

## Taglines for the Beverage and Softdrink Industry

Give your company a flying start for 2009 – Add a Tagline to your Brand

**Your Tagline is “The Most Important Ad you will ever create”**

(Statement by Kimberley Freeman)

A Tagline is the small print often located as a sub-line added to Brands advertising. A “Tagline” is often also called a “Slogan”. You see taglines all the time around you, and you notice them without really looking. This is also the best way to get effect from Tagline advertising; add it to an already well known and accepted Brand name. Some Taglines are equally or even better known to the public than the Brand itself. You can see only the tagline and know what company and/or product it is all about.

One of the experts in Tagline writing and - use is Kimberley Freeman. She is a freelance writer of marketing lyrics, web content and Taglines.

The very heading and opening of Kimberly’s article at about.com recently, tells her full story of the importance of a balanced Tagline:

### **Your Tagline: The Most Important Ad You'll Ever Create**

1. *A really great tagline conveys a company's benefit with personality and attitude.*
2. *The most memorable taglines connect on an emotional level.*
3. *Despite the terminology, we're still talking about a short phrase that tells your audience what you offer.*
4. *Taglines are the first step and an integral part of brand building.*
5. *Their value builds for years, and over time, a good tagline can be your best and least expensive form of advertising.*
6. *If your company name, logo and tagline are all working together as they should, they become an ad in and of themselves.*
7. *No matter what your company does, your tagline creates a first impression. People will remember a tag phrase even before a company name.*

*The full article contains a lot of wisdom. Reading it is highly recommendable. It is available at this web addresses:*

<http://advertising.about.com/od/copywriting/a/guesttagline.htm>

<http://www.zagstudios.com/>

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## DomainTaglines for the Softdrink industry

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[www.thezerosugarsoftdrink.com](http://www.thezerosugarsoftdrink.com)

[www.thesoftdrinkcompany.com](http://www.thesoftdrinkcompany.com)

[www.thesoftdrinkpeople.com](http://www.thesoftdrinkpeople.com)

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[www.thebeveragesandsoftdrinkscompanies.com](http://www.thebeveragesandsoftdrinkscompanies.com)

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