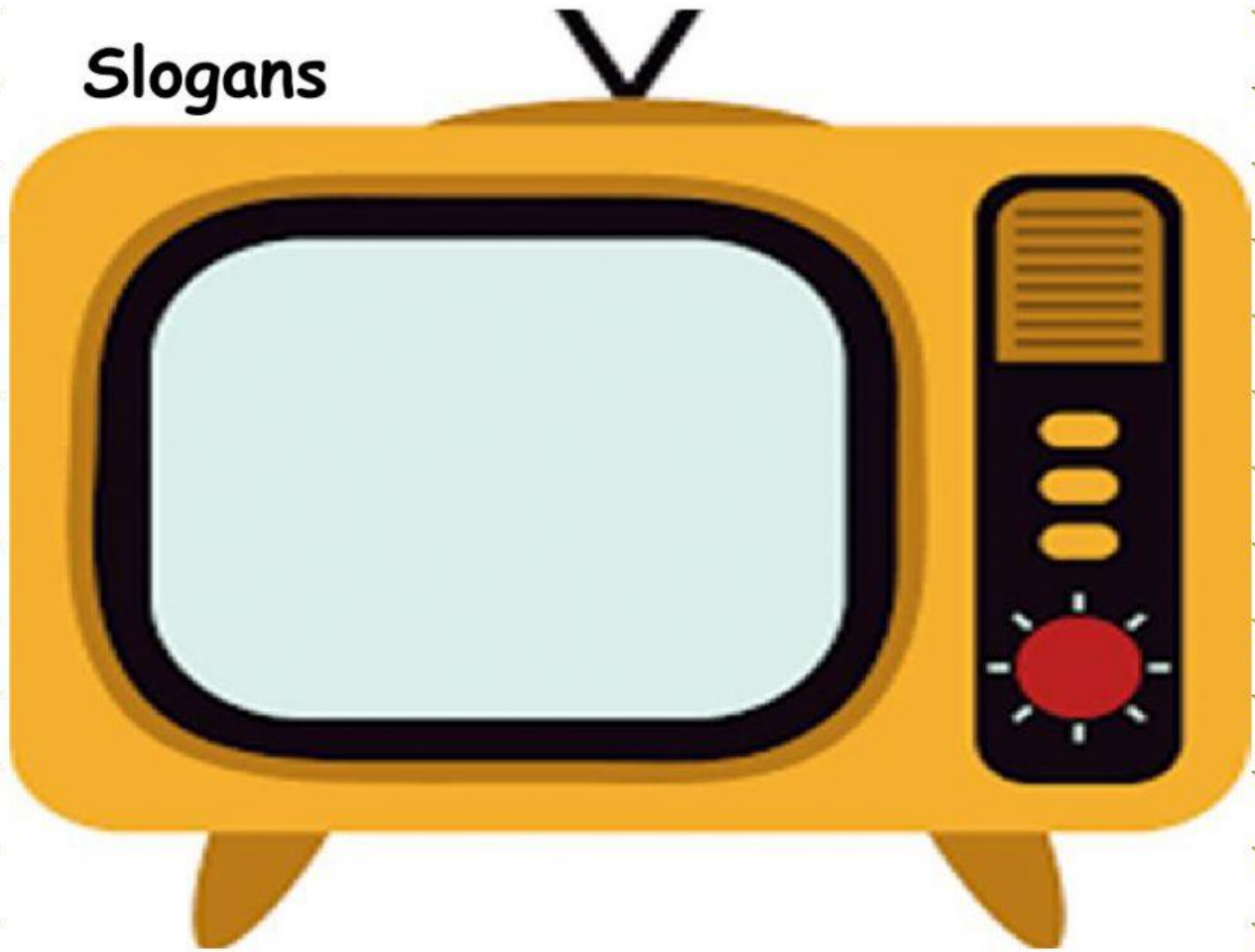


## Slogans



What's the power of taglines?

- a) You can remember a company when listening to few words.
- b) You buy their products without a second thought.
- c) You can immediately associate products and brands.

Slogans succeed when.....

- a) people buy more products.
- b) they are memorable.
- c) a company becomes richer.

Slogans talk more about.....,  
rather than the product itself.

- a) the hidden characteristics of the product
- b) the way it benefits people
- c) the way the product makes people feel

Great taglines say something \_\_\_\_\_  
about the product.

<https://www.youtube.com/watch?v=QTI6xUFxyOY>