

# JINGLE All the Way

(with a  
KISS)

DELIA LATHAM



# Let's Write a Jingle

Write a WHAT?

A **short** song used in advertising to **help customers connect with companies**. The best jingles are **catchy**, making the product **easy to remember**.

## Interesting Fact:

The writing world needs **bookworms**.

The jingle industry wants **earworms**.

That's what is created with the combination of a **simple**, "**catchy**" **musical beat**, a good **rhyme**, and plenty of **repetition**. The **earworm** digs into our brains and makes it almost impossible to get the jingle out of our heads.



The shorter and simpler the melody, the more likely it is to get stuck in your head – that's why some of the most common earworms are jingles.

# A Jingle MUST be...



KEY ELEMENTS that  
help a jingle achieve those  
**MUST-HAVE** components:

**CATCHY:** Think toe-tappin',  
finger-snappin, hand-clappin' beats.

**LIKEABLE:** NOT annoying

**MEMORABLE:** Listener should  
still be "hearing" the jingle hours,  
days, weeks...maybe even years later.

*The Oscar Mayer Weiner song*  
(I rest my case.)

1. *Simplicity*—

Easy to Remember (ETR)

2. *Rhyme*—

(ETR)

3. *Repetition*—

(ETR)

**A jingle that is easily  
forgotten is ineffective.**

*The first radio commercial jingle aired in December 1926, for Wheaties cereal.*

# Famous Jingles Then and Now

1. Nationwide is on your side
2. McDonald's (Ba da ba ba ba. I'm lovin' it!)
3. Ricola Cough Drops (Riiicolaa!)
4. Rice Krispies (Snap! Crackle! Pop!)
5. Lucky Charms (They're magically delicious)
6. Spaghetti-Os (Uh-oh! Spaghetti-Os)
7. State Farm (Like a good neighbor...)
8. Farmers Insurance (We are Farmers)
9. Kit Kat (Gimme a break...)
10. Toys-R-Us (I don't wanna grow up)
11. Kay Jewelers (Every kiss begins...)
12. Chili's (I want my baby back)
13. Huggies (I'm a big kid now)
14. Folgers (The best part of wakin' up...)
15. Army (Be all that you can be)
16. Klondike (What would ya do-oo-oo)
17. Ace Hardware (Ace is the place...)
18. Liberty Mutual (Liberty! Liberty! Liberty! ...Liberty!)



# JINGLE BELLE

Delia Latham

When a passionate, self-assured, hard-headed Italian restaurateur butts heads with a confident, auburn-haired, Irish spit-fire of a jingle writer, the resulting sparks create a chaotically romantic Christmas season.

*Arguably the most famous jingle of all time, The Oscar Meyer Wiener jingle was written in just an hour in 1962.*



## To the tune of “Jingle Bell Rock”

Step right up, come on in,  
sit yourself down

Make it a break from the bustlin' crowd  
A treat for the family or dinner for two  
It's all about you

Santini's Italiano...it's a Tuscan fantasy  
Santini's Italiano...Pohono's little corner of  
Italy

Dah ta dah, dah ta dah, dah ta dah dah  
Dah ta dah dah da dah ta dah dah

*(Fade out while ad either closes or throws  
in a final pitch)*

Hmmhmmhmm Hmmhmmhmm  
Hmhmmhmmhmm  
Hmhmmhmmhmmhmm

## To the tune of “That's Amore”

When the mood hits you right  
and you want pizza pie  
think Santini's  
When the clouds overhead  
look like fresh garlic bread  
think Santini's

Faces glow ravi-avi-o,  
Ravi-avi-oli, lasagna  
Linguini  
Bring your lady to dine  
Celebrate Christmas time  
at Santini's

# For this conference only

To the tune of "We Wish You a  
Merry Christmas"

Santini's Italiano  
Brand new in Pohono  
Santini's Italiano  
in Pohono...it's new

Lasagna linguini  
and pizza pie too  
Santini's Italiano  
in Pohono...it's new

©2025

And a little concession to our  
All About Romance theme...

(Sweet Kisses)  
**Your little kisses make my day.**

(Proposal Time)  
**I'll be fine if you'll be mine.**

(In Honor of the Bride)  
**When I open up my eyes...  
I'm glad you're by my side.**


©2025

**SIMPLICITY**

**RHYME**

**RHYTHM**

**REPETITION**



# Your Turn!



IT'S TIME TO WRITE YOUR OWN **SIMPLE JINGLE** (preferably one with a romantic slant, since this conference is all about romance.)

**Not** a test. **Not** mandatory. **Just for fun.**

Make it catchy, likeable and memorable.

Use the ETR method:

Keep it simple

Good rhythm

Plenty of rhyme

**You have 10 minutes.**





# Did You Know?

**Barry Manilow** wrote jingles for a number of companies during the '60s and '70s, including:

- McDonald's
- Stridex
- Dodge
- Band-Aid (Yessirree, Manilow wrote the music to "Stuck on Me")

He's also responsible for **State Farm's "Like a Good Neighbor,"** which he wrote in the '70s. The insurance company still uses the jingle in their commercials today, but Manilow doesn't receive royalties for it. He sold off his rights as the songwriter to State Farm, who **only paid him \$500** for the jingle.

- **Toys 'R' Us** introduced their now-famous jingle in the early 1980s. **Linda Kaplan Thaler** and **Author James Patterson** co-created the jingle.
- Before he won numerous Emmys, Grammys, and Oscars, **Randy Newman** wrote commercial jingles. He co-wrote "The Most Original Soft Drink Ever" and "Be a Pepper" with Barry Manilow and Jake Holmes (a commercial composer who wrote "Be All That You Can Be" for the U.S. Army) for Dr. Pepper's marketing campaigns.
- In 1962, **Richard Trentlage** entered a contest sponsored by J. Walter Thompson, the largest advertising company in the U.S. at the time. With the help of his children, whom he had sing the lyrics, his jingle for **"I Wish I Were an Oscar Meyer Wiener"** became a worldwide phenomenon. Trentlage went on to create many other memorable jingles, such as **"Buckle Up for Safety"** which was used for a national safety belt educational campaign.

# Research for Wannabe Jingle Writers?

[Jingle Samplers](#)

[Rock legends turned jingle writers](#)

[The Perfect Ingredients for a Memorable Jingle](#)

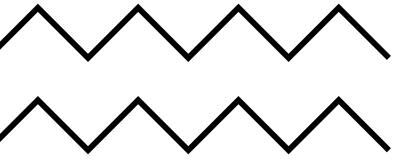
[Job Description](#)

## MY Research Sources

Wikipedia (various points)

[Inside Hook](#)

[The Jingle Writer Hall of Fame](#)



*Thank You!*

DELIA LATHAM

[DELIA@DELIALATHAM.COM](mailto:DELIA@DELIALATHAM.COM)

[WWW.DELIALATHAM.COM](http://WWW.DELIALATHAM.COM)  
[AMAZON AUTHOR PAGE](#)