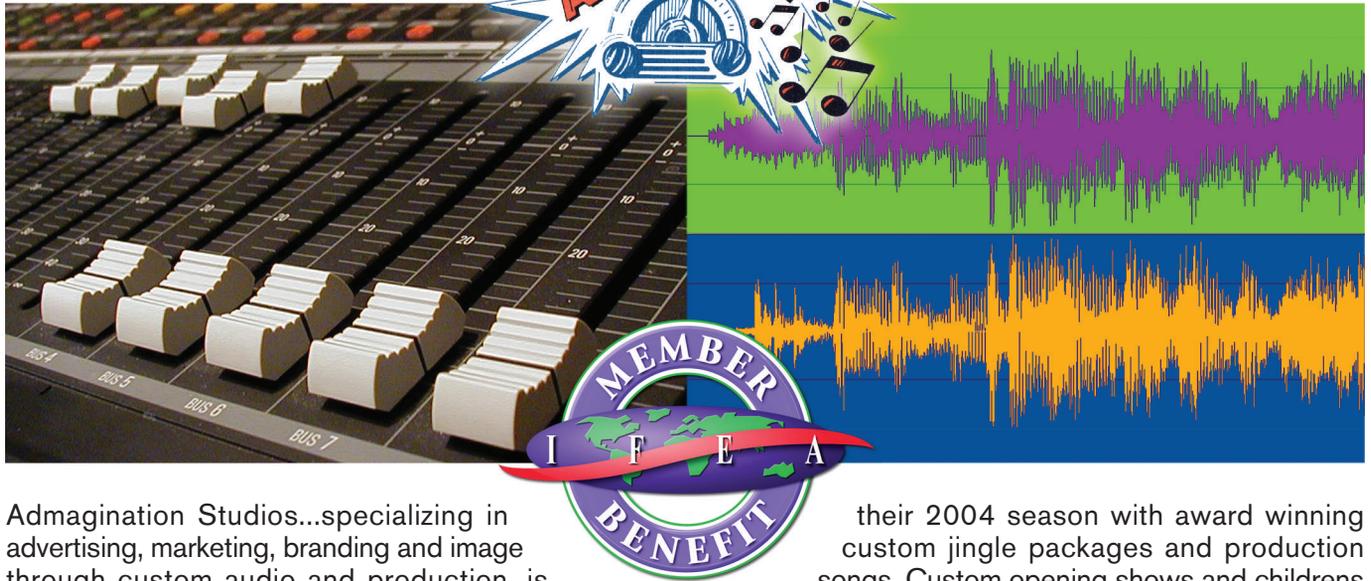


**IFEA members get up to 50% discount off normal package prices with no cost over-runs guaranteed!**



Admagination Studios...specializing in advertising, marketing, branding and image through custom audio and production, is offering IFEA members a great way to kick-start

their 2004 season with award winning custom jingle packages and production songs. Custom opening shows and childrens musicals also available.

## JINGLE PACKAGES

Prepare for the 2004 season by having one of the most valuable tools in your marketing arsenal, a custom jingle package. A custom jingle package cuts thru the clutter of radio advertising, extends TV by taking the message beyond having to sit in front of the screen, and helps to create recognition of your name even when used in print. The best way to create remember-ability is to set your name and slogan to music. Your events name and slogan sung one time in a jingle has the same effect as the same name and slogan spoken ten times in a regular voiceover ad (source: RAB) Plus the custom music gives your marketing a chance to define the style and energy of the event!

"Admagination is a company true to its name. Their creative solutions to our advertising challenges have been both imaginative and effective. Tom and Nancy have created musical themes for four events CSG helps to produce including Air Show Colorado, The Colorado Garden & Home Show and Cherry Creek Arts Festival. In each case they musically nailed the character of the event, provided an audio energy to our campaign and did it all on time and on budget. Bravo!"

Bruce L. Erley, President  
Creative Strategies Group

## CUSTOM SONGS

Create that special moment of magic by having your opening or closing show built around your special theme in the form of a fully scored and live performed show song. Produced in any style and instrumentation. When the Boise River Festival wanted to celebrate it's 5th Anniversary we wrote "Festival Time Again", when the IFEA wanted to do something special in the wake of 9/11 we wrote "The Show Will Go On", when Bands of America wanted a special close to their 2003 National Championships we composed "More Than The Music" and when the City of Boise wanted to mark the new Millennium, we built the show around "Celebrate the Past, Imagine the Future". We can score for choir, orchestra, dancers, bands, production tracks and lead vocals, plus add multimedia to any production.

"We came to Admagination after hearing the work they did for the opening show at the Las Vegas IFEA Convention. We gave them our goals and needs and they delivered a song that said exactly the message we were looking to project. It was a fitting closure to our National Championships. They also provided the scoring for a live choir, horn section, pianist and percussion section. And then when we were not able to secure a national talent to come and perform the song, one of Admagination's staff singers came in at no extra charged and won the hearts of over 25,000 young musicians. It was a perfect moment that will last a lifetime of memories!"

Eric Martin  
Bands of America

Visit our special IFEA web-page to hear examples of jingle and song productions created for IFEA member productions:

[www.admaginationstudios.com/ifea/blbpage.htm](http://www.admaginationstudios.com/ifea/blbpage.htm)

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