



## Slogans

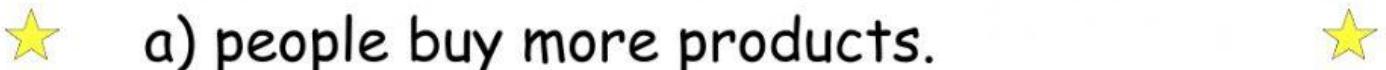


What's the power of taglines?

- 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.



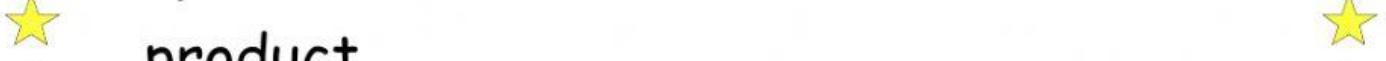
Slogans talk more about.....,



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.

