

Click to prove  
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## Example of slogan

Coming up with your own slogan can be tough, especially if you're not sure what to look for in a good slogan. Looking at popular slogan examples is a good way to figure out what makes a slogan work, that way you can write a better slogan for your business. In this next section, we'll take a closer look at 10 popular slogans from some of the biggest brands. Bounty did a good job of creating an effective slogan by directly approaching a problem that people who use its products have. For everyone who felt like they used too many paper towels to clean up a mess, "The quicker picker upper" sounded like a dream come true. By manufacturing paper towels that are thicker and more absorbent than some other brands and telling people about it, Bounty became a top paper towel brand. To this very day, "The quicker picker upper" is still printed on every package of Bounty paper towels. This popular male grooming brand has been around since 1937, but this iconic slogan didn't come about until 2008 when the company launched a new shower gel that was sold using the slogan. Old Spice coined the phrase "The original. If your grandfather hadn't worn it, you wouldn't exist," as a way to appeal to a younger generation of men looking for male grooming products. This slogan is witty and memorable for younger men, but still pays homage to the older generation of men who have been using Old Spice products for years. AllState is a popular insurance company that has been around since the 1950s, and in the decades since then, the company has been connected to the recognizable phrase "You're in good hands." But as simple as this phrase is, it certainly is memorable. The slogan was coined by one of the company's sales executives and was based on a similar phrase that he would use to calm his wife when taking their children to the doctor. "You're in good hands" is simple, straightforward, and clearly tells the customers what they want to hear, especially when it comes to insurance. The idea behind Subway is that it's a healthy alternative to other fast food restaurants and a good choice for people who are in a time crunch but want something fresh and healthy to eat- hence the slogan "Eat fresh". This iconic phrase started in 2000 and has been connected to the brand ever since. The slogan is reflective of Subway's mission to be a healthy fast food alternative that provides its customers with real, fresh ingredients. At only two words, the slogan provides everything you need to know about the quality of food you'll get at Subway. Dollar Shave Club does a lot of things right when it comes to marketing, and its slogan is no exception. The Dollar Shave Club slogan is "Shave time. Shave money." This is an excellent slogan because it's exactly what the company is trying to do for its customers. By subscribing to regular razor deliveries and shopping online, customers can save time and money while making sure they always have fresh razors to shave with. When your slogan tells customers what your brand is all about and you deliver on those promises, that's a recipe for an effective slogan. Airbnb started back in 2008, but the brand has evolved tremendously since. While Airbnb originally was used as lodging for short term travelers, it now provides housing for a variety of situations, from vacation rentals to homestays. The phrase "belong anywhere" is an indication of the brand's mission to help people feel at home, no matter where they are in the world. The phrase is only two words, but it's enough to highlight Airbnb's brand identity and encourage people to use Airbnb so they can feel at home wherever they may be. A lot of people see coffee as fuel to start their days, so "America runs on Dunkin'" is a fitting slogan for one of the country's most popular coffee chains. You don't have to wonder where you can go to get a cup of coffee and breakfast to start your day because you know where America goes for that. What's interesting is that this slogan was introduced in 2006, making it one of the newer slogans on the list. It's safe to say that most people are familiar with Kellogg's rice krispies famous slogan of "Snap! Crackle! Pop!". This slogan dates all the way back to 1932 when it was used to promote the brand in a radio commercial. "Snap! Crackle! Pop!" is meant to show people how rice krispies sound when you eat them- and if you've ever had a bowl of the delicious cereal, you know just how accurate it is. This slogan is catchy, memorable, and resonates well with people of all ages. For a phrase that's been around for 90 years, it's still as iconic as ever. The purpose of a car is to get you places, so it only makes sense that Toyota coined the phrase "Let's go places" as the brand's official slogan. The slogan "Let's go places" started in 2012 and is meant to show people how they can drive Toyota cars to get them where they need to go. This simple phrase captures Toyota's mission to be a reliable brand that encourages people to live their lives to the fullest and embark on their own adventures- and to drive Toyota cars to help them do so. "Every kiss begins with Kay" isn't just a slogan, it's a catchy jingle that will get stuck in your head as soon as you hear it coming from your television. Jay Jewelers' famous slogan "every kiss begins with Kay" was introduced in 1985 and has brought the jewelry company significant business and brand recognition ever since. The intention of this catch phrase is to show customers that if they buy from Kay Jewelers, love will follow. The slogan is simple and sweet, which is everything you want when it comes to jewelry. Share – copy and redistribute the material in any medium or format for any purpose, even commercially. Adapt – remix, transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution – You must give appropriate credit , provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. ShareAlike – If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. No additional restrictions. You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits. You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation. No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. Branding your business or campaign is one of the most important elements of a new venture. What will your slogan be? How will you design your logo? What's your mission statement? Now's the time to unleash your creative powers and give the public a first impression they'll never forget. Below, you'll find a series of catchy slogan examples. Hopefully one or two of them will get your wheels churning and prompt you to express yourself in a succinct and memorable way. Professionals in the advertising business spend a lot of time trying to create the next best "one-liner." Nike perfected the art masterfully. "Just do it" has transcended cultures all across the globe. Let's take a look at some of the standouts from famous companies: Tide's In - Dirt's Out (Tide)There are some things money can't buy. For everything else, there's MasterCard. (MasterCard)Good Food, Good Life (Nestle)Because You're Worth It. (L'Oréal Paris)Save Money. Live Better (Wal-Mart)The Quicker Picker Upper (Bounty)I'm lovin' it (McDonald's)America Runs on Dunkin' (Dunkin' Donuts)Imagination at Work. (General Electric)Finger Lickin' Good (KFC)Like a good neighbor, State Farm is there. (State Farm)Have it your way (Burger King)Maybe she's born with it. Maybe it's Maybelline. (Maybelline)Melts in your mouth, not in your hands (M&M's)The Few. The Proud. The Marines. (U.S. Marine Corps)The Happiest Place on Earth (Walt Disney World Resort)Think Different. (Apple)Taste the Feeling (Coca-Cola)Quality never goes out of style. (Levi's)The best a man can get (Gillette)Red Bull gives you wiilings. (Red Bull)Betcha can't eat just one (Lay's)Tastes So Good. Cat's Ask for It By Name. (Meow Mix)Think outside the bun. (Taco Bell)Snap, Crackle, Pop (Rice Krispies)Of course, you don't have to be a Fortune 500 company to come up with a catchy slogan. Some of our favorite local companies get it right with a catchy phrase or jingle. Here are some generic samples from local businesses: "We don't charge an arm and a leg. We want taws." (towing company)"We repair what your husband fears." (plumbing company)"7 days without pizza makes one weak." (pizza shop)"The best way to get back on your feet - miss a car payment." (car dealership)"No appointment necessary. We hear you coming." (mechanic shop)One of the best ways to get noticed as a candidate in an election is to create a masterful slogan. Love him or hate him, President Trump knows how to create catchy one-liners. He chanted "Lock her up!" when he was campaigning against Hillary Clinton. As for his own campaign, "Make America Great Again" will go down in the history books. If you're considering a run for student council, see if any of these slogans can help you formulate your own: "Because life is too short to have bad student government.""(Insert name of candidate): Because you're worth it.""He's not popular and he's not handsome, so he has time for student government.""(Insert name of candidate). Like Darth Vader, only prettier.""Vote for (insert name of candidate). We've all done something stupid.""Victoria's real secret. She votes for (insert name of candidate).""Don't be a fence sitting hen, vote for (insert name of candidate that rhymes with hen-Jen, Ben, Ren, etc).""Pick up your pen and vote for (insert name of candidate that rhymes with hen).""Make someone happy. Vote for (insert name of candidate).""For success, choose the best.""Making the world better since (insert candidate's year of birth).""Got (insert candidate's name)?""Get fresh ideas from a freshman.""Everyone says (insert candidate's name) for Prez.""Show me the money! (insert candidate's name) for treasurer!""Count on someone who can count. (insert candidate's name) for treasurer.""Gotta Lotta Student Council. Get (insert candidate's name).". Sometimes, catchy phrases simply come to mind. Other times, they take a bit of brainstorming. If you have a passion for advertising or are currently acting as a member of an ad team, here are some tips to help you formulate a slogan that will stick in people's minds. Consider the Differentiators - Whether you're selling a product or your services, consider what makes you different. It's one thing to know your mission, but what's your advantage over everyone else in the industry? Once you've honed in on one unique area that you'd like to present as your first impression, then you can start to mold that into a catchy one-liner.Consider Your Ethics - If you're selling a product or service in a highly saturated market, it might be hard to have to differentiate it from the others. What is unique is you (or your team). Maybe your expertise or work ethic is different than others. Perhaps you believe in honesty or transparency. For example, Audi pivoted off their German campaign "advancement through technology" and, in the American market, went with, "Truth in engineering."Less Is More - In an ad campaign, less is definitely more. Notice all the "big name" brands above. Their slogans were no more than one line (with slight exceptions for MasterCard and Maybelline). Still, a good benchmark is to shoot for six to eight words. The longer it goes, the more likely it'll be forgotten.Never Exaggerate - Don't say you're the number one company in America if you're not. Don't say you have the cheapest rates if you don't. That's a big turnoff and a waste of time spent on branding.Aim for Reason and Rhyme - Try to find the sweet spot where your six or eight words either rhyme a little or have a sing-songy effect. "Like a good neighbor, State Farm is there," doesn't rhyme, but it sure is catchy when a little jingle is added to the mix. Even with these tips, the best way to get started is to free write. Sit down with a pen and paper and jot down words that represent you or your company. The goal is to single out what makes you unique and then mold that ideal into a catchy slogan. If you have a couple of creatives in your circle of friends, offer to buy them coffee one night and brainstorm together. Once your slogan's down pat, it's time to roll up your sleeves and write a masterful mission statement. This is where you can branch out beyond those six to eight words and let the world know what you stand for. When you're ready, How to Write a Mission Statement will help you get there. I'm lovin' it. Just do it. Eat fresh.These recognizable phrases have one thing in common: They're all examples of great brand slogans and taglines. These slogans are just the tip of the iceberg of what's in store when you read ahead.Today we're doing a deep dive into tagline and brand slogan examples that have solidified themselves in history for being catchy, memorable, and impactful. Stay tuned as we cover the following topics:Want more? Subscribe to our emails to get current marketing insights and trends sent straight to your inbox. Join 200,000 smart marketers and get the month's hottest marketing news and insights delivered straight to your inbox! Enter your email below: (Don't worry, we'll never share your information!) What is a slogan? A slogan is a catchy or memorable phrase that captures a brand's identity and the overall message of its marketing campaign. Slogans demonstrate a brand's core values in just a few words, often using humor, emotion, and personality to emphasize their brand mission. Slogans are meant to be the most memorable part of ads. For example, you may not remember every McDonald's commercial you've ever seen, but you do remember "Ba-da ba ba, I'm lovin' it." Brand slogan vs. taglineBrand slogans and taglines are often used interchangeably, but they differ. Here's a breakdown of the two: Slogans: A slogan is more advertising-focused than taglines, encapsulating a brand's mission and raising awareness about the overall brand. Taglines: Taglines narrow in on a particular aspect of the brand rather than telling what a company does. Yes, they still sound almost exactly the same. To make matters more confusing, slogans are often promoted under a brand's tagline. In short, while slogans and taglines are closely related, the key difference is how each demonstrates brand positioning. How to write a brand sloganWriting a brand slogan is easier said than done, but don't worry! We've got you covered with a few helpful tips on how to write an effective brand slogan: Identify your audience: Your brand slogan should speak to your audience. Before writing your slogan, identify your target audience's values and needs so you can create a slogan that effectively resonates with them. Outline your mission: The goal of a slogan is to demonstrate your brand's core values and mission. Before writing, outline your brand's mission to ensure you capture that in your slogan drafts. Keep it short and simple: Great brand slogans convey a lot within very few words. Avoid complexity and keep it simple. When brainstorming, aim for roughly eight words or less. Use power words: Your slogan needs to make an impact, and the best way to do that is to use power words and phrases that invoke emotion and move people to action. When in doubt, test it out. During the brainstorming process, you'll no doubt end up with a few different options for slogans. Test them on your family, friends, and customers through informal polls to understand what appeals to them more. With their feedback, you can further tweak your slogan and improve it. 30 tagline and brand slogan examples to inspire youNow that you know how to write a brand slogan, get inspired with these 30 tagline and brand slogan examples:1. Nike – "Just Do It."When you think of great slogan or tagline examples, one of your first thoughts is probably Nike's "Just Do It." It's to the point, memorable, and embodies the company's mindset. If you want to do something amazing, just go out and do it. Nike's iconic tagline exudes confidence and conveys that you don't have to be a world-class athlete to succeed. You just do it.2. Apple – "Think Different."Apple's "Think Different" tagline made a huge splash when it was first introduced. Paired with images of groundbreaking innovators like Salvador Dali, Bob Dylan, Amelia Earhart, and more, Apple's tagline urged people to think outside the box, even if they're labeled as "crazy" for doing so.3. McDonald's – "I'm Lovin' It!"McDonald's slogan is one you can't forget – you can't help but sing "Ba-da ba ba bai!" when you hear "I'm lovin' it." The tagline implies that sure, McDonald's may not be the healthiest fast-food option, but the taste of their food overrules that. I mean, who can resist those hot, salty, and crispy french fries?4. KFC – "It's Finger Lickin' Good"KFC's memorable slogan, "It's Finger Lickin' Good," implies just how good their fried chicken is – it's so good you be licking your fingers afterward to get every last morsel. Plus, "lickin'" plays on KFC's southern roots and country-inspired menu.5. Burger King – "Have It Your Way"When competing against a fast-food icon like McDonald's, you've got to play up your strengths. Burger King does this in their slogan by highlighting a key aspect of their brand that sets them apart from the competition: customization. Unlike McDonald's, Burger King lets customers have food their way via the chain's flexibility with order combinations and customizations.6. Subway – "Eat Fresh"Subway plays up its uniqueness – the fast-food industry by telling customers to "Eat Fresh" via their made-to-order subs created right before them. Rather than settling for stale fast food, choose a healthier option – sandwiches and soups made with fresh ingredients you can see.7. Dunkin' – "America Runs on Dunkin'"Coffee is fuel, and that's the sentiment Dunkin' relies on in their slogan, "America Runs on Dunkin'." Whereas its competitor, Starbucks, presents their coffee creations as more of a lifestyle or aesthetic, Dunkin' positions itself as America's daily fuel.8. Coca-Cola – "Open Happiness"Cola-Cola's advertising has always played up the experience of drinking one of their beverages, and it's one of the things that made them a heavy hitter during the cola wars. Their "Open Happiness" campaign insinuates that happiness is a choice, not a quest, and it all starts with a Coke.9. Rice Krispies – "Snap! Crackle! Pop!"Rice Krispies' catchy "Snap! Crackle! Pop!" slogan highlights their cereal's iconic sound when in a bowl of milk and urges people to hear it for themselves. Plus, it's catchy and memorable.10. M&M's – "Melts in Your Mouth, Not in Your Hands"There are a lot of chocolate companies out there, so M&M's stepped up their slogan to highlight the quality and convenience of their product. M&M's slogan, "Melts in Your Mouth, Not in Your Hands," stands out from the rest by playing off of what makes their product superior – colorful candy shells that don't turn into a melty mess in your hands.11. Lay's – "Betcha Can't Eat Just One."Lay's advertising slogan plays off the impression that once a bag of their chips is opened, they'll inevitably get eaten. It's playful, highlighting the brand's tone and personality, and even introduces some competition, daring people to try eating only one chip.12. Walmart – "Save Money. Live Better."Walmart's slogan demonstrates the cost convenience of their brand while playing into people's emotions. Not only are their products affordable, but they'll add value to your life. From groceries to clothing and tech, Walmart has everything you need to enrich your life, all at affordable prices.13. Target – "Expect More. Pay Less."Like Walmart, Target uses its tagline to highlight its brand's financial convenience and quality. Shoppers can always "Expect More" when they visit Target – from home goods to groceries, everything can be found at Target for affordable prices.14. Levi's – "Quality Never Goes Out of Style"Levi's classic denim brand that's been around for over 150 years, Levi's uses emotion to play up the nostalgia of their brand. As "the original" blue jeans, Levi's tagline emphasizes the enduring nature of their brand, attributing it to their denim's high quality.15. Mercedes-Benz – "The Best or Nothing"Mercedes-Benz flexes its superiority over other luxury car brands by simply stating "The Best or Nothing." Their slogan implies the obvious: Mercedes-Benz is the epitome of luxury vehicles, while other brands can't come close.16. Ford – "Built to Last"Ford's "Built to Last" slogan directly appeals to their target market: hardworking Americans who need a durable truck that can handle tough jobs. Whether they're blue-collar workers or not, Ford prides itself on building vehicles meant to endure.17. BMW – "The Ultimate Driving Machine"Another luxury car brand, BMW, uses its tagline to emphasize one of its top selling points – the idea that its vehicles are thrilling to drive, making them the ultimate car brand to spend your hard-earned money on.18. Toyota – "Let's Go Places"Let's Go Places" accomplishes two things for Toyota. First, it speaks to their customers' eagerness to get out there and explore the world (in their Toyota vehicle, of course). Toyota's slogan also speaks to its evolution and innovation as a car brand, demonstrating its creativity and ingenuity.19. L'Oréal – "Because You're Worth It."L'Oréal's tagline tells people who wear makeup that they're "worth it." Rather than play up products themselves, L'Oréal pushed the concept of what their products can give people: confidence and the feeling of being desirable, wanted, and, more importantly, worth it.20. Maybelline – "Maybe she's born with it. Maybe it's Maybelline."Another makeup brand with an iconic tagline is Maybelline, which uses it to inspire strength and confidence. Maybe the wearer is just born with it, or maybe it's the Maybelline makeup that's enhancing the wearer's natural beauty. Whatever it is, Maybelline's tagline definitely had a hand in helping it become the recognizable makeup brand it is today.21. De Beers – "A Diamond Is Forever"Diamonds are a girl's best friend, but they're also forever. De Beers created one of the most recognizable slogans that exudes luxury, elegance, and alludes to the fact that diamonds, like your relationship, are eternal.22. Bounty – "The Quicker Picker Upper"Bounty's catchy tagline implies that their paper towels clean up big messes fast. Using the poetic device consonance, Bounty created a tagline that, while it's changed slightly over the years, is still incredibly catchy and synonymous with the brand.23. MasterCard – "There are some things money can't buy. For everything else, there's MasterCard."This tagline example is perfect because it implies that anything is possible when you're a MasterCard holder. Sure, there are things money can't buy, but for everything else, MasterCard can get you there with a simple swipe or tap.24. Allstate – "You're In Good Hands."Allstate's slogan provides reassurance to its customers – something that's incredibly important when working with an insurance agency. "You're In Good Hands" puts people at ease and implies the reliability of the insurance brand. In a world where anything can happen, Allstate positions itself as an insurance agency that doesn't waver.25. The New York Times – "All the News That's Fit to Print"The New York Times is a trusted news source, and part of that is its excellent tagline. It reassures its readers that they're not just printing any story they come across – They focus on publishing the important stories that matter rather than delving into sensationalism.26. Disney – "The Happiest Place on Earth"Disney's "Happiest Place on Earth" slogan for Disneyland has endured since it was first coined in the 1950s. It invokes the pure joy park visitors experience when they visit Disneyland and experience the "magic" it possesses. Even today, people can still buy Disneyland merchandise that sports the iconic slogan.27. FedEx – "When It Absolutely, Positively Has to Be There Overnight"While it's not used as much today, FedEx's slogan, "When it Absolutely, Positively Has to Be There Overnight," emphasizes their reliability and efficiency in getting packages delivered fast. Most notably, it alleviates customers' anxieties about getting important packages where they need to go.28. Dollar Shave Club – "Shave Time. Shave Money."Dollar Shave Club hits the nail on the head with this slogan. It's punny, straight to the point, and demonstrates two of the brand's selling points – their razors are cost-effective compared to other brands. 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