Name: _____ Date: _____

BEEPBOX BEATMAKERS

The Catchy Jingle Challenge

Directions: Today, you are a music producer hired by a brand-new company! Your job is to create a catchy musical jingle that customers will remember long after they hear it. Follow the BeepBox checklist below to design a short musical advertisement. When your jingle is complete, copy and submit your BeepBox link!

Step by Step Execution

- Step 1: Open a blank browser page and go to BeepBox.co.
- Step 2: Look at your loop slider and make sure your song spans 4–8 bars.
- Step 3: Choose a tempo between 100 and 140 BPM. Your jingle should feel energetic and memorable.
- Step 4: Click into the blue melody channel and choose an instrument that matches the personality of your brand or product.
- Step 5: Create your short musical hook using only a few notes.
- Step 6: Listen to your melody several times. Ask yourself: "Can I remember this after hearing it only once or twice?"
- Step 7: *Optional:* Add a simple harmony or bassline using additional channels. Still aim to keep the focus on your main hook.
- Step 8: Test your jingle. Does it sound like something you might hear in a commercial or advertisement?
- Step 9: Copy your browser URL and submit your completed jingle.

The Marketing Meeting

Product Name: _____

Product Description: _____

Why your jingle matches well with your product:

_____

_____

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The Producer's Notebook

Define a Musical Hook: In your own words, what is a musical hook, and why is it important in a jingle?

_____

_____

The Earworm Factor: What musical trick did you use to make your jingle catchy? (Repetition, rhythm, pitch pattern, instrument choice, etc.)

_____

_____

Target Audience: Who is the intended audience for your product, and how did you design your jingle to appeal to them?

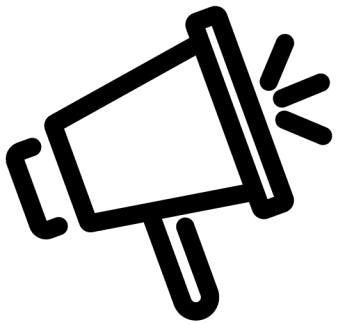
_____

_____

Commercial Vision: Imagine your jingle is playing during a commercial. What is happening on screen while the music plays?

_____

_____



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The Catchy Jingle Challenge

Grading Rubric & Guide

Criteria	4 - Advanced	3 - Proficient	2 - Developing	1 - Novice	Points
Catchiness & Hook	The jingle features a highly memorable hook that is repeated effectively. The melody is clear, focused, and easy to remember after one listen.	The jingle contains a recognizable hook and some repetition. Most listeners would remember parts of the melody.	The hook is inconsistent, unclear, or difficult to remember. Repetition is limited.	No clear hook is present. The melody sounds random or unfinished.	__ / 4
Branding & Musical Choices	Musical choices strongly support the product or brand. Tempo, instruments, and melody work together to communicate a clear personality or message.	Most musical choices support the product or brand and show some planning.	Some connection exists between the music and the brand, but choices feel underdeveloped or inconsistent.	Little or no connection exists between the music and the advertised product or brand.	__ / 4
Analysis & Turn-In	All notebook questions are answered thoughtfully and completely. The jingle is named, branding information is complete, and the BeepBox link works correctly.	Most questions are answered completely. A working BeepBox link and project information are included.	Reflection is partially completed, missing details, or the submitted link has errors.	Reflection questions are largely incomplete and/or no working project link is submitted.	__ / 4

FINAL SCORE: _____ / 12 Points

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