

Music Makes Everything Better!



“Music makes everything better, music makes everything easy!” - Everyone has the chorus of this German hit song by Rudi Schurike of 1943 in their ears somehow.



Elli Heuss-Knapp (1881-1952), the wife of the later first Federal President, probably had the text in mind as early as the 1930s. After the politically active woman was revoked by the National Socialists in 1933, she worked in the advertising department of a pharmaceutical company.



For the first time, she used a sung text for an advertising campaign for cough lozenges, thereby revolutionizing radio advertising, which until then had mainly consisted of reading newspaper advertisements aloud.

Elly Heuss-Knapp had the idea patented and produced more than 60 commercials within a year, for the background music she was able to win over the film and hit composer Norbert Schulze. The commercials were recorded on wax plates in the Berlin Sing-Akademie and then sent to the radio stations.





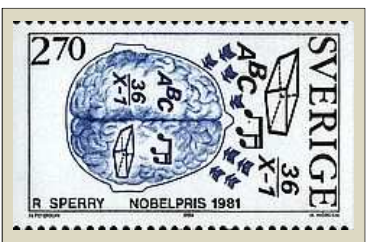
Today it is undisputed that products that are presented with music sell better.



Almost every radio station therefore has its own department for the production of commercials, where advertising jingles are created together with specialists.



The professionals for so-called "production music" know exactly which music is suitable for a product and which music is best suited to address the audience of the station's target group.



The advertising industry therefore advertises itself very bluntly:
 "Radio. Goes in the ear. Stays in your head."



And so we can be sure that also in the future we will continue to be served radio advertising with which we automatically think of the associated product when the first tones sound.