

Advertising Slogans and Persuasive Language Worksheet

A slogan is a short, catchy and memorable phrase used in advertising. To make sure they are memorable, slogans should be simple and convey something important about the product or brand.

Matching Brands with Their Slogans

In the table below, write the name of the brand that matches each slogan.

Brand Bank:

Maybelline	Hungry Jacks
NAB (National Australia Bank)	McDonalds
Toyota	Red Bull
Sukin	Aldi

Slogan	Brand Name
I'm lovin' it.	
The burgers are better...	
Maybe she was born with it...	
More than money.	
Oh, what a feeling!	
Gives you wings.	
Good Different.	
Skincare that doesn't cost the earth.	

Types of Language in Slogans

To make them memorable, slogans use a few types of language. Some of these include:

- Repetition
- Alliteration
- Figurative language
- Colloquial language
- Puns

Repetition is the use of the same word or phrase to emphasise a point. Just like when your parents say something multiple times so it 'sinks in', advertisers use repetition to make their product and its purpose really clear to consumers.

1. Complete the slogan 'Maybe she was born with it, maybe it's _____'.

2. Which word is repeated in this slogan?

3. How does the repetition of this word fit with the brand and what it is trying to achieve?
Hint: think about how people often want makeup to look natural, and also how the word 'maybe' connects to the brand name.

Alliteration is a particular type of repetition, when words beginning with the same letter or sound are used in quick succession. They may not be directly next to each other in a phrase, but the repeated sound is obvious. For example: The cool kids were kicking around a can of cola.

4. How does having a repeated sound make a slogan memorable?

5. There are two slogans that use alliteration in the table you completed earlier. What are they?

Figurative Language is a broad term including any language that isn't literal or 'real'. Many of our expressions use figurative language, like 'I laughed my head off' or 'My heart broke'. Figurative language helps us to express feelings in a way that is symbolic.

6. Which slogan in the table above uses figurative language to express a feeling of lightness and freedom?

Colloquial Language is a technical term referring to the everyday language we use when we speak. Colloquial language is less formal than normal written language and may include abbreviations.

7. Why might slogans use colloquial language?

8. Which fast food slogan uses colloquial language?

Puns involve the deliberate use of a word with more than one meaning. Often this is referred to as a 'play on words' and these types of jokes make us laugh and/or roll our eyes. In advertising, puns can help to reveal more than one element of the brand in a short space of time.

9. The slogan 'Skincare that doesn't cost the earth' is an example of a pun. Which word has two meanings in this slogan?

10. Explain the two meanings of this word, and why this makes an effective slogan for the brand.

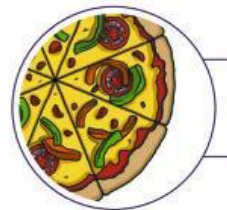
Writing Slogans

Now it's time to have a go at writing slogans of your own! Aim to use some of the techniques you have explored earlier to make your slogans as engaging and memorable as you can.

You can choose existing brands and products, or for an extra challenge you could try to come up with your own.

Slogan 1- Food

- a. What type of food is it?



- b. Outline its main selling point. For instance, is it healthy? Fast? Convenient?

- c. Suggest a key word you might use to describe the product.

- d. Using your ideas recorded in questions a-c, come up with a slogan for your food product. Aim to use some of the language devices outlined in the previous pages.

Slogan: _____

Slogan 2- Drink

- a. What type of drink is it? Milk? Soft drink? Describe its flavour if it is not an existing drink.

- b. Outline its main selling point. For example, whether it quenches thirst, fills you up, gives you energy or calms you down.

- c. Suggest a key word you want to use to describe the product.

- d. Using your ideas recorded in questions a-c, come up with a slogan for your beverage. Aim to use some of the language devices outlined in the previous pages.

Slogan: _____

Slogan 3- Holiday Destination

- a. Where is it? You might choose to advertise a whole state (e.g. Queensland) or a specific place (e.g. Forster).

- b. Describe the type of holiday people would have there. List some activities/ key selling points of this location.



- c. Suggest a key word you want to use to describe the destination.

- d. Using your ideas recorded in questions a-c, come up with a slogan for your holiday destination. Aim to use some of the language devices outlined in the previous pages.

Slogan: _____

Slogan 4- Supermarket

- a. What is the name of your supermarket?

- b. Outline the type of products in which your supermarket specialises. Is it known for low prices, variety, gourmet brands, fresh produce?

- c. Suggest a key word you want to use to describe the brand.

- d. Using your ideas recorded in questions a-c, come up with a slogan for your supermarket. Aim to use some of the language devices outlined in the previous pages.

Slogan: _____



Extension Activity

Select your favourite slogan from the four that you wrote above. Write a short advertisement for the product, using your slogan at least once in the advertisement (usually slogans come at the end).

You may use the following structure to organise your advertisement:

1. Problem, issue or gap that your product solves. You may frame this by using a rhetorical question (e.g. Have you ever felt? What do you love about...?)
2. Introduce the product and brand.
3. Explain the advantages of the product by drawing on the main selling points you wrote above. Remember to use persuasive language to sell this confidently e.g. always, definitely, a must-have product/must-see location.
4. Offer a call to action. This may be something like 'Get yours today' or an invitation to learn more via a website.
5. End with the slogan.

Optional step: Create your advertisement in your preferred format. This might be a print advertisement (for a magazine, billboard or newspaper), a script for a radio advertisement or a brief TV commercial.

Remember that whichever format you choose, your advertisement should be clear, direct and engaging.