

11. What message is being conveyed in your current advertising campaign? _____

Price _____ Image _____ Service _____
Quality _____ People _____ Other _____

12. What type of media is now being employed?

Radio _____ TV _____ Newspaper _____
Internet _____ Outdoor _____ Magazine _____
Direct Response _____ Other _____

13. In future advertising campaigns what one message would you like to convey to your customer?

THE RIGHT MUSIC SELECTION

Rock _____ Jazz _____
Contemporary Dance _____ Blues _____
M.O.R. _____ Easy Listening _____
Country _____ Modern Rock _____
Classical _____ Other (please describe) _____

Please associate your desired music style with an artist, song or existing music image (jingle): _____

THE RIGHT MUSIC TEMPO

Up Tempo _____ Medium Tempo _____ Ballad or Slow Tempo _____

THE RIGHT MUSIC VOCAL SELECTION

Male Solo _____ Female Solo _____ Choral _____
Duet _____ Male/Female _____ Male/Male _____
Female/Female _____

THE RIGHT MUSIC IMAGE FORMAT

_____:60 _____:30 _____ Other _____ Full Sung _____ Instrumental

Donut: The Music Image opens with singing, has an instrumental music bed in the middle for
announcer copy and then ends with singing.

Open sing/close music. _____ Open music/close sing

How many seconds of announcer copy needed.

Client Name: _____

Contact Person/Title: _____

Address: _____ e-mail: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Date of Survey: _____ Demo Date: _____

On Air Date: _____

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