

Riger

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Test Your Slogan Savvy

What are slogans? They're those pithy advertising signatures that say something about a company, its products, its reputation, its standards, etc. Usually comprised of just a few simple words, slogans take on increased importance when they achieve recognition on their own.

Some slogans are created to establish a certain image for a company. Known as institutional slogans,

they are long-term signatures, not often subject to change. Hard-sell slogans, on the other hand, relate to specific products. They usually promote a unique feature or competitive advantage and are more frequently changed based on the positioning of the product. Slogans can also be combined with music to form memorable jingles.

Remember these?

Match these slogans...

1. Your bank for all reasons
2. Smart. Very smart.
3. I love what you do for me
4. You can be sure if it's...
5. We bring good things to life
6. Image is everything
7. The heartbeat of America
8. Run for the border
9. A breed apart
10. You're going to like us
11. We love to fly and it shows
12. If it's out there, it's in here
13. It does a body good
14. Just do it
15. Solutions for a small planet

...With the companies that made them famous

- A. Canon
- B. Milk
- C. TWA
- D. Nike
- E. Delta
- F. BSB Bank & Trust
- G. Yellow Pages
- H. IBM
- I. Magnavox
- J. Merrill Lynch
- K. General Electric
- L. Toyota
- M. Taco Bell
- N. Westinghouse
- O. Chevrolet

Answers

1. (F) 2. (I) 3. (L) 4. (N) 5. (K) 6. (A) 7. (O) 8. (M) 9. (J) 10. (C) 11. (E) 12. (G) 13. (B) 14. (D) 15. (H)

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