



Post-Training Support

Create a Business or Advertising Slogan

A slogan is a catchy one or two line phrase associated with a product, campaign or business.

Decide what you want your slogan to communicate.

Ask yourself and answer these questions.

- Who are your customers?
- What benefits do you give your customers?
- What feelings do you want to evoke in your customers?
- What action are you trying to generate from your customers?
- How are you different from your competition?

Brainstorm

- Gather slogans from other companies and brands.
- Write them on index cards or individual slips of paper.
- You are looking at others' slogans only to generate ideas.

Sample Slogans:

- Barak Obama: "Obama '08"
- Burger King: "Wake up with the King."
- Taco Bell: "Think Outside the Bun"
- Alka Selzer: "Plop plop, fizz, fizz, oh what a relief it is."
- Johnson's Baby Shampoo: "No more tears."
- M&M's: "Melts in your mouth, not in your hands."
- Milk: "Milk. It does a body good."

Research your competitors' slogans.

Consolidate your list.

- Select the ones that you think have the best potential.
- Try to reduce longer slogans to fewer words.



Post-Training Support

Choose the one best slogan.

You should be left with a short list of possibilities. To pick the single best slogan, get others' opinions. If you have some funds budgeted for slogan development, work with a market research firm to test the slogans with your customers.

You can also conduct informal research. Encourage people to take the survey through your Website. If you have direct contact with customers, ask them what they think. Give them an incentive to help you, such as a discount or small freebie.

When you are finished, you will have a slogan that will help your business thrive.

Notes