

What Is A Slogan?

A slogan is a brief and indelible phrase that encompasses an offering's appeal.

Slogans are always defined as "short and brief". There exists a psychological rationale for this – it is believed that it takes almost 7 seconds to form a first impression. Short-term memory is shorter than you think! Therefore, slogans ought to be "short and brief".

The next part of the definition terms slogans as an "indelible phrase". This is because slogans are meant to be memorable and catchy. The indelible element may be through the way of a rhyming scheme or humour or pop-culture references, etc.

What element suits your brand perfectly will be discussed further in the article, but alongside it is important to note that catchy slogans are the only slogans that can survive. Surely no brand would want to have disastrous slogans like :

"Sitting on faces since 2001" by Sunglass Shack

"Good luck" by Uzbekistan airlines

"The more you play with it, the harder it gets" by SEGA

Purpose Of A Slogan

Slogans are not merely a group of catchy words; they are a strategic attempt at creating a persuasive image in the minds of the consumers. The basic purpose of a slogan is to sell a product/service. purpose of a slogan is to act as a shadow identity of a brand and promote a specific product/service.

A genuinely successful slogan will act not only as a benefit to your brand but it is also a long-term commitment. It is like the DNA of your brand. It imbibes the ideals of the related product/service and portrays the same to customers as well as employees. It aims to increase sales of your product. Slogans aim to reach out to customers on an emotional level. They relate to day-to-day situations for the target audience.

Brand slogans promote a product/service as well as a campaign for a range of products and services. Slogans aim to reveal more about your company, especially through more

information about your pricing strategy, services or what customers may look forward to. In other cases, the slogan may reveal even more, for instance – a technology company slogan would emphasize its differences or a shoe company may encourage consumers to reach for their goals. The purpose of these slogans is to build a brand identity that sets the company apart, inviting consumers willing to experience the benefits of that brand.

Another important function of a slogan is to position the brand in the minds of customers most desirably and advantageously. Why is this positioning important? Positioning sets apart a brand from others. In today's times, it is not only the brands that possess the power to change the market, but it's also the consumers. A slogan is the best way to clarify to the consumer, "this is who we are, this is what we sell and/or this is why we are the perfect choice for you!" Your slogan must give the customers a reason to bother to notice your brand.

The basic aims of a slogan

1. Creates positive imagery about your product
2. Promotes a campaign for not only a single product but a range of products
3. Compels the audience to 'stop-and-think'
4. Makes your brand stand out from the clutter
5. Increases demand for your product

Example of Ad slogan

Put it on, put it on him. (Durex).

If you drink, don't drive (DGT).

Because I'm worth it. (The real).

Be Water, my friend. (BMW X3).

Quality is not expensive. (Lidl).

Red Bull gives you wings. (Red Bull).

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