



HOW TO
**CREATE THE PERFECT
BRAND TAGLINE**



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“The most important thing to remember is you must know your audience.”

Lewis Howes

The Most Recalled Brand Taglines

Nike: Just do it!

McDonald's: I'm lovin' it.

Burger King: Have it your way.

M&M's: Melts in your mouth, not in your hand.

California Milk Processor Board: Got milk?

Subway: Eat fresh.

Campbell's Soup: Mmmm-mmm good!

Allstate: You're in good hands with Allstate.

Taco Bell: Think outside the bun.

BMW: The ultimate driving machine.

Types of Brand Taglines

Imperative

Imperative taglines is a command, action, or direction that usually starts with a verb.

YouTube	Broadcast yourself
Nike	Just do it
MINI Cooper	Let's motor
Bausch + Lomb	See better. Live better.
Apple	Think different
Toshiba	Don't copy. Lead.
Virgin Mobile	Live without a plan
Unstuck	Live better everyday
Crocs	Feel the love
Coca-Cola	Open happiness

Descriptive

Descriptive taglines describe the service, product, or brand promise.

TOMS Shoes	One for one
TED	Ideas worth spreading
Ashoka	Everyone a changemaker
Philips	Innovation & You
Target	Expect more. Pay less.
Concentrics	People. Process. Results.
MSNBC	This is who we are
Ernst & Young	Building a better working world
Allstate	You're in good hands
GE	Imagination at work
Nature Conservancy	Protecting nature. Preserving life.

Superlative

Superlative taglines position the company as the best or top of their category.

DeBeers	A diamond is forever
BMW	The ultimate driving machine
Lufthansa	Nonstop you
National Guard	Americans at their best
Budweiser	King of beers
Adidas	Impossible is nothing

Provocative

Provocative taglines are thought-provoking or ironic. Frequently in the form of a question.

Verizon Wireless	Can you hear me now?
Microsoft	Where are you going today?
Mercedes-Benz	What makes a symbol endure?
Dairy Council	Got milk?

Specific

Specific taglines define and reveal the business or products.

The New York Times	All the news that's fit to print
Olay	Love the skin you're in
Volkswagen	Drivers wanted
eBay	Happy hunting
Skittles	Taste the rainbow

6 Steps to Write The Perfect Tagline

1 Get Inspired

The first step is to get inspiration from the taglines of other brands.

Specifically, those who are using the same tagline type as yours.

Pay close attention to how you feel when you see the words, and when you hear them.

Do you instantly know what the brand does and what it stands for? Is it memorable?

Take a look at your competitors' taglines, and think about how you can differentiate yourself from them.

4 Condense

Take the paragraphs you wrote and combine and consolidate them down into a single sentence or two.

The goal is to distill the core of what you're trying to say. Aim for 2-3 options.

Option 1: _____

Option 2: _____

Option 3: _____

5 Refine

Now it's time to tighten up and polish these sentences even more.

This is the toughest part. Continue working with your team all along the way. The collaborative environment will help you flush out the unnecessary words that are not supporting the tagline.

Once again, try to narrow your options down to 2-3 well-refined, short, but powerful taglines.

Option 1: _____

Option 2: _____

Option 3: _____

6 Test

Finally, it's time to test out your tagline.

Show your taglines, and speak them to your employees and customers.

Pay attention to what resonates with them, how they respond, and if there are any unexpected associations people make.

Notes section with horizontal lines for writing.

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