



egtabites

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Strengthening brand recognition: an advertising jingle turned into a song

This week's egtabite showcases an innovative radio campaign that used a popular advertising jingle turned into a song to both engage the audience and strengthen brand recognition.

The concept



In 2007 popular Belgian musicians Alec Mansion and Thom Dewatt wrote and performed a 30-second jingle called “*La cuisine de ma vie*” (*The kitchen of my life*) for the kitchen brand *eggo*. This jingle has since become strongly associated with the *eggo* brand due to it being used in all their TV and Radio spots.

In early 2013 the authors decided to turn this jingle into a real full length song entitled “*La chanson de ma vie*” (*The song of my life*). This song was then made available on YouTube and iTunes and played on radio stations - including the most popular station for the French-speaking part of Belgium, Bel RTL - for several weeks.

The song played a key role in the promotional campaign organised by IP and the station Bel RTL together with *eggo* at the end of February 2013. Listeners were asked to sing on air a personalised version of “*La chanson de ma vie*” with their own lyrics in order to win a brand new kitchen from *eggo*. This lasted for a week with four contestants per day. An additional question was asked in order to determine the winner, who then received a complete kitchen from *eggo*.

The contest received significant interest among listeners, as almost 600 people subscribed to participate in the competition. *eggo* also supplemented the radio campaign with a new TV spot, promoted the competition online (through banners, newsletters, Facebook), and through flyers.

The success of the campaign resulted in even stronger brand recognition for *eggo*. “*La chanson de ma vie*” is a standalone song that does not mention the brand explicitly; however, it still works as an advertisement thanks to the strong association between the melody and the brand.

Why does this matter to egta members?

This creative engagement of the radio audience proved to be beneficial for all the parties involved. The **sales house** strengthened its relationship with the advertiser by providing a different type of promotion on top of the traditional spot. The **advertiser** managed to strengthen both its brand image and the association between the brand and the now popular song. Finally, it worked very well as a tool to successfully engage **listeners**, who got a chance to participate and perform live on air on their favourite station while competing for a brand new kitchen.

Finally, this case enabled the sales house to prove the efficiency of audio branding.



“ What they said ...

We asked the IP Radio Belgium and eggo for their comments on this initiative:



“This tailor-made campaign took the use of Sonic Branding one step further by using an already known jingle as a song in the programming. This proved to advertisers the worth of having a recognisable audio identity. Having such an identity is an idea continuously promoted by IP Radio’s study “Audio Branding” and its audiovisual presentation “Powersounds”. For IP Radio, being able to air such an unusual paid commercial action strengthens our conviction that “audio-branding” offers great commercial results, in this case great results for eggo.”

— *Steven Van den Audenaerde – Radio Director, IP Radio Belgium*



“We are very happy with the Bel RTL campaign which adopted the same approach as we do with our clients, based on connecting with the listeners. The competition was successful with around 600 contestants. This is significant given that, to participate, they must have not only wanted a new kitchen but also been willing to create new song lyrics and sing live on the air.” [«Nous sommes ravis de l’opération menée avec Bel RTL qui, fidèle à notre approche clientèle, jouait entièrement sur la proximité avec les auditeurs. Visiblement, elle a porté ses fruits puisqu’environ 600 personnes se sont prêtés au jeu, ce qui n’est pas rien puisqu’il fallait à la fois avoir besoin d’une nouvelle cuisine et avoir envie de chanter à l’antenne, en inventant soi-même les nouvelles paroles de la chanson.»]

— *Paul David – Sales & Marketing Director, eggo*

↓ Background information

Please click on the links below to access the relevant documents:

» **Audiobranding website** [here](#)

» **Press article No1** [here](#)

» **Press article No2** [here](#)

» **Press article No3** [here](#)

🎬 Spots

Please click [here](#) to view the campaign spots.