

“Mad Men of Music”

Concept: WHS has been recruited to have creative input into a marketing campaign to raise the profile of barbershop singing in W Canada, including slogans, jingles, and so forth. Some of the chorus is adamant that advertising isn't necessary because the great music and singing speaks for itself. Others are just as convinced that a marketing campaign is a 'must'.

WHS:	1. IT'S ONLY A PAPER MOON
Jim B:	OK gentlemen we're working on a marketing plan to promote Barbershop Music in Western Canada. We need to unleash our creative force and you know what we say... "May the Force be With You"!
CHORUS:	Opening bars of STAR WARS Theme
Jim B:	Very funny.... But 'very creative'
Kevin:	Darcy, do you really think that advertising is the way to promote Barbershop Music in Alberta? You know wherever we perform people love what we do and want more! Word of mouth is the way to go!
Jim B:	Well you know what they say, "doing business without advertising is like kissing a girl in the dark. You know what you're doing; she knows what you're doing, but no-one else does!
Kevin:	That's just marketing flim flam! Our music is warm, exciting, emotionally engaging....it speaks for itself! Like this.....
WHS:	2.BREAKING UP IS HARD TO DO
Jim B:	See, now that's a great product! Our advertising folks can really work with that! I asked our quartets to act as focus groups and come up with some ideas. Group 1, what did you come up with?
LOVIN' T'FUL:	<p>OK, we did a lot of brainstorming and we came up with this really popular old jingle for Bryl-Creem that we could work with. In fact I bet the audience will know this and can sing along! Everyone.....</p> <p><i>(sing in unison with the audience)</i></p> <p>Bryl-Creem, a little dab 'll do ya, Bryl-Creem, you'll look so debonair. Bryl-Creem, the gals 'll all pursue ya. They love to get their fingers in your hair!</p> <p>Catchy eh?? We thought we could change the words like this:</p> <p><i>(sung now in 4 part)</i></p> <p>Hey there, that barbershop is groovy. And there is nothing to compare. Hey boy, those chords 'll make you manly. So ring a chord and win a girl so fair!</p>
Jim B:	Catchy tune, but those lyrics need something...but I do like the quartet thing.....
Emery C:	Well quartet singing is really core to barbershop... listen to this!
LOVIN' T'FUL:	3. TAKING A CHANCE ON LOVE
Emery C:	See, that's what barbershop is all about. It's about really connecting with peoples' hearts through our music!
Jeroen:	If you like the quartet concept, here is another quartet example...

TIMBITS:	HELLO MARY LOU
Jim B:	I hear you, but barbershop has this stereotype of the boater hats, the striped vests! Songs about Ireland, or Mother, or love and broken hearts!
Doug G:	You know what our campaign needs? Jokes! Everyone loves funny ads! Here's one... Two farmers from Alberta have been out bird hunting for 4 weekends in a row, but haven't bagged a single bird! Finally one turns to the other and says.... I don't think we're throwing the dog high enough!
Kevin:	(Groans) ...Barbershop is way more than those stereotypes! There's an explosion of a cappella music these days and barbershop is just one form of a cappella music. And other arrangements are finding their way into the barbershop repertoire. Like this....
WHS:	4.I'M YOURS
Jim B:	Yeah, we could work with that song in our campaign. It's young, it's upbeat, it's pretty cool! How about more of that...
Adrian:	And how about this one?
WHS:	5.RHYTHM OF LOVE
Emery C:	Barbershop is constantly adapting. It had roots in the popular music of the day. Here's how barbershop can dress up a familiar song.
WHS:	6.ALL I DO IS DREAM OF YOU
Jim B:	Wow! That song title could be a terrific basis for a marketing slogan.... Barbershop...All I Do is Dream.... Hmm... Barbershop.. a song is a dream your heart sings!..."Barbershop, where dreams are sung"... I can feel the campaign coming together...
Kevin:	Marketing.... Hah! What a bunch of baloney!
Darcy F:	Hey speaking of baloney, here's a great idea for a jingle. This one won all kinds of awards. I'll bet the audience knows the Oscar Mayer weiner song too....
TRADEMARK:	<p><i>(unison with the audience first)</i></p> <p>I'd love to be an Oscar Mayer weiner, That is what I'd truly like to be. 'Cause if I were an Oscar Mayer weiner, Then everyone would fall in love with me!</p> <p>Now what about these lyrics? <i>(quartet alone in 4 part)</i></p> <p>I'd love to be a barbershop singer. Singin' every note in Harmony. 'Cause if I were a barbershop singer, Everyone would harmonize with me!</p> <p><i>(after the jingle, Dave, Kevin and Doug go behind the risers to change)</i></p>
Darcy F:	Well, what do you think of that, Mister marketing guy?
Jim B:	It is a catchy jingle for sure....
Doug G:	<p>But there are no laughs! We need more jokes, more laughs for our target audience. Like this...I was engaged to a girl with a wooden leg, but she broke it off!</p> <p>Hey, my friend forgot to pay his exorcist! Yup, he got repossessed!</p> <p>A snail was mugged by two turtles. The police asked him what happened. He said, "I don't know, it all happened so fast!".</p>

	If every time you drop the toast it lands butter side down, then you're buttering the wrong side!
Jim B:	OK, that's enough of that! I think we need something with more 'punch'.
Darcy F:	(as Trademark enters in costume) Hey, we've got a 'punchy' song for you...
TRADEMARK:	7.I'LL BE KNEEING YOU
Jim B:	NOT what I meant by punchy guys... but it could appeal to some of our male audience!
Doug G:	Oh, we know all about a male target audience... we're sensitive, we're empathetic, we're.....
Doug R:	We're basses....
WHS:	8. ALL ABOUT THAT BASS
Blake:	Everything you do is perfect eh?? Hey... what did the bass get on his IQ test?
Basses:	We don't know (<i>shrugging and looking at each other??</i>)
Blake:	Saliva!
Kevin:	What's the difference between a bass and a vacuum cleaner? (<i>basses all look perplexed</i>) One of them you have to plug in before it sucks!
Doug R:	Oh yeah? What do they call a baritone in a 3 piece suit? (<i>baritones look shocked</i>) The Defendant!
Jim B:	Gentlemen, please.... What are some other jingles that we could adapt and that our audience might be familiar with?
Doug G:	I'll bet our audience knows these. (to the audience) OK I'll sing the first part and you sing the rest OK?? PLOP PLOP FIZZ FIZZ
Audience:	OH WHAT A RELIEF IT IS
Doug G:	And how about this one – I'll sing the first line and I'll bet the audience can sing the second line.... Mister clean gets out dirt and grime and grease in just a minute...
Audience:	Mr Clean will clean your whole house, and everything that's in it...
Blake:	Of course, I'm not really old enough to remember either of those ones! (<i>chorus groans</i>)
Doug G:	Yeah, neither am I! (<i>chorus groans</i>) You know, marketing is like on-line dating! You have to put your best foot forward. I mean, here is the photo I posted on-line! (shows Blake his cell phone)
Blake:	(takes a close look at Doug's phone)... Isn't that David Beckham?
Doug G:	A small difference... hey, every flower displays its best to attract a bee!
WHS:	9.HOW COULD YOU BELIEVE ME?
Doug G:	The real truth is that I don't need David Beckham's photo to attract the ladies! The fact is I'm hot! (touches his chest and makes sizzle sound!)
WHS:	10.THEY GO WILD, SIMPLY WILD, OVER ME!
Jim B:	Now that's what I like! Confidence in the product!
Rob M:	Hey Jim, barbershop is a terrific product – we can change peoples' lives with the right song at the right time.... After all, it's all about love...
TIMELINES:	11. ANYTIME
Rob M:	You know, there have been some great advertising songs that became popular songs, and they sold their product too... like this one used by Coca Cola
TIMELINES:	(sings the following)

	I'd like to teach the world to sing in perfect harmony I'd like to buy the world a coke and keep it company, that's the real thing. It's the real thing, what the world wants today.
Kevin:	Now that's a winner! It's about singing, about harmony and togetherness and it talks about bringing the world together! That can be the focus for a great marketing campaign! I'll bet our audience can sing along with this as well!
QUARTETS START AND CHORUS JOINS IN:	13. I'd like to build the world a home and furnish it with love. Grow apple trees and honey bees and snow white turtle doves. I'd like to teach the world to sing in perfect harmony (perfect harmony) I'd like to hold it in my arms and keep it company. I'd like to see the world for once, all standing hand in hand. And hear them echo through the hills, for peace throughout the land. That's the song I hear, let the world sing today.
	<i>(Chorus exits the stage singing)</i>
	INTERMISSION
Rob (MC):	(Rob to use his own Intro to Instant Classic)
INSTANT CLASSIC	~35 minute performance package
	(WHS enters onto the risers as Instant Classic exits)
WHS:	I GOT SPURS THAT JINGLE JANGLE JINGLE
WHS:	LULLABYE
Rob (MC):	Thanks, thanks the quartets, and Instant Classic and invites them to join us in the last song...
WHS:	FROM THE FIRST HELLO
	(All exit stage through audience)