

# ADVERTISING SLOGAN

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## Slogan

## Concept

Slogan is a recognition tool that consists of smart phrases and expressions that function as a form of recognition for the brand, organisational image, campaign theme or marketing communication image. The word 'slogan' is known differently in various countries.

In the United Kingdom, slogan is also called 'endlines' or 'straplines'. In USA, it is also known as 'tags', 'tag lines', 'taglines' or 'theme lines'. Besides that, slogan is related to the term 'slogos', which is the slogan that exists through the logo. It usually becomes the trade mark that is known variously as TM Trade Marks (UK), TM Trademarks (USA), SM Service Marks (USA), ® Registered Trade Marks (UK) and ® Registered Trademarks (USA).

In his book, Creative Advertising, Charles L. Whittier said slogan:

...should be a statement of such merit about a product or service that is worthy of continuous repetition in advertising, is worthwhile for the public to remember, and is phrased in such a way that the public is likely to remember it.

Based on this description, the slogan has the following characteristics:

- It is a statement on the speciality of the product or service.
- It is worth repeating.
- It is important for the audience to remember it.
- It is easy to remember.

As a statement that highlights the speciality of the product, it needs to be repeated so that it is stuck in the mind and brings back memory and reminiscence. A slogan placed at the end of an advertisement is a farewell statement that follows the company logo and should leave a lasting impression.

## Slogan

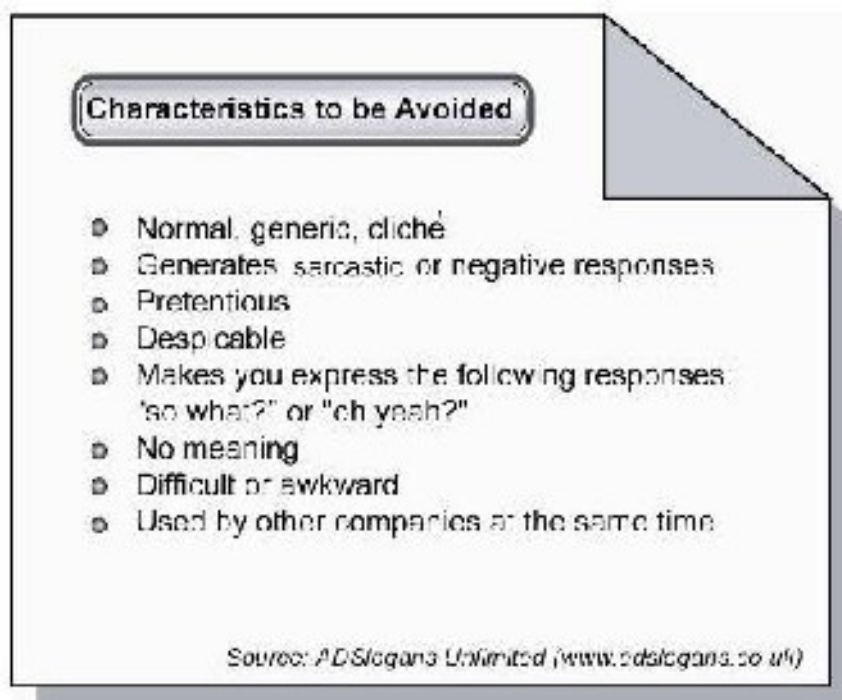
## Writing

If we look at interesting slogans, they demonstrate many characteristics . Some of them are brief, easily expressed, easy to understand, neat, compact, et cetera. Try to think of titles of books, songs or films that illustrate those characteristics. As in slogans, the titles of those creative masterpieces are also marketing communication expressions that intend to sell ideas, attract attention and create interest.

According to Timothy R. V. Foster in ADSlogans Unlimited ([www.adslogans.co.uk](http://www.adslogans.co.uk)), a slogan must have the following characteristics (Figure 7.1):



**Figure 7.1: Characteristics of slogan**



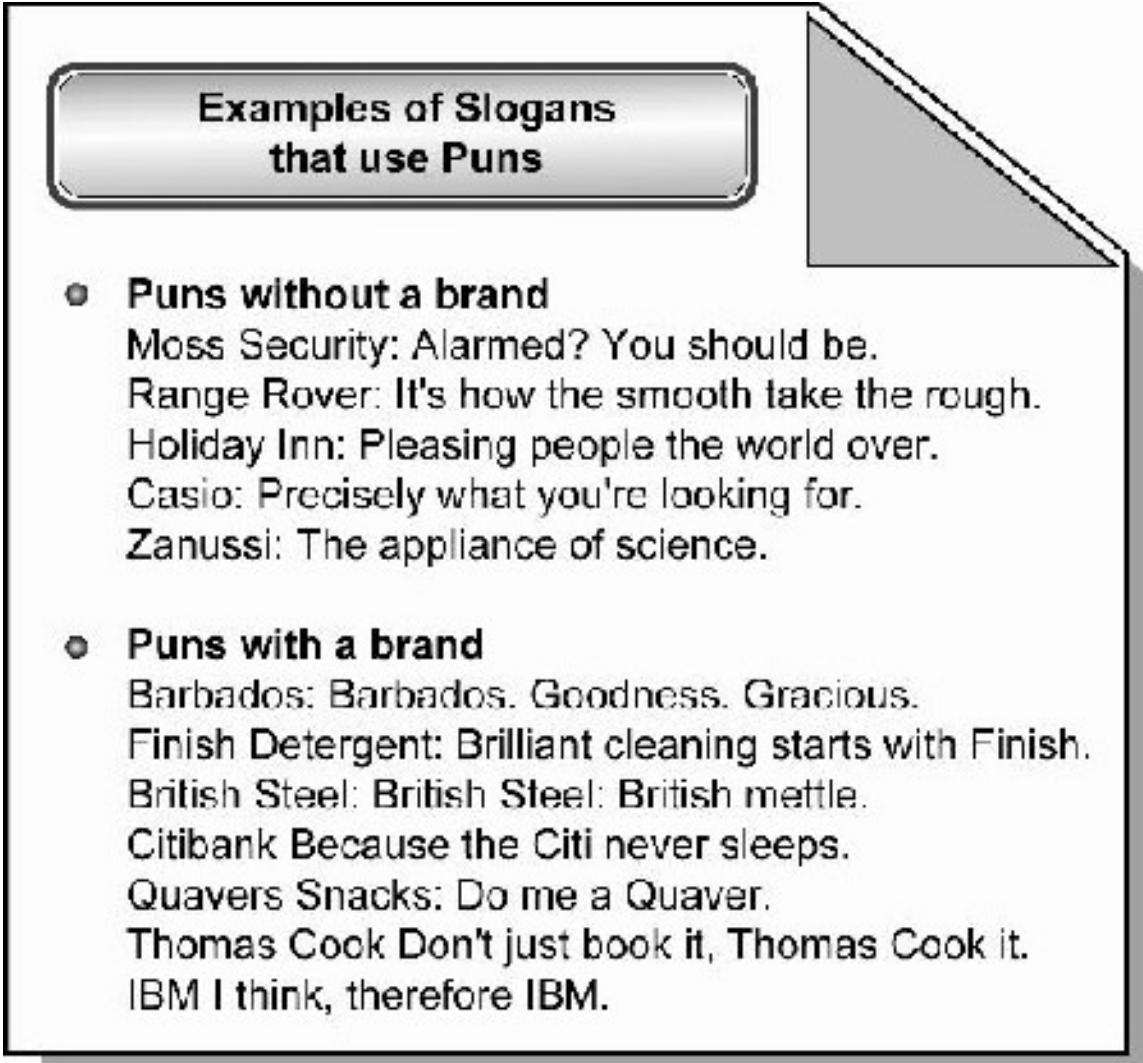
**Figure 7.2: Characteristics to be avoided**

Based on Foster's list, the following is an explanation of the important characteristics of slogan.

Easy to remember: Memorability is related to the ability to remember phrases easily. This mainly depends on the brand legacy and how many times it is used over a long period of time. However, if it is a new slogan, what are the ways to make it easy to remember? One way is to turn it into a great idea, which is the most important message in the advertisement. The more phrases that illustrate or highlight the main idea, the easier it will be remembered. Besides that, ideally, it must be easy and interesting to be expressed just like the following:

- Finger licking good
- Singer at home worldwide
- Beanz meanz Heinz
- Where's the beef?
- Don't dream it. Drive it.

Besides that, the usual way used to make a slogan easy to remember is through the use of provocative and relevant expressions with illustrations or stories, newly coined words, puns, jingles and rhythmical words.



**Examples of Slogans that use Puns**

- **Puns without a brand**  
Moss Security: Alarmed? You should be.  
Range Rover: It's how the smooth take the rough.  
Holiday Inn: Pleasing people the world over.  
Casio: Precisely what you're looking for.  
Zanussi: The appliance of science.
- **Puns with a brand**  
Barbados: Barbados. Goodness. Gracious.  
Finish Detergent: Brilliant cleaning starts with Finish.  
British Steel: British Steel: British mettle.  
Citibank Because the Citi never sleeps.  
Quavers Snacks: Do me a Quaver.  
Thomas Cook Don't just book it, Thomas Cook it.  
IBM I think, therefore IBM.

**Figure 7.3: Examples of slogans that use puns**

Reminds us of the brand: Ideally, slogan needs to include the name of the product or brand. The absence of identity causes the slogan to be used and related to any product. However, this is from the point of idealness. 'Once driven, forever smitten' is an interesting slogan but it leaves out the name Vauxhall. This may cause other products or brands to be remembered. The way a slogan connects the expression with the product can be done through the rhyming

method, which is the rhythmical slogan with the brand.

**Examples:**

- City Link: City Linking, smart thinking
- Granada: Ads work harder in the new Granada
- Quavers: The flavour of a Quaver is never known to waver
- Thomas Cook: Don't just book it, Thomas cook it
- Mars: A Mars a day helps you work, rest and play

Includes the main benefit: The opportunity to include the main benefit should not be in the slogan. As a farewell expression, the audience needs to be provided with words that leave an impression in their minds and those words should focus on the main benefits besides the brand.

**Examples of usage:**

- Polaroid: The fun develops instantly
- Weight Watchers: Taste. Not waist
- Holiday Inn: Pleasing people the world over
- Philips: The best way to get music out of your system
- The Economist: Free enterprise with every issue

**Some of the slogans that do not include the main benefit clearly:**

- AT&T: It's all part of the I Plan from AT&T (there is criticism that says this slogan can be changed to "It's all part of the @h%jycck from AT&T" because "I Plan" has no meaning)
- Exxon: We're Exxon
- Showerlux: No wonder we're ahead

**Differentiates the brand:**

Product differentiation creates the differences that attract the target audiences. In the advertising campaign, nothing is more important than telling the consumer that the product is different from other products. This should not be done in a slogan statement.

- British Rail: Let the train take the strain
- Timex watch: Takes a Linking and keeps on ticking
- Metropolitan Home: Mode for your abode
- Tesco: The price is dropping on your weekly shopping
- Ariel Ultra: Not just nearly clean, but really clean

Instils a positive feeling about the brand: Some expressions are neutral and do not show any values. For example, the slogans "Star Brand Lamp" and "Moon Brand Cough Syrup" are neutral.

However, the expressions that leave lasting impressions are words that have some positive values.

**Example:**

- Cooking oil: The oil used for generations
- Furniture: The original Malay culture furniture carving
- Carpet: The Biggest Carpet Store in Malaysia
- Dispenser: Automatic softener dispenser – simple and easy to use
- Washing liquid: Washes more clothes

Illustrates the brand personality: Every product has its own personality and identity. Personality is illustrated in many ways, including the slogan. According to the definition in the dictionary, personality means "habitual patterns and qualities of behaviour of any individual as expressed by physical and mental activities and attitudes; distinctive individual qualities of a person considered collectively."

Try comparing the pairs of slogans below and think which one really illustrates the brand personality.

- Car A: Think small
- Car B: As good as it looks
- Fast Food A: Did somebody say McDonald's?
- Fast Food B: A sandwich served with an east coast style and a midwest smile!
- Credit Card A: Don't leave home without it. YES!
- Credit Card B: Money talks. NO!

Slogans that need to be avoided: A few things should be avoided in slogan writing as these make the expression weak and ineffective. One, slogans that cannot be connected to the brand. Those are open statements that may be specific but do not refer to any specific product or brand. So, they can be used or included in any campaign. This, of course, will not achieve the aim of the campaign. Some slogans are the same or nearly the same and used by many companies to market their products. This is because the expressions chosen do not have any references.

**Example:**

- Our customers are given priority.
- Your satisfaction is guaranteed.
- Glorious and well-known.
- Satisfaction guaranteed.
- Only the best.

**Exercise**

Look at the examples of A and B below. In your opinion, what are the positive and negative characteristics of the slogans. Discuss.

**Characteristics to be Avoided**

- Normal, generic, cliché
- Generates sarcastic or negative responses
- Pretentious
- Despicable
- Makes you express the following responses:  
"so what?" or "oh yeah?"
- No meaning
- Difficult or awkward
- Used by other companies at the same time

*Source: ADSlogans Unlimited ([www.adslogans.co.uk](http://www.adslogans.co.uk))*



### Exercise 7.1

Look at the examples of A and B below. In your opinion, what are the positive and negative characteristics of the slogans. Discuss.