**BASIC STRATEGIES FOR CREATING A POWERFUL MARKETING SLOGAN**

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A slogan should be a statement of such merit about a product or service that is worthy of continuous repetitive advertising

Charles Whittier, the book “Creative Advertising”

A slogan is an advertising tag-line or phrase that advertisers create to visually express the importance and benefits of their product. [1] Having an effective business slogan can mean the difference between being very successful and having to close your business after a few months. Slogans have two basic purposes: to provide continuity to a series of ads in a campaign and to reduce an advertising message strategy to a brief, repeatable, and memorable positioning. Every day we see millions of messages and catchphrase everywhere from print media to online advertisements. Obviously, there are some slogans that we know by heart, but millions of them have come and gone that we hardly ever noticed. So, uncovering the basis rules for creating a memorable slogan is the main objective of our analysis. Below are the basic strategies we should use of in order to attract the customer’s attention to our goods or services.

**Give them a rhythm, rhyme, and ring**

A slogan longer than a single word should fulfill at least two of these three criteria: It should have a rhythm, it should rhyme, and it should have a ring to it. Slogans, whether read or heard, should be pleasing to the ear; rhythmic slogans are much more recognizable and memorable for later recall. You’ll get some bonus points for making the slogan into a jingle or song; studies show that words presented in a song are remembered significantly better than words presented in normal speech. [2] **Example:** “The quilted quicker picker upper” (Bounty).

**Highlight a key benefit**

The point of a slogan is to differentiate your product or brand from that of your competitors, while also underlining the company's general mission. If you have an advantage over your competitors, or if your product or service has a unique benefit, you need to use it. A slogan is the first impression for many potential consumers, so it absolutely needs to stress the company's worth. [3] **Example:** “Great taste, less filling” (Miller Lite).

**Explain the company's commitment**

If a company doesn't sell a unique product or service, the slogan still needs to differentiate the company from its competitors. Winning slogans often explain a company's dedication to its customers. Slogans devoted to customer service, especially ones that guarantee quality and satisfaction even at the company's expense, are well received by the public. So, if other companies sell the same products, you can’t do anything about it, but you can win the public over through trust and customer care. **Example:** “We're number two, so we try harder” (Avis).

**Make it memorable**

Slogans are usually based on 2 to 5 easy to remember words; long lines are hard to memorize, so the shorter the better. The message they leave and what picture they sketch in our minds when someone reads, hears or simply ‘sees’ a slogan is crucial. Here is an example: “Good to the Last Drop”. It is simple, catchy, short and easy to remember and it perfectly defines the brand. Another example: “Beanz Meanz Heinz” (Heinz).

**Keep it short**

Slogans should never be longer than a sentence and ideally should be between six to eight words. If it is longer than a sentence, it will become jumbled and ultimately forgettable, unless it rhymes or has an accompanying jingle. Brevity lends itself to memorability, which is the primary goal with slogan writing, so limit any and all slogans to a sentence or less. **[3] Example: “**Think different” (Apple).

**Be creative**

At this point, you want to start playing around with the words and word order to come up with something new and creative that describes your product's benefits. Add some action verbs to the keywords to give your tagline impact. [3] Examples: “Grab life by the horns” (Dodge), “Digitally Yours” (Samsung), “When it pours, it reigns” (Michelin).

**Keep It Simple**

**A logo is only effective if the 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 cannot be more than one sentence,** and complicated words such as “olfactory” should be avoided. [4] Simple slogan: “Just Do It” (Nike). A slogan that is not simple enough: “Selling the Highest Quality Organic & Natural Products” (Whole Foods). Another example: “Your vision. Our future” (Olympus).

**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 makes fun of the usual “since such a year” slogan and claims 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. **So, making a joke or two when writing a slogan is something 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] Another example: “Let your fingers do the walking” (Yellow Pages).**

**Stay honest**

When writing a slogan, it's extremely easy to get carried away; however, it's imperative that the slogan accurately reflects the business. In other words, hyperbole should be avoided. Phrases like “The No. 1” or “The best in the business” are untrue and generic, and a big turn-off to consumers. Instead, be realistic, and find a clever but real way to emphasize your company's benefits. **[4] Example:** “It's everywhere you want to be.” (Visa)

**Some Well-Known Business Slogans**

## De Beers: “A Diamond is Forever” is not just a famous advertising slogan created in 1947; it was also used as the title of a James Bond film, “Diamonds are Forever” and the theme song from the film. The phrase remains popular, frequently used by jewelers and other retailers as a generic slogan. [5]

## Nike: “Just Do It” is a slogan created in 1988 for sporting-goods manufacturer Nike. In a mini-case study “Nike's 'Just Do It' Advertising Campaign,” the Centre for Applied Research reported that Nike was able to increase its share of the domestic sports-shoe business from 18 percent to 43 percent, and from $877 million in worldwide sales to $9.2 billion between 1988 and 1998. [5]

## Apple: Computer manufacturer Apple's 1997 slogan “Think Different” helped to re-establish Apple's reputation for innovative, creative products, which had been diluted in earlier years. [5]

## In conclusion we should say that it is quite a challenging job to write a memorable slogan what will stand out and catch the customer’s attention, but it appears a feasible task. If we follow certain rules that have been uncovered in the process of our analysis, we are sure to be able to produce a short, simple, funny and creative slogan that will stick into people’s mind and make a success of our businesses.

## LITERATURE

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