

TAGLINES

Slogans and the Big Idea

WHAT IS A TAGLINE?

- A tagline is “a catchphrase or small group of words that are combined in a special way to identify a product or company,” according to Entrepreneur.com’s small business encyclopedia
- They are like mini-mission statements
- Slogans are audible representations of a brand

WHAT MAKES A GOOD TAGLINE?

- It's memorable
- It includes a key benefit
- It differentiates the brand
- It imparts positive feelings

FAMOUS TAGLINES

- Just Do It
- Think Different
- Because You're Worth It
- Got Milk?
- The Ultimate Driving Machine
- Melts in Your Mouth, Not in Your Hands
- The Quicker Picker Upper
- I'm Loving It

HOW TO WRITE A GOOD TAGLINE

- Highlight a key benefit
 - What makes you different?
- Explain your commitment
 - What are you devoted to?
- Keep it short
 - 6 to 8 words – the shorter, the better
- Use rhythm, rhyme and ring
 - Is it pleasing to the ear?
- Stay honest
 - Did you avoid hyperbole?

CONSUMER PROMISE

- The “Big Idea” for a campaign includes a tagline/slogan and a consumer promise
- The tagline/slogan should include or reflect the consumer promise
- “If you buy our product, we promise _____.”
- Again, be honest and avoid hyperbole

WHAT MAKES AN EFFECTIVE BIG IDEA?

- It's disruptive
- It relates only to you
- It's simple
- It's original
- There's surprise
- It's attractive
- It's contagious/infectious (buzz)