

L&R's "RIGHT MUSIC" CREATIVE SURVEY

1. The name of your business: _____
(as you would like it sung)

2. Your business's product line/services: _____

3. What year was your business established? _____

4. Does your business have an existing slogan line? Yes _____ No _____

If yes, what is it? _____

5. How do you perceive your business's image? _____

6. How do your customers perceive your business? _____

Friendly _____	Knowledgeable Staff _____	Expensive _____
Inexpensive _____	Good Value _____	Location _____
Low Quality _____	Medium Quality _____	High Quality _____
Selection _____	Merchandising _____	Convenient _____

7. Your customers demographic profile _____
Age Group _____ Male/Female _____

8. Your customers psychographic profile _____
Average household income _____
Education Level _____ Other pertinent characteristics _____

9. Who is your competition? _____

10. What sets your business apart from your competition? _____

L&R Productions, Inc.

87 Church Street, East Hartford, CT 06108
(860) 528-5177 Fax: (860) 291-9341
E-mail: info@LandRProductions.com

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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