

Slogan Solution

Find the products that match the slogans. The products are somewhat modern (last 30 years) rather than contemporary with the show in order to lessen the amount of Googling required.

The phrase “the heart, the center, the essence of the product” suggests looking for the middle of something. And that's just what you do. Find the middle letter of each product.

Middle Letter	Product	Slogan
L	Volvo	Tested by dummies, driven by the intelligent
E	Listerine	Bad news for tooth fairies
A	Hyatt	It's good not to be home
D	Canada Dry	The champagne of ginger ales
E	Odeon	Fanatical about film
R	Fisher Price	Just add children
O	Samsonite	Life is hard. Don't go soft
F	Tefal	For people who love chips but hate cooking
T	Pantene	For hair so healthy it shines
H	Lufthansa	There's no better way to fly
E	Alka Seltzer	I can't believe I ate the whole thing!
P	Snapple	Made from the best stuff on Earth
A	Max Factor	The make-up of make-up artists
C	Brylcreem	A little dab'll do ya
K	Nokia	Connecting people

The answer is LEADER OF THE PACK