Click to prove you're human



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 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 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 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 no exception. The Dollar Shave Club slogan is no exception. 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 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 Kellog'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" as the brand's official slogan. The slogan "Let's go places" as the brand's official slogan. The slogan "Let's go places" as the brand's official slogan. 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. Kay 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 wiiings. (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 other industries: "We don't charge an arm and a leg. We want tows." (towing company)" 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). 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 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 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'll catch people's attention. 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 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 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 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 ba, I'm lovin' it." Brand slogan vs. tagline Brand 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 are often used interchangeably, but they differ. Here's a breakdown of the two: Slogans: A slogan is more advertising awareness about the overall brand. Taglines are often used interchangeably, but they differ. Here's a breakdown of the two: Slogans: A slogan is more advertising awareness about the overall brand. sound almost exactly the same. To make matters more confusing, slogans are often promoted under a brand slogan writing a brand slogan writing 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 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 short and simple: Great brand slogans convey a lot within very few words. Avoid complexity and keep it short and simple: Great brand slogans convey a lot within very few words. Avoid complexity and keep it short and simple: Great brand slogans convey a lot within very few words. 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 examples to inspire youNow that you know how to write a 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 slogan is one you can't forget — you can't help but sing "Ba-da ba ba ba!" 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 does this in their slogan by highlighting a key aspect of their brand that sets them apart from the competition: their customizations. 6. Subway - "Eat Fresh"Subway plays up its uniqueness in the fast-food industry by telling customers to "Eat Fresh" via their made-to-order subs created right before them. Rather than settling for greasy 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" Coca-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!" 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 add value to 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. It's quality shopping without the outrageous prices. 14. Levi's – "Quality Never Goes Out of Style" A 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" Ford - "Built to Last" Ford's " Whether they're blue-collar workers or not, Ford prides itself on building vehicles meant 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 is just born with an iconic 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, sophistication, 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" 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 Had 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 service is convenient, and their razors are cost-effective compared to other brands. Plus, it shows off Dollar Shave Club's overall brand tone and personality. 29. Airbnb - "Belong Anywhere" Airbnb's "Belong Anywhere" tagline is a great example of playing on people's emotions. It implies that no matter who you book with on their platform, you'll feel at home wherever you stay. Because, quite literally, you're booking with local people to stay at their cozy homes rather than corporate entities with plain hotel rooms that don't feel personalized. 30. Energizer - "It Keeps Going, and Going, and Going" Nobody wants a battery that doesn't last. Energizer reassures people that their batteries are long-lasting simply by telling them. They're not just long-lasting would from WebFX videos. Subscribe Now Start brainstorming your brand slogan todayNow that you've learned how to write a brand slogan and been inspired by 30 of the top slogans and taglines from major brands, it's time to start brainstorming. If you find yourself struggling to create the ideal brand slogan, consider partnering with the creative minds at WebFX!We have over 29 years of experience helping businesses build up their brand identity and show it off through custom digital marketing campaigns, and we want you to be next. Contact us online or give us a call at 888-601-5359 to learn more about our award-winning digital marketing services today! Memorable and catchy slogans are vital in any effective marketing campaign. The best brand slogans are instantly recognizable and will keep your brand front-and-center in the minds of your customers (consider the success of "got milk?") and are instrumental in creating a great first impression. Once you've taken the time to develop a unique brand name and bespoke logo, crafting the perfect company slogans should be high on your to-do list. These compact 'mission statements' will be one of the first things your target audience hears about you, so it's vital that they accurately represent your brand, products, and image. It's your business in word form. The Oxford Languages tells us that a slogan is "a short and striking or memorable phrase used in advertising," which is a pretty accurate slogan definition. Marketing campaigns rely on these "mottos" to help provide a summary of why your brand, product, or service is so great and what makes you unique. Slogans and taglines are often confused simply because they serve such similar purposes. Both are short "catchphrases" used by a brand to summarize what they're all about. The main difference between a slogan and tagline is that a tagline covers the brand as a whole. In contrast, a slogan is more commonly used in an advertising campaign to summarize a specific product. An excellent example of slogans vs. taglines is Apple: Apple of slogans vs. taglines is Apple: Apple of slogans vs. taglines is that a tagline covers the brand as a whole) is "Think Different." Whereas the well-known slogan for the first generation iPhone was "This Changes Everything." Brand slogans and taglines should take inspiration from your company message, values, and beliefs to create a short phrase that tells people what to expect from you. A good start is to develop an ethos or company message example and try to make it as concise and catchy as possible while still providing an insight into who you are as a business. When creating your advertising campaign, you might have heard the expression "sell the sizzle, not the steak." This is a great way to create great slogans for business. Focus on the benefits of your product rather than the features when cultivating your slogan and tagline. Once you've identified the message you want your brand slogan, there are a few top tips you can use to make sure your brand is as memorable, creative, and informative as possible: The best slogans are well-remembered because they're short. With the exceptions of Mastercard, Maybelline, and maybe a few others, most of the most famous catchy slogan examples are effective because they're concise. Think about how successful Goodby, Silverstein, and Partners' "Got Milk?" campaign was. Although it originally pitched to the California Milk Processor Board back in 1993, this creative slogan was so effective that it ran for nearly 20 years! Just two simple words and the entire milk-marketing landscape was changed forever. "Got Milk?" isn't the only example of a short and catchy slogan. Other examples of a slogan in just two/three words include: "Finger-Lickin' Good""I'm Lovin' It""Imagination at Work""They're GRRR-EAT""Think Different""Just Do It""Diamonds Are Forever" It goes without saying that the greatest slogans catch the attention and imagination of anyone who hears them. But creating catchy slogan examples can definitely be easier said than done! There are many ways to create a catchy slogan. Throughout history, brands have experimented with all sorts of catchy slogan examples to create something unique enough to stand out yet still feels familiar. While there are no hard and fast rules as to what makes a catchy phrase or slogan, but for inspiration, try playing around with alliteration and rhyme: Alliteration: Phrases that start with the same letter are pleasing to the eyes and ears, causing a positive association and stimulating the brain on a deeper level. Rhyme: Rhyming phrases are proven to be more memorable than phrases without this magic ingredient. Think of campaigns like "A Mars a day helps you work, rest, and play" or "A great fiber provider." Now consider whether "A Mars a day helps you rest, play, and work" would be as effective... Probably not! The "Got Milk?" slogan example by the California Milk Processor Board ran for over 20 years. De Beers' "A Diamond Is Forever" was first written way back in 1947. These slogans aren't just great because they're well worded or concise; they're timeless. On the other hand, the Verizon "Can You Hear Me Now?" campaign is likely to fade into the background as pretty much every cell phone call is now crystal clear,... So, it's no longer offering something unique. This doesn't just mean a tagline that nobody has used before because that (hopefully) goes without saying What we mean by this is to focus on the unique selling point (USP) of your brand and the product you're selling when you write your slogan. Does your cereal "Snap, Crackle & Pop" when you pour milk in? Or, are you a dental practice that's particularly great at catering to people with anxiety (like Crossoak Family Dentistry, do you "cater to cowards")? Finally, give some thought to who you're advertising to. This could be age, gender ("The Best A Man Can Get" is a useless slogan if you're advertising to women, but highly effective for their target market of men looking for a closer shave), or geographical location. In fact, geographical location is a vital consideration when it comes to creating timeless and effective slogans. Consider KFC's hugely successful "Finger-Lickin' Good" slogan... HOWEVER, when KFC launched in China, this tagline translated into the far less appealing "Eat Your Fingers Off." In contrast, carmakers Audi did consider their various audiences when creating powerful slogans that vary depending on where you're based. For example, their advertising campaign in Germany uses the words "Advancement Through Technology," whereas American customers will be more familiar with "Truth in Engineering." Now you know how to write a catchy slogan that enables you to express your company's message and benefits, here are some of the most famous slogan examples throughout advertising history to give you some inspiration: De Beers probably came up with one of the most famous and successful slogan example from history with their "A Diamond is Forever" campaign. First heard as early as 1947, AdAge named this the "best slogan of the century" in 1999. The slogan appeared in every De Beers commercial since 1948, effectively changing the entire precious gem industry forever. Dunkin Donuts' "America Runs on Dunkin" slogan example as a "fun and often quirky celebration of life." The use of real people getting on with their real lives was easy to relate to, making Dunkin Donuts feel like a part of American culture. Mastercard's unusually long slogan "There Are Some Things Money Can't Buy. For Everything Else, There's Mastercard' was created in 1997 and ran in 98 countries in 46 different languages. It's relatively surprising that this tagline is so effective, given that it's comprised of 2 sentences and 12 words, no expert would recommend a company write such a long slogan... Yet it worked! Part of the secret to this campaign's success was the combination of the long slogan alongside TV commercials that were carefully cultivated to stimulate an emotional response from the audience. The idea of moments being "priceless" and precious was key for this campaign and set Mastercard apart as a financial company that understands it's not all about money, enabling them to express a more caring side that sets them apart from other firms. KFC really did strike gold with these three little words... As soon as you hear them, chances are you instantly conjure up images of tasty fried chicken and other KFC specialties. This short and sweet (or, more accurately, savory) slogan perfectly relates to the company's unique selling point and their desire to make tasty fast food that you eat with your fingers.KFC did run into some troubles with this tagline, however. When they released their Chinese campaign, they discovered "Finger-Lickin' Good" translated to "Eat Your Fingers Off"... Not quite the message they were aiming to express and a great example of why you need to take care when you write a campaign for a foreign audience! Bounty paper towels (made by Procter & Gamble) utilized a short and simple rhyming run of words in their famous slogan "Quicker Picker Upper" and have effectively run it for almost 50 years! This tagline's sing-song element is easy to remember and gives a positive feel to a mundane task (mopping up spills). What's particularly nice about this slogan is the ability to change and grow through its history, with variations including "The Quilted Picker Upper" and "The Clean Picker Upper" to correspond with the campaign of the moment... Although we still think the original version is the best. The Disney Company has always been associated with happiness and childlike wonder. Walt Disney World Resort's slogan definitely expresses the company's ethos of bringing joy by calling itself the "Happiest Place on Earth." Maybelline New York's ad agency definitely struck gold with this tagline created in the 1990s. Although it uses more words than many other successful slogan's song-like nature ensures its not easily forgotten. The agency changed Maybelline's tagline to "Make IT Happen" in February 2016. However, chances are that anyone who grew up with the original "Maybe She's Born With It, Maybe It's Maybelline" will still sing the little tune any time they think of the well-known cosmetics company. Rice Krispies are one of several cereal companies that are well known for having a prilliant and catchy slogan. These three simple words highlight the benefit of conciseness when it comes to creating a quality tagline, and by relating it back to the noise the cereal actually makes in the bowl perfectly ticks the Unique Selling Point slogan trade been "lovin'" since 2003 it expresses the company's emphasis on fast food that tastes great (even if it might not be the healthiest choice!). Red Bull might not "give you wings" in a literal sense, but their powerful and free. However, this particular company's slogan did get them in hot water when a consumer sued the company for false advertising when the drink did not, in fact, give them wings (or any additional energy beyond a standard cup of coffee). This lawsuit caused Red Bull to change their slogan slightly, so it should now read "Red Bull Gives You Wiiings" (with three "I" s). Eagle-eyed viewers might also notice a little disclaimer that now accompanies the Red Bull slogan to remind drinkers that Red Bull will not actually give you wings. Lay's "Betcha Can't Eat Just One" is one of the most well-known taglines in America and is 100% accurate when it comes to potato chips of all shapes and sizes! But while eating just one chip might be crazy, regardless of the chip brand, Lay's did well to catch the phrase before anyone else. The challenge in the tagline is also an effective way to pull customers in. Nobody can resist a challenge, just like nobody can resist munching on "just one" chip! The ad agency behind this compelling tagline was also responsible for Ruffle's potato chip slogan: "Ruffles Have Ridges." While not as successful, both Ruffles and Lay's campaigns won BBDO New York (the agency responsible) countless new contracts and globally recognized fame. Verizon's "Can You Hear Me Now? Good" catchline did brilliantly when it was released in 2002. For anyone too young to remember the early noughties, back in those days, cell phone signal was notoriously unreliable, and basically every phone call included at least one instance of a caller asking the other if they could hear. This campaign dealt with an everyday problem with a promise to provide a reliable, clear signal for callers. The umbrella tagline "We Never Stop Working For You" further emphasized Verizon's vision of providing better call service than its competitors (even if they may not have offered the most features). Although this particular slogan is probably resigned to history thanks to changing technology, meaning clear cell phone signal is a given these days, it was still a powerful ad in its day. State Farm Insurance has utilized several taglines throughout its history, including notable contributions such as "Get To a Better State" and "No-on Serves You Better." However, their most popular slogan took the form of a jingle that went: "Like a good neighbor, State Farm is there." This jingle, written by Barry Manilow, was stuck in the heads of television-watching Americans since it was first released in 1971. Securing it as one of the best slogans in history. Nike's "Just Do It" tagline and world-famous "swoosh" are instantly recognizable and seem to appear everywhere. Nike did really well with this message - enabling Nike to become a state of mind as much as an athletic apparel store. Nike's ads' inclusivity also encouraged a broader audience to combat the fear that you have to be athletic to get in shape or overcome an obstacle: Nike became a brand for the people. L'Oréal Paris' "Because You're Worth It" campaign sought to tap into women's desire to feel beautiful and special. By advertising their cosmetics and beauty products as something women deserve rather than something they need, this slogan provided a new outlook into what the beauty industry could be.Apple's "Think Different" and became synonymous with Apple products and the brand as a whole ever since. The goal behind Apple products was to change the world with new tech... And I guess we can argue they achieved this when they transformed the world of computing, then cell phones, forever. General Electric previously went under the tagline "We Bring Good Things To Life" until the new tagline, "Imagination at Work," was bought out in 2001. "Imagination at Work," was originally an internal theme in the General Electric workplace and paid homage to the history of being a company defined by innovation. Seeing as we've covered McDonald's and KFC, it would be amiss not to include Burger King... Particularly when they have an excellent slogan example. Burger King... Particularly when they have an excellent slogan example. tagline, emphasizing their USP as a fast-food chain that will enable you to get exactly what you want. Burger King has a few catchy taglines in their history: "Eat Like a King. Not a Clown" was a fun and competitive slogan that referenced Ronald McDonald. The "Quality Just Tastes Better" campaign also related to the light-hearted competitiveness between the various fast food brands. This is an advert you probably remember. Carlsberg's new option that it's "Probably Not the best beer in the world. So we've changed it" is possibly just as effective! In their new approach to 'honest' marketing, Carlsberg shares negative reviews of their old beer to showcase their new beverage in a fun way that's sure to go down in history as an ingenious strategy. M&Ms have a surprisingly fascinating history for a chocolate company. This candy's hard outer shell was initially designed to enable soldiers to transport and eat them during the war; so they could have a sweet treat without getting melted chocolate everywhere! The "Melts in your Mouth, Not in your Hand" slogan was coined in 1954 and paid homage to these carefully designed candies that don't make a mess. What would Vegas be if what happened there didn't stay there? What if New York slept? The best slogans are more than a few words... They conjure up images, memories, tastes, and emotions. From "America Runs on Dunkin' Donuts" to "The Happiest Place on Earth," the Nike "Just Do It" swoosh, or McDonald's "Lovin' It," the best slogan examples are timeless, catchy words and phrases that live on in our minds, even when the television is off