairing up a kid who is stuck with a kid who finds melody-making easy is one way to help. Another is to invite kids to go to different parts of the room to practice. If any kids really have a hard time, invite them to chant their jingle to a beat rather than to sing it. Melody-reluctant kids can also be given the task of being rhythm keepers (clappers or stompers).

EXTENSION ACTIVITY

Encourage kids to have fun by creating a jingle for their pet, for their grandparents, for their shoes, for unicorns. Anything they're excited about. The intention (like an ad department) is to convince the others in the group that their "product" is great.





Start with a Book: Tune In! Toolkit
Commercial Jingles

PENCILS

*Penguin Pencils are the best
Stronger, sharper than the rest
Keep one hundred on your desk
Penguin Pencils are the best!*

TISSUES

*When you have to sneeze
Reach for our tissues, please
The finest you can buy —
Pish Posh tissues*

SOAP

*Scenty Soap
Scenty Soap
Scenty Soap smells ... great!
Scenty Soap
Scenty Soap
Get some soap today*





Start with a Book: Tune In! Toolkit
Commercial Jingles

My New Toothpaste

NAME OF TOOTHPASTE?

FLAVOR?

WHY IS IT GOOD?

WHAT SHOULD A POTENTIAL BUYER DO?





Start with a Book: Tune In! Toolkit
Commercial Jingles

