

Features of a Jingle

Purposeful lyrics

They must communicate crucial information about what is being marketed.

Create a powerful hook with literary devices.

Elements of music

Duration

Decide on appropriate tempo.

Ensure the total length of the jingle is short.

Pitch

The tonality should reflect the overall mood; an advertisement could call for a major (happy-sounding) key or minor (more serious or sad-sounding) key.

Timbre

The layers and combinations of sounds and/or instruments is an important consideration.

Dynamics

Consider the volume(s) that can be used to express the message: does it start loud and end quietly? Does it start softly and build up?