

# SloganMaker

A service of Adslogans.com  
Tel: 44(0)20-8668-8888  
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This questionnaire serves as a prompting device to help organise your thinking when developing a new slogan yourself.

- Step 1 - Describe your concept
- Step 2 - Complete the advertising slogan development checklist
- Step 3 - Observe the planning guidelines
- Step 4 - About your product or service
- Step 5 - Identify the key benefits
- Step 6 - Review competitive situation
- Step 7 - Determine your preferred style of slogan (check the boxes)
- Step 8 - Assemble your preferred lines and rewrite

## Step 1 - Describe your concept

In your own words what's your brand all about?

## Step 2 - Complete the advertising slogan development checklist

State the name and category of the brand.

Item	Your comments
Brand category (eg Soft drinks)	
Brand name (Coca-Cola)	
Other names used (eg Coke, Diet Coke)	
Current line/s in use (eg 'Enjoy Coca Cola')	
Previous lines used, if any (eg 'Coke is it!', 'It's the real thing,'etc)	

## Step 3 - Observe the planning guidelines

Who do you need to reach, who is your target audience?

What is your brief? What do you want to achieve through advertising?

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What is your strategy? How do you propose to achieve your advertising objective?

What is your core message to your audience?

What is the desired outcome of this advertising brief?

## Step 4 - About your product or service

Describe it in 25 words or less.

What is its history?

Have there been any changes introduced or proposed recently?

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## Step 5 - Identify the key benefits

Fill in the blanks to produce a clear statement:

(Brand name) \_\_\_\_\_ is a (description) \_\_\_\_\_

that provides (audience): \_\_\_\_\_

with (features): \_\_\_\_\_

so as to deliver (benefits): \_\_\_\_\_

It differs from its competition because (something that's missing from above):

## Step 6 - Review competitive situation

Competitive brands  
(eg Pepsi, Dr Pepper's, Virgin)

Competitive lines used  
(eg Say Pepsi, please!,  
The unreal world of Virgin  
Cola)

Media to be used       TV       Print       Outdoor  
                                  Radio       Website       Other:

Expected life of line       Short-term -- up to one year  
                                  Medium-term -- one to two years  
                                  Long-term -- over two years

Translation into other languages needed?       No  Yes

If yes, which? \_\_\_\_\_

Current Line Idea  
Something like...:

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## Step 7 - Determine Preferred Slogan Style:

Message style preferred (Check the box if interested in the style)

### Command/instruction

Practical/Do	<input type="checkbox"/>	See the USA in your Chevrolet
Practical/Don't	<input type="checkbox"/>	Don't leave home without it. (AmEx)
Whimsical	<input type="checkbox"/>	Reach out and touch someone. (AT&T)
Fantasy	<input type="checkbox"/>	Float away with Aero. (chocolate bar)
Metaphor	<input type="checkbox"/>	Put a tiger in your tank. (Exxon/Esso)

### Reassurance

Comment	<input type="checkbox"/>	A beer you'll never forget. (Elephant)
Commitment/We	<input type="checkbox"/>	We keep your promises. (DHL)
Feelings	<input type="checkbox"/>	As time goes by, you'll be glad you chose NPI.(pensions)
Fear/threat	<input type="checkbox"/>	Fire. If you don't let it start, you won't have to stop it.

### Question

Reminder	<input type="checkbox"/>	Got milk?
Reminiscence	<input type="checkbox"/>	Have you forgotten how good they taste?(Kellogg's)
Challenge	<input type="checkbox"/>	Why fool around with anyone else? (FedEx)
Open	<input type="checkbox"/>	Where do you want to go today? (Microsoft)
Closed	<input type="checkbox"/>	Have you had your Weetabix today?
Rhetoric	<input type="checkbox"/>	Who else? (Müller yoghurt)
Choice	<input type="checkbox"/>	Why have low calories when you can have no calories? (Natrena sweetener)

### Rationale

Reassurance	<input type="checkbox"/>	Because I'm worth it. (L'Oréal)
Conscience	<input type="checkbox"/>	Because it matters. (Persil)
Logic	<input type="checkbox"/>	I think, therefore IBM
Money	<input type="checkbox"/>	Engineered to save you money. (VW Golf)
Time	<input type="checkbox"/>	The less time aboard, more time abroad. (Le Shuttle)
Standards	<input type="checkbox"/>	Anything else is a compromise. (Miele)
Quality	<input type="checkbox"/>	Big car quality in a small car. (Mercedes Benz A Class)
Service	<input type="checkbox"/>	We try harder. (Avis)
Best	<input type="checkbox"/>	Say yes to the best. (Del Monte)
Aspiration	<input type="checkbox"/>	The magazine for the girl who wants it all. (Eva)
Image	<input type="checkbox"/>	What's your furniture saying about you? (Ikea)

### Warning

Conditional	<input type="checkbox"/>	If you don't see the Kellogg's name on the box, it isn't Kellogg's in the box.
Do	<input type="checkbox"/>	In poor daylight, be seen. Use headlights
Don't	<input type="checkbox"/>	Don't drink and drive. Don't drink and die.

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Observation	<input type="checkbox"/>	You only get one chance to make a first impression.(Head & Shoulders)
<b>Can it be memorable? Does it recall the brand name?</b>		
<b>Rhyme</b>		
With brand	<input type="checkbox"/>	See the world today ... ask for Chevrolet.
Not with brand	<input type="checkbox"/>	A Mars a day helps you work, rest and play.
<b>Pun</b>		
With benefit	<input type="checkbox"/>	The best way of expressing your intelligence (Zenith Data Systems)
Based on brand	<input type="checkbox"/>	Haart is where your home is (estate agency)
<b>Observation</b>	<input type="checkbox"/>	Alarmed? You should be. (Moss Security)
<b>Alliteration</b>	<input type="checkbox"/>	Fila. Functional... Fashionable... Formidable
<b>Humour</b>	<input type="checkbox"/>	People stay with us without any reservations (Days Inn)
<b>Imitation</b>	<input type="checkbox"/>	It's good to walk. (Freephone Solutions) (vs. BT -- It's good to talk.)
<b>Coined word(s)</b>		
With brand	<input type="checkbox"/>	Nefficiency. (Neff)
Without brand	<input type="checkbox"/>	Legendairy (Ben & Jerrys)
<b>Fads</b>		
One word	<input type="checkbox"/>	Bravo! (Spain)
Three words/ideas	<input type="checkbox"/>	Air France: New. Fast. Efficient.
<b>Identify yourself</b>		
Sophistication	<input type="checkbox"/>	For those who prefer to be scene and not herd. (Italia Classics-fashions)
Age group	<input type="checkbox"/>	Exclusively for people over 50. (Saga Insurance)
Preference	<input type="checkbox"/>	For people who love coffee but not caffeine. (Sanka)
Discernment	<input type="checkbox"/>	For the few who know the difference. (Lotus cars)
<b>Can it include a key benefit? - Product attributes</b>		
Flavour	<input type="checkbox"/>	Good to the last drop. (Maxwell House)
Longevity	<input type="checkbox"/>	Feel the tingle longer. (Scope mouthwash)
Uniqueness	<input type="checkbox"/>	The one .. and the only! (Sugar Bowl Bakery)
Design	<input type="checkbox"/>	Designed to fit like a glove. (K Shoes)
Capability	<input type="checkbox"/>	It's amazing what a dash can do. (Tabasco)
<b>Benefits</b>		
	<input type="checkbox"/>	The fun develops instantly. (Polaroid)
	<input type="checkbox"/>	Takes the 'lug' out of luggage. (Karry-Lite)
<b>Can it differentiate the brand?</b>		
<b>Differentiation</b>		
Price/cost	<input type="checkbox"/>	Compaq costs you less than cheaper computers

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Service	<input type="checkbox"/>	Our aim is 100% customer delight. (Kwik Fit)
People	<input type="checkbox"/>	Know us by our people. (Lehman Brothers)
Experience	<input type="checkbox"/>	Unrivalled since 1850. (Levis)
Responsiveness	<input type="checkbox"/>	When our customers talk, we listen. (Seeboard)
New category	<input type="checkbox"/>	The Uncola. (7 Up)
<b>Can it impart positive feelings?</b>		
<b>Popularity</b>		
World	<input type="checkbox"/>	The world's best selling portable computers. (Toshiba)
Country/region	<input type="checkbox"/>	Britain's best loved tea. (PG Tips)
Category	<input type="checkbox"/>	Everyone's favourite cookie. (Maryland)
<b>What we do for:</b>		
The world	<input type="checkbox"/>	We bring good things to life. (General Electric)
People	<input type="checkbox"/>	You're amazing. We want you to stay that way. (BUPA medical Ins)
Young people	<input type="checkbox"/>	Helping young people to succeed. (Prince's Trust)
Older people	<input type="checkbox"/>	Delays the signs of aging. (L'Oréal Plénitude)
Mothers	<input type="checkbox"/>	Kid-tested, mother-approved. (Kix cereal)
Kids	<input type="checkbox"/>	The book club for children. (Discovery)
Handicapped	<input type="checkbox"/>	For people with cerebral palsy. (Scope)
Environment	<input type="checkbox"/>	For the planet. For people. (Friends of the Earth)
<b>Can it be strategic?</b>		
Corporate	<input type="checkbox"/>	Disease has no greater enemy. (Glaxo/Wellcome)
Brand	<input type="checkbox"/>	When it absolutely, positively has to be there on time. (FedEx)

## Step 8 - Assemble Your Preferred Lines & Rewrite

A new idea often blasts off when you put an old idea on the launching pad and adjust the settings. How would this work if it were that...?

Copy and paste the lines you have selected onto a fresh page then rewrite each line to suit your needs. For example:

Preferred lines:		
Three words/ideas	<input checked="" type="checkbox"/>	Air France: New. Fast. Efficient
People	<input checked="" type="checkbox"/>	You're amazing. We want you to stay that way. (BUPA medical ins)

Imagine you were developing lines for Kickers chocolate bars.

### Rewrites:

#### Choice:

Three words/ideas	<input checked="" type="checkbox"/>	Air France: New. Fast. Efficient
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#### Rewrite:

Kickers	<input type="checkbox"/>	Tradition. Quality. Taste.
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#### Choice:

People	<input checked="" type="checkbox"/>	You're amazing. We want you to stay that way. (BUPA medical ins)
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#### Rewrite:

Kickers	<input type="checkbox"/>	You're discerning in all you do. So let Kickers be your reward.
OR	<input type="checkbox"/>	You're discerning. So Kickers is your reward.
OR	<input type="checkbox"/>	You're picky. Your reward is Kickers.

Good luck!