

# DAVID ARNOLD

## MUSIC

The success of Classic FM in becoming the UK's favourite classical music station - five and a half million listeners tuning in each week - has really proved the importance of memorable, flexible and consistent brand identity.

Global Radio's national commercial station is celebrating its 20th birthday on 7th September 2012 - and a constant for almost all of those years has been its unique imaging package.

Composed and produced by David Arnold Music, the jingles are based on a distinctive nine-note musical theme, aimed at boosting brand recognition by encapsulating the sound of the station.

The package has progressed over the years to become simply the biggest and most comprehensive station-branding project ever. With consistent management, it has evolved to represent Classic FM's current sound in a modern, contemporary way, whilst still rooted in the values of classical music.



David Arnold says he sees the Classic FM jingles, and any aural identity, in the same way as themes for top-rated television shows like Coronation Street and East Enders - the effectiveness of recall is prompted by melody and rhythm, not visuals or sound effects.

"The Classic FM nine-note logo has all the



ingredients that are needed, including a catchy tune, distinctive rhythm and an ability to offer easy transition for whatever mood or style of music."

David believes the only test for a jingle package is how long it lasts and whether presenters use it. No doubting the Classic FM jingles then, as they would amount to three months of continuous output if played back to back!

More than Beethoven, Bach, or Mozart, he is actually the most featured composer on the station in terms of duration and plays, as well as having written the very first piece of music heard on Classic FM back in 1992.

Sam Jackson, Classic FM's Managing Editor, says: "Our close working relationship with David Arnold means our station sound is constantly evolving. David is very much part of the team and continues to play his part in making the station unique."

**To listen to the current package please go to:**  
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