

Jinglebell Communication Company Profile

JINGLEBELL

COMMUNICATION

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Company history and structure

Jinglebell was founded in 1981 as a supplier of services for the advertising and communications industry. Since then, the company has worked in multimedia production, client-server software and web software development, and television production and post-production, all the while maintaining a central role for the original activity of audio production for advertising. Jinglebell Communication can call on the accumulated skills of an experienced internal team, as well as partner companies who supply specific skills in the various sectors, in order to successfully carry out these various activities. Multimedia producers, project managers, creatives, programmers, Internet systems engineers, sound engineers, art directors, video editors, directors and crews complement each other perfectly, guaranteeing the maximum level of interdisciplinary coherence.

Working closely together and taking advantage of all of the necessary internal infrastructure at their disposal, each individual professional is able to make the most appropriate use of the available technologies on the basis of the client's specific needs and in respect of the stipulated budget. As well as our long term partner companies, Jinglebell Communication can count on a vast number of carefully selected external consultants with proven experience in their fields, including voice-over artists, graphic designers, copywriters, translators, animators, directors and television crews, and offers the possibility of engaging Italian cultural, show business and sports personalities.

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The company's internal technological infrastructure includes six recording and post production studios at the two central offices in Milan: two Dolby Digital studios, two television post-production studios and one music recording studio, where royalty-free music is produced for multimedia productions.

The different studios can be used as locations for video shoots when necessary.

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Areas of expertise

- Advertising and TV post-production
- Multimedia
- Internet and Intranet services
- Software development
- Video production

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Advertising and TV post-production

Jinglebell Communication's original core activity - the company began as the Jinglebell Music Service – is making sound tracks for advertisements. The main services offered today are: the conception and production of jingles and sound tracks; editorial negotiations with the record industry and a music library; sound logo and corporate logo licensing; Internet promotions; dubbing in Italian and the main foreign languages; the creation of radio communications (including writing and scripts); audio/video post production; and distance recording via ISDN link and Sourceconnect.

Principal clients include: McCann-Erickson, Film Master, Republic, Di Pace Concato & Partners, Armando Testa, Virgin Music, Alberto Cremona, Nadler Larimer Martinelli, Ogilvy & Mather, Ferrero Publiregia, Publicis, Leo Burnett, Foote Cone & Belding, Vodafone, Nickelodeon, Sky.

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Multimedia

Philips commissioned Jinglebell Communication for the first localisations for the CD-i platform in 1991, leading to the establishment of the multimedia department. Since then Jinglebell Communication has constantly expanded its activity in this sector, initiating collaborations with the principal Italian distributors and publishers. Today Jinglebell Communication is an established international brand, collaborating directly on ongoing projects with the principal international publishers. Jinglebell is responsible for in-house productions for countries all over the world, particularly for Italy, Spain, France, Germany and England.

The experience gained in the localisation of games and corporate material, in software integration, and in specific audio productions for multimedia, has led to the establishment of an internal development team dedicated to realising online and offline turnkey products.

Principal clients include: Activision, Electronic Arts, Nintendo, THQ, Microsoft, FX Interactive, DTP, Sega, Leader, City interactive, Black Bean Publishing, Utrax, Digital Bros/Halifax, De Agostini, Rizzoli, Garzanti, Microsoft, Bticino, Pirelli, Namco/Bandai, Editoriale Domus.

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Software development and Internet/Intranet services

To better meet our clients' needs and to complete the range of services offered, Jinglebell Communication is able to utilise a software group dedicated to the development of online and offline projects. This group is composed of teams of programmers and project managers, supported by professionals in the field of communication and media production.

This internal group means that we have the necessary resources at our disposal to adapt existing corporate material and to create material *de novo*, and, above all, that we can provide the best possible support for integrated communication projects with an emphasis on interactivity. From this point of view, Jinglebell Communication presents itself more as a partner than as a supplier, in order to consolidate a relationship that foresees involvement at a more proactive level.

Principal clients include: Microsoft, Pirelli, EuropAssistance, Editoriale Domus, Hill&Knowlton, Connexia, Samsung, Garzanti, DeAgostini, Acmi, TucanoUrbano, Halifax/Digital Bross, Leader, THQ, Upperdeck.

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Video production

To complete the range of services offered by the company, Jinglebell has invested in its own television post production studios, creating a highly integrated centre capable of accompanying the client through all the phases of the production, from the concept of the project to initial filming, from the direction to the soundtrack, and from the editing of the final product right up to broadcast over various analogue and digital networks. There are currently two studios available, one of which is high definition, capable not only of processing analogue and digital signals, but also of facilitating DVD production and specific formats for the web and multimedia productions. The studios are comprehensively networked to allow real time transfer of effects, music, voice-overs, and any audio and video material necessary for the completion of the production.

For filming, Jinglebell Communication calls on skilled directors and television crews with a wealth of experience in television and advertising production.

Principal clients include: Microsoft, Bticino, Activision, THQ, Editoriale Domus, Fx Interactive, Upperdeck, Editoriale Duesse, Samsung, Pirelli, Connexia, Ing Direct, Hill&Knowlton, Multimedica, Nintendo, Wunderman.

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Office locations

Head Office

Via Marco d'Oggiono, 12
20123 MILAN

Branch offices

Via Conca del Naviglio, 26
20123 MILAN

Via Legnano 26
20154 MILAN

tel. 02 833114.1
fax 02 89407005

E-mail

info@jinglebell.com

Company website

<http://www.jinglebell.com>

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Contacts

Advertising

Carlo Forester

forester@jinglebell.com

Giorgio Savoia

gsavoia@jinglebell.com

ISDN link

Giorgio Savoia

gsavoia@jinglebell.com

Multimedia and video production

Giorgio Papetti

papetti@jinglebell.com

Internet Services

Giorgio Papetti

papetti@jinglebell.com

Chief Financial Officer

Andrea Valenti

valenti@jinglebell.com