**Slogans** **are memorable phrases** often used in conjunction with company logos and **in advertising campaigns.**

They are claimed to be **the most effective means of drawing attention to one or more aspects of a product or brand.**

1. **Keep it simple – A slogan is only effective if your audience can understand it quickly and should not be more than one sentence**.
2. **Inject humour and/or brand personality – a slogan is more effective if audiences can relate to it and if they can remember it!**
3. **Honesty is important -- Can your business actually deliver on the promise? If not, rethink the slogan.** You’ll also want to **stay away from** slogans that incorporate language like ***“the best”* or *“#1 at what we do”***because that kind of language is not only standard and boring, but hard to substantiate even if it is true.

Read through the following tips for writing a slogan. With your group design a logo for a fashion/sports equipment company then write a slogan for it. On the page provided, draw the logo, write the slogan beneath it, then answer the questions.

* **1. Start From The Logo**

**If your brand doesn’t have a logo yet, you should get that done first**. A slogan works with a logo in order to promote brand identity.

A slogan doesn’t really work without a logo unless your sole advertising medium is radio. The logo is the chicken, the slogan is the egg. If you are designing the logo and producing the slogan for a business, you have a unique opportunity to create both at once, which can allow you to better integrate the two as a final product.

**2. Keep It Simple**

**A slogan is only effective if your audience can understand it quickly**.

You only have a few seconds to impress, so a slogan like *“the best in olfactory widgets since 1949″* isn’t going to do the trick. Simplicity is what you’re aiming for.

**Slogans absolutely cannot go over one sentence** and five dollar words such as “olfactory” should be avoided. Some rules are made to be broken; if there is a five dollar word that rolls up a few sentences of meaning in one word, go for it.

The one sentence rule, however, should be adhered to at all costs. Simple slogan: *Just Do It* (Nike). Not simple enough slogan: *Selling the Highest Quality Organic & Natural Products* (Whole Foods).

**3. Make It Funny, If You Can**

**Where you can bring humor to a slogan, do it**.

A great example is Cracked.com’s slogan: *“America’s Only Humor & Video Site, Since 1958″*. This slogan packs in a few jokes including making fun of the usual *“since such a year”* slogan and claiming to be the only humour site in America.

There is also a claim about being the only video site, and the fact that they couldn’t have been a website since 1958. All of this in eight words, if you count the “and” symbol.

While they had to make their slogan funny, **the same approach to slogan writing of injecting a joke or two is something that you should adopt when appropriate**.

If you can’t make it funny without making it lame, just drop the funny and go with your next best options.

**4. Stay Honest and Don’t “Trump Up” Your Product**

**Honesty is important**. Can your business actually deliver on the promise that your slogan makes? If not, rethink the slogan.

You’ll also want to stay away from slogans that incorporate language like *“the best”* or *“#1 at what we do”* because that kind of language is not only standard and boring, but **hard to substantiate even if it is true**.

This is a fine line to walk because you still want to present the idea of a quality product without coming off as being too pushy, but a good slogan writer can manage it.

If it seems too intimidating, don’t think of it as writing a slogan, think of it as writing a brand message. What would your product say if it could talk?

***Where do you want to go today?*** – Microsoft

***Where’s the beef?*** - Wendy’s

***Between love and madness lies Obsession.*** – Calvin Klein’s “Obsession”

***Plop, plop; fizz, fizz; oh, what a relief it is.*** – Alka Seltzer

**There are some things money can’t buy. For everything else there’s Mastercard.** – Mastercard

***Sharp Minds, Sharp Products.*** – Sharp

***Do you… Yahoo!?*** – Yahoo!

***Wikipedia, the Free Encyclopedia.*** – Wikipedia

***Because you’re worth it.*** – L’Oreal

***Be all that you can be.*** – United States Army

***M&Ms melt in your mouth, not in your hand.*** – M&M candies

***Let’s Make Things Better.*** - Philips

***Everything is easier on a Mac.*** – Apple Computer

***Don’t leave home without it.*** – American Express

***The king of beers.*** – Budweiser

***Welcome to the World Wide Wow – AOL.*** (play on World Wide Web)

***Live in your world, play in ours.*** - Sony Playstation and Playstation 2 gaming consoles

***Nothin’ says lovin’ like something from the oven.*** – Pillsbury

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| --- |
| LOGO |
| SLOGAN |

How do slogans work to promote the sale of a product? List three ideas.

What makes your slogan effective?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Level** | **4** | **3** | **2** | **1** |
| **Application**  **/20** | The logo and slogan include all required elements as well as additional information.  The slogan and logo are exceptionally attractive in terms of design, layout, and neatness. | All required elements are included.  The slogan and logo are attractive in terms of design, layout and neatness. | Few of the required elements are included.  The slogan and logo are acceptably attractive though it may be a bit messy. | Several required elements were missing.  The slogan and logo are distractingly messy or very poorly designed. It is not attractive. |
| **Commuication**  **/10** | Student consistently provides accurate and insightful explanations and examples for all questions asked of them. | Student provides accurate and insightful explanations and examples for most questions asked of them. | Student provides few accurate and insightful explanations and examples for questions asked of them. | Student has not provided accurate or insightful explanations or examples for the questions asked of them. |

Comments: