

Please fill this in as completely as you can — the more detail here, the fewer surprises later.
Once submitted, your brief becomes the locked reference point for production (see the note on page 2).

ABOUT YOUR BUSINESS**1. Business name — spelled and phrased exactly as it should be sung or spoken****2. Website (if you have one)****Contact email****3. What does your business do?****THE BRIEF****4. Which are you interested in?**

Tick all that apply — see annerascreative.com/#pricing for details

☐ Custom Jingle☐ Full Song☐ Jingle + Animation Bundle☐ Animated Video, No Sound**5. Where will it be used?**

This affects length and energy — tick all that apply

☐ Reels / TikTok intro☐ Website☐ Voicemail☐ Ad

Other:

6. Mood & tempo☐ Upbeat & playful☐ Sentimental☐ Warmer & heartfelt☐ A mix — playful verse, warm chorus**7. Must-include words or phrases**

e.g. "mobile classroom," "we come to you," your name, a tagline

SOUND & STYLE**8. Vocals**

Female voice Kid-sounding voice

Instrumental + spoken tag at the end

9. Any songs or jingles you love the style of?

Even one reference helps — paste a link or name a track/artist

IF ANIMATION IS INCLUDED**10. Logo file and brand colours**

I'll send my logo file separately

Brand colour hex codes (e.g. #2F8A6F):

TIMING & ANYTHING ELSE**11. When do you need this by?**

Typical turnaround is 3-5 working days depending on complexity — often quicker

12. Anything you specifically want to avoid?**13. Anything else you'd like me to know?****A NOTE ON HOW THIS WORKS**

Your jingle is created using AI audio generation, directed and produced by me. Once a track is generated, small word-level edits can't reliably be made without regenerating the whole piece — that's why everything above needs to be locked in before production starts. If animation is included: it's created using AI video generation, and fine details like exact poses or camera angles can't always be controlled precisely. Changes after production begins are treated as a new production pass.