

THE PECULIARITIES OF AN ADVERTISING SLOGAN

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Everybody is influenced by advertising. Marketing has become a very important and influential science. Today we can't really buy any goods if we don't know the brand. And actually, we can't buy goods if we haven't seen any ads of them.

Basically the main purpose of marketing is the spread of information about the product.

Mind of every buyer has certain peculiarities. A lot of people are easily influenced by advertisements and slogans, but some people are very strong and experienced because they weigh the pros and cons of their purchases.

In order to make your brand more popular, there is a special place for an advertising slogan. An advertising slogan is a short, memorable group of words used in advertising campaigns [3]. Advertising phrases are means of drawing attention to some distinctive features of a product.

Some slogans are created just for specific limited-time campaigns; others are intended as a corporate slogan and are created to be used for extended periods. Some advertising slogans are memorable for many years.

According to L. Podorozhnaya, to be effective an advertising slogan:

1. should be short and memorable

The shorter your slogan, the faster people will memorize your company. Short slogans are more dynamic. It means that short phrases can excite buyers and make them think about the meaning: “*Nissan – Shift expectations*”, “*Honda – The power of dreams*”, “*KIA – The power to surprise*”.

2. should be original and creative

Original and creative slogans always sink into the mind. If your slogan is too simple and is not original, it is unlikely to attract consumers' attention. And if it is full of creativity, it can help your product to stand out among other similar products: “*Mercedes – The best or nothing*”, “*Land Rover – Go beyond*”, “*Harley Davidson – There is nothing on the road like it*”.

3. should be compliant with the brand product

When a company creates an advertising slogan, it thinks about the establishment of the image that will affect the public. A slogan should call for action: “*Just do it*” (*Nike*). Some companies create an impression that only with this brand we will be able to comprehend impossible things and to act: “*Impossible is nothing*” (*Adidas*). A good slogan must assure consumers of the necessity of using this company's product because it is this company that ensures comfort and the best service: “*Doing what we do best*” (*American airlines*), “*If everyone can canon can*” (*Canon*). An effective slogan should also point to the new progress or new technologies: “*The next big thing*” (*iPad mini*), “*The relentless pursuit of perfection*” (*Lexus*).

4. should include the name of the brand

In order to make an advertising slogan act effectively, a good slogan must repeat the name of the brand. “*Pepsi's got your taste for life*”, “*Come Alive, You're in the Pepsi Generation*” – these slogans are already deep in our consciousness, they are associated with the brand name “Pepsi”. When a company uses friendly words, it creates the illusion of closeness of the goods to the buyers: “*We care about you and about your health*” (*Johnson&Johnson*), “*Johnson&Johnson. Clinically proven*”, “*McDonalds. I'm lovin' it*”.

So, L. Podorozhnaya speaks about the following peculiarities of slogans:

1) for easy perception, slogans should not be too long;

2) each slogan must be original and interesting. It must intrigue the buyer immediately because it is the best way to make people memorize your brand;

3) the slogan often creates a company's image that immediately distinguishes this company from its competitors;

4) the basic idea should be clearly visible and be compliant with the company's ideology [2].

Aurora Gatbonton gives the following guidelines to create a great advertising slogan:

Identification. A good slogan must stay consistent with the brand name either obviously stated or strongly implied. It's better to include the name of your business to it.

Memorable. Some of the best taglines or slogans are still being used today, even though they were launched several years ago.

Beneficial. Reveal your purpose and benefits of the product by conveying the message in consumer language. Turn bad into good. Suggest the risk of not using the product. Create a positive feeling for the consumers.

Differentiation. In an overcrowded market, companies in the same industry need to set themselves apart through their creative and original tagline or slogan.

Keep it simple. Use proven words and short keywords. One word is usually not enough [1].

So, to conclude, the relevance of this topic is evident because your income from selling your product depends on how many people want to buy your product. Some slogans attract buyers and make them think that there is only one good product they should buy, thereby destroying potential competitors.

References

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