

slogan brand image claim rhyme endorsement unique

- 1 A _____ has to be a short and easy to remember sentence or it doesn't work.
- 2 This is an excellent _____. People have been using their products for over 15 years.
- 3 I love poetry that uses _____. I think it's very clever.
- 4 This laptop is only made by one company and it has software that no other laptop has.
It's _____.
- 5 A lot of food companies are now using doctors and other health specialists
for _____.