



P. O. Box 371, Blackheath, NSW, 2785
Ph: (02) 4787 7653 E: stewart@soundshedmusic.com

OUR GUARANTEE

Once we have recorded your jingle demo, we will fine tune your jingle until you are completely happy with the results. You won't be charged a cent until you are totally satisfied.

Jingle Package - Client Questionnaire

Please email your completed form to us and we can go ahead with formulating a specific concept that will get your message heard & remembered, a music track that will work hard for your business for many years

*If you have any questions, please don't hesitate to call me (Stewart) on (02) 4787 7653
email: stewart@soundshedmusic.com*

GENERAL DETAILS

Business Name: _____ Primary contact number: _____

Address: _____ City: _____ State: _____ P/code: _____

Phone: _____ Email: _____

Website: _____

Do you have more then one location? Yes ☐ No ☐

TARGET AUDIENCE

Think about this from your customers' point of view...

what do you want your customers to see in you, your staff or your location?

Who are your customers?
Demographic, lifestyle etc.

Their age group:

Gender:

PRODUCT INFORMATION

Product(s) or Service(s) to be advertised:

Do you have any existing advertising material that may be useful to us? (TV/ radio adds, print adds)

What kind of image would you like your business to project?

Are there any new features or developments with your business that you may wish to feature?

Please provide a listing of features or benefits of your product or service that you would like highlighted in your advertising. (Note: Try to do this from the customer or clients' perspective)

Strengths of your business may be...location, staff, distribution methods, customer service, length of time in business, reputation, knowledge, qualifications and or credentials, hours of operation, price etc.

COMPETITORS

Who are your primary competitors?

What makes your business better?

What are your competitors strengths?

If you could leave one view about your company in the minds of your customers, what would it be?

MUSICAL STYLE

How do you envisage your music jingle sounding? Fast, slow, loud or soft etc?

Male or female lead vocal?

What style of music do you think would best suit your business? Are there any particular existing pieces of music you feel would suit your business image?

What is your current slogan or positioning statement or phrase that you would want to be used in your jingle?

Finally, knowing you have 30 sec to “sell” your product / services, what would you say?

Do you have any other comments?

**Thanks again,
Stewart Peters
Soundshed Music Productions**

