

Types Of Slogans

Business Slogans :

Business slogans emphasize the features that set your business apart from your competition. They are also informational. For instance:

KFC – “Finger-lickin’ good”

Carlsberg – “Probably the best beer in the world”

They showcase the distinct value proposition of the business in order to convey to people your brand’s stance, whether it be trust, revolution, perfection and etc. For instance, the following slogans portray empowerment and confidence:

Pantene slogan – “Always camera ready”

Zara slogan – “Love your curves” (England and Spain⁹ of my

Advertising Slogans

Advertising slogans emphasize on a particular product or service that has been part of an ad campaign, instead of focusing on the overall business.

It aims to create associations between the product’s usage experiences and the benefit that the customer may receive after purchase. For instance, the following slogans portray how your experience would be after you either purchase or engage with the company’s product:

Coca-Cola – “Open happiness”

Ajax – “Stronger than dirt”

Frooti – “Fresh and juicy”

Descriptive Slogans

As the name suggests, descriptive slogans build an image of the work your business actually does. It is an excellent choice if you wish to distinguish your business from other competitors. Popular examples include:

Diary milk – “A glass and a half in every half-pound”

Paul Masson – “We will sell no wine before its time”

Descriptive slogans are specifically more useful for brands with non-descriptive names. But as discussed above, slogans have to be short, precise and crisp. Therefore, even if you chose to go with a descriptive slogan do not create a generic and boring one.

Commanding Slogans

Commanding slogans very briefly put, are powerful. They carry enough weightage to persuade any consumer to take action. If successfully crafted, these slogans can convince consumers to make purchases. Popular examples includes:

Nike – “There Is No Finish Line”

Gatorade – “Is it in you! ?”

Persuading Slogans

Persuasive slogans stress on why a consumer should opt for your particular product/service. You’ve got to make your case before your consumers through this kind of slogan. Convey to them why YOUR business is trustworthy and will help with their problems. A persuasive slogan hits the head right on the nail, more like a selling statement. Examples given below may help you understand better:

L’Oreal – “Because you’re worth it”

Kit-Kat – “Have a break, have a kit-kat”

Creative Slogans

Brands that develop a creative slogan, essentially raise the bar to a new level. Creative slogans, more often than not, make use of a literary device to enhance recall and response from consumers. Creating a creative type of slogan may be harder than it looks because along with thinking outside the box, you have to avoid overwhelming the consumers with something that might go over their heads.

Maybelline – “Maybe she’s born with it, maybe its Maybelline”

Meow Mix – “Tastes so good, cats ask for it by its name”

Ticks to create a good slogan

1. Highlight your strengths compared to the competition. For example, My cleaning company is unmistakable because we put you in contact with staff who are less than 1 km from your home.
2. Start with a verb or imperative. For example, Eat, do, dream, turn, etc.
3. Do not exceed eight words.
4. Few words and few syllables. Using few words with many syllables or many words with few syllables is recommended when remembering a slogan . For example, instead of saying “Modernly memorial” you can say: “since always modern” . You say the same thing, but it is easier for your client to remember.
5. Easy to pronounce.
6. Use concrete words. Be clear that the slogan is a conclusion, not a creative concept. It is the amen of the sentence that is the logo.
7. Avoid phrases like “With your feet on the ground” or “the sun rises for everyone.” Trite phrases like these say nothing to our consumer.
8. Make the brand rhyme with the slogan. The technique called embedded branding.