

## **The Advertising Jingle**

I first saw it on a billboard, then on my tv  
The image they used was really eye candy  
I thought I'd better buy one, not sure what it was for  
But it would make me classier, of that I was sure.

All my friends had bought one, I couldn't be left out  
My social status threatened, of that there was no doubt  
But could my budget stand it, my savings it would crater  
Then I saw that I could use, buy now and pay later.

The ad was played on radio, it ran incessantly  
The jingle and the tune, a pleasing melody  
The words were quite rubbish, but the tune stuck in my ear  
I doubt I can unhear it, that is what I fear.

Yes, in my brain it's stuck, continuous replay  
I hear it in the night time, and all throughout the day  
I find myself humming it, much to my chagrin  
Oh why oh why did my brain ever let it in.

And what about the product that was advertised  
A mobile phone of course, with which I am now cursed  
And every time it rings it plays that bloody tune  
I'd better change the ringtone, pretty bloody soon.

**Kevin Davis**  
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