Brits spend a staggering 50 hours A YEAR with an ad jingle rattling around in their head, it has been revealed. That statistic breaks down to an average of 58 infuriating minutes a week taken up with catchy commercial tunes. And according to research, it takes almost 17 minutes for us to stop humming or singing and forget the memorable refrains.

Although nearly half of those that responded said they didn’t like jingles, the poll did reveal that a few have lived long in the collective memory.

Top of the jingle pops was the Walls Cornetto tune from the 1980s and 1990s adverts – and is clear that operatic soundtracks are popular with the punters, with the Go Compare ad taking second place.

Not that the findings have particularly surprised music psychologists, who believe that the most admired anthems are “sticky”.

“Music is one of the most powerful memory cues, because it is instantly attractive and easily adaptable,” said Dr Victoria Williamson. “When incorporated with language, movement, and images, it works to create a stronger memory trace than if a tune is heard in isolation.

“Factors such as the length of a song, repetition, and lyrics and dance accompaniment highlight how a simple tune can become what is termed ‘sticky music’, namely a form of involuntary memory.

“Tunes that are most likely to trigger sing-along behaviour are characterised by loudness and high energy, a male voice and a high register with lots of leaps – which may go some way to explaining why the Cornetto jingle struck a particularly memorable chord with the nation.”

Indicating the longevity of such jingles, only two in the top ten – Go Compare and Webuyanycar.com – could be really termed as ‘new’, with some such as Chicken Tonight not having aired on telly for around ten years.

Dr Williamson added: “Some of the most recent music psychology findings indicate that babies can process aspects of musical sounds such as rhythm and melody within hours of birth, and even whilst asleep. “This natural awareness for music and the preference of young babies and children to communicate with speech made up of exaggerated sounds, helps explain as to why some parents report that their children could sing along to a jingle from such a young age”. 

http://www.mirror.co.uk/news/uk-news/top-10-catchiest-ad-jingles-880963