

## 5 Tips for Creating a Memorable Tagline



Great brands have great taglines, also known as slogans. Your tagline is what syncs everyone inside and outside your company behind what you do and why you do it – a statement of your “what” and your “why.” Without a great tagline, your brand is incomplete.

Here are five characteristics to look for when creating or evaluating a tagline.

### **A great tagline is meaningful**

It suggests not just what you do but also why you do it. We’re not just talking features and benefits. We’re talking about something deeper and more personal, your core, the thing people both inside and outside your company will connect with through their own personal lens. Remember when Apple said “Think different.” Somehow you knew immediately they weren’t just talking about computers.

### **A great tagline is memorable.**

Short and to the point are helpful. But real memorability depends on just the right words put together in just the right way. Some great taglines are actually quite long, such as the still-remembered line for M&M’s: “Melts in your mouth, not in your hand.”

### **A great tagline is timeless.**

Some taglines are so resonant and universal they become timeless. Nike adopted “Just do it” in 1988. Several generations of athletes and would-be athletes still live by that slogan. Why? Because it’s wise advice for living, not just exercising.

### **A great tagline is true.**

A tagline is your promise to everyone touched by your brand. Don’t make a promise you can’t keep.

### **A great tagline is uniquely yours.**

Your tagline needs to be an honest reflection of your company’s heart and soul – the what and the why that make your brand one of a kind. It should be a statement that none of your competitors can honestly make.



When everyone both inside and outside your company knows what you do and why, they’re synced. We say they’re BizSynced – the essence of a successful brand. We believe we’d all be happier and richer if the whole world were BizSynced. We offer FLETCH Tips as free downloads to help move us all in that direction.

## **FLETCH**

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