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## Genergraphics® Gingles For Radio Debuts

March 23, 2011 at 4:24 AM (PT)

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GENERGRAPHICS is introducing GENERGRAPHICS® GINGLES, a branding tool for radio stations and their advertisers that features customized radio messages tailored to each generation for an advertiser's product or service resulting in "music to the years."

In GENERGRAPHICS GINGLES, words and music are customized and targeted to Baby Boomers, Gen-X or Echo Boomers, to match each generation separately using generational music from an individual's youth, offering an increased ability for the radio listener to remember the featured product or service.

GENERGRAPHICS Pres. & CEO PHIL GOODMAN said, "It's a powerful marketing tool for branding any product through all media, especially radio. It brings out the individual generations that listen to radio, thus will help increase billing for a radio station's sales department.

"I would like to thank AUDIO-VIDEO NETWORKS EVP/CEO RON EDWARDS, our producer of GENERGRAPHICS GINGLES. Also thanks to GENERGRAPHICS Partner and SVP/Marketing & Creative Services CRAIG CARAPELHO, and the staff at TEAM VISION, HONOLULU, HI for all of their brilliant work on GENERGRAPHICS GINGLES."

Check out the info and demo at [www.genergraphicsgingles.com](http://www.genergraphicsgingles.com), email [info@genergraphics.com](mailto:info@genergraphics.com), or call (760) 476-3727.

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