

# New Service Licensing Crowdsourced Custom Music and Creative Sound Changes the Game.

*Ever wondered where the music you hear on television comes from? An Australian startup is set to revolutionise this industry with its new crowdsourcing service.*

SYDNEY, NEW SOUTH WALES, AUSTRALIA, July 24, 2014 /EINPresswire.com/ -- Experienced marketing professionals, television producers and advertising agencies know that commissioning custom music and creative sound can be fraught with difficulties. Australian startup [NeedaJingle.com](http://NeedaJingle.com) wants to take the headache out of this process.

"Traditionally, commissioning bespoke music and sound design can be a time waster, burning resources and introducing an unavoidable element of risk," said Evan Buist, Founder of NeedaJingle.com. "Having to negotiate complex rights releases, dealing with locked-in prices and demo fees, a lack of musical variety and last minute delivery with looming broadcast deadlines are now all things that can be avoided."

NeedaJingle.com was developed primarily to streamline the bespoke music and sound design commissioning

process, giving clients more flexibility, more musical variety, more creativity and no risk. For directors, producers, agencies, and production companies, NeedaJingle is the marketplace where, for whatever budget they might have allocated to a single composer (or even generic library music), they're now able to engage a diverse pool of international artists, all striving to provide the best custom audio to fit the brief.

The service works around an open contest platform where composers, music producers and recording artists from around the world submit original tracks for consideration in paid media productions and other projects. The winning artist receives the licensing fee (or 'prize') set out by the contest holder (the client).



**Bespoke Music & Creative Sound** ...on your terms

**Introducing NeedaJingle.com**

- ✓ Set the price, deadline and licensing terms to suit your needs;
- ✓ Simultaneously brief hundreds of artists from all around the world;
- ✓ Enjoy more flexibility with a huge variety of quality tracks to choose from;
- ✓ Engage directly with the artists, giving feedback and refining submissions;
- ✓ Choose a winner to receive the full resolution audio file & usage license;
- ✓ 100% money back guarantee. The perfect track or your money back.

**More Variety, More Creativity, No Risk.**

100% RISK FREE

"Rather than hiring a single composer, NeedaJingle gives clients access to a huge range of international artists, giving the client more control, more options, and most importantly more interpretations on their brief," explained Evan.

Generic library music is often used in the advertising, post-production and broadcast industries. However, finding exclusively licensed music, that will not be heard elsewhere, is a more unique service that can be harder to find and much more expensive to source. Music licensing with NeedaJingle is flexible and

easy. These so-called 'exclusive licenses' are available at NeedaJingle and are priced entirely by the client from USD \$500 and up.

"The higher the prize on offer, the more quality submissions you can expect to receive from our artists. Even in the crowdsourcing realm, you still more or less get what you pay for", emphasised Evan. "Clients can fully customise license exclusivity and duration, knowing that all licenses are worldwide and cover all media. That means that NeedaJingle tracks can be used on anything, anywhere."

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NeedaJingle is a flexible, cost-effective and risk free way to source quality custom music and creative sound.

*Evan Buist, Founder*

NeedaJingle also offers a unique Engagement Marketing opportunity for brands. Artists are encouraged to use the site's integrated social functionality to share their creativity

across social networks. For brands, every share on Facebook, Twitter or Google+ gives them exposure to another unique network, building an authentic community of engagement and genuine interest around the brand. Every NeedaJingle contest has the potential for phenomenal exposure.

If exposure is not what you're after, the Private Contest feature allows clients to restrict contest access to registered site users, and only after completing a non-disclosure agreement. Private Contests block search engine indexing and disable social sharing functionality in order to fully protect campaign information.

Contests also include a video synchronisation option for projects requiring more accurate timing or cue points. "By uploading a video file, clients are able to preview the audio submissions locked to their vision. This is an important feature that can really add value for those clients seeking truly bespoke, 'scored' music or sound design," explained Evan.

NeedaJingle offers a 100% money back guarantee in case a client doesn't find the right track. "It's a totally risk-free service where clients receive the perfect track, or their money back," claimed Evan. "Without jinxing ourselves, I should mention that this money back guarantee has not been requested which is certainly a testament to the quality of the works submitted by our artists."

This unique crowdsourcing service provides an unparalleled level of choice in bespoke music and sound design. "Whether it's for advertising, apps, animation, gaming, jingles, educational, film,



television, radio, corporate, or even a customised song for a loved one, NeedaJingle is a flexible, cost-effective and risk free way to source quality custom music and creative sound," said Evan.

Welcome to the most powerful custom audio tool on the planet.

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This press release can be viewed online at: <http://www.einpresswire.com>

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