

Selecting the Slogan

Corby, SF Bay Area



We need a catchy slogan. Sometimes it helps to look at established work for inspiration. When you look at these slogans, notice how they evoke the companies or products that they represent. While short, each slogan drives straight to the heart, the center, the essence of the product, and leaves you thinking about it. See if you can learn from the slogans below and come up with a something that says that this product surpasses its peers.

- Tested by dummies, driven by the intelligent
- Bad news for tooth fairies
- It's good not to be home
- The champagne of ginger ales
- Fanatical about film
- Just add children
- Life is hard. Don't go soft
- For people who love chips but hate cooking
- For hair so healthy it shines
- There's no better way to fly
- I can't believe I ate the whole thing!
- Made from the best stuff on Earth
- The make-up of make-up artists
- A little dab'll do ya
- Connecting people