

# What is Jingle House Rock?

Jingle House Rock is a fully featured commercial music company that offers the highest quality compositions with the fastest turnaround time possible.

# The Problem

It was a cold, stormy night in February in the year 2016 when Will Kemmerer paid a jingle company for a custom jingle, but was highly dissatisfied with the result. To add insult to injury, they refused to give him a refund, or make any revisions to the product. With only 24 hours before his deadline, Will was in a real bind. On a whim, Will called Jingle House Rock and explained his dilemma. To his surprise, Jingle House Rock was able to complete his request within the deadline, and deliver an exceptional, quality product.

# Target Market

Jingle House Rock is the ideal musical solution for television commercials, online advertising, movies, radio ads, video games, ringtones, and any other custom musical needs.

# The Solution

Jingle House Rock is a company that brings businesses and composers together in a collaborative environment. As the final product is being crafted, clients are presented with drafts to ensure optimal quality control and consistency of direction. With our first rate composers at the helm, clients are free to be involved as much or as little as they wish within the process, and get excellent results either way.

# Revenue Model

Jingle House Rock's revenue stream consists of both a flat fee and royalty based model of payment from clients. For the flat fee model, we charge \$2000 for every 5 seconds of music. For the royalty based model, we negotiate a deal on a client by client basis to best fit the scope of the client's marketing reach.

# Traction and validation

Jingle House Rock started in 2010 and has since become one of the leading jingle companies in Seoul, South Korea. Within 6 months, we landed a regional McDonald's commercial, a soundtrack commission for Batman - The Light Princess Falls 2, and a theme song for the U.S. Pentagon. Within the first year we had a net profit of 2 trillion won.

Since that time, we have expanded to North America, Australia, and Europe and have plans to build a studio in Antarctica by spring of 2018.

# Marketing Strategy

Jingle House Rock uses extensive online advertising via the following platforms:

Youtube Ads - Our video advertising platform draws potential customers in by presenting them with an extremely concise visually and auditorily engaging hook.

Google Ads - By compiling a list of specific keywords, we are able to hone in on niche markets that create our ideal customer base.

Facebook Ads - We engage our potential clients with an enticing (tailored/designed/specifically meant for a person) opportunity that requires them to click on our advertisement.

# The Team

The Composers: Our composers are the top tier composers in the world. They all have Doctoral degrees in music theory and composition, as well as a strong connection to today's trends in pop culture.

Mixing engineers: We have recruited some of the best engineers from the most prestigious recording studios around the globe.

Lyricists: Bob Dylan, Willie Nelson...Need we say more?

# Financials

Sales: \$1,799,427.57

Customers: 157 recurring annual customers

Expenses: \$12,967.57

Profits: \$1,786,460.00

# Competition

Jingle House Rock stands apart from the competition by providing the most hands on and interactive customer experience. On top of that, our turnaround time outpaces the competition by guaranteeing a 72 hour delivery of product. Our competitors struggle to turn out a finished product with even month long deadlines, leaving us miles ahead of the pack. By combining exceptional quality with our fast turn around time, we are the clear choice for anyone in the market for a custom jingle or soundtrack.