



MAKE A SPLASH! BE A STAR!

The Story of the CoCo Key Water Resort Jingle

CoCo Key Water Resort opened its first property just outside of Columbus, OH in 2006 but the fun and catchy jingle that the brand is known for wasn't created until 2007 just before the brand opened its Omaha location. It was there that CoCo Key Water Resort teamed up with Johnny Gomez, president of the Omaha based music production company On-Track, Inc. The visual images from the CoCo Key Water Resort website and the emotional connection the new brand wanted its consumers to feel towards its tropical water paradise assisted in the generation of ideas for the music.

After composing a few demo's, the team ended up incorporating sounds influenced by the Florida Keys and musicians such as Jimmy Buffett to give the jingle its tropical underscore. The last element added to bring the entire jingle together and give it the family-friendly element it needed was the addition of children's voices shouting the phrase "Water Resort!"

The final product is a fun and entertaining jingle that has prompted thousands to visit CoCo Key Water Resorts across the country for a close-to-home, affordable family getaway!

CoCo Key...Water Resort!



cocokeyjingle.com