

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)

What is a Tagline? - A short introduction

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. Examples of well known taglines will follow and when you read them, try to think out where and when you saw them last.

“We try harder”, “I’m loving it”, “Just Do It”, “Think Different”, “Reach out and touch someone”, “Put a tiger in your tank” (Esso), “Strongest there is” (Fisherman’s Friend), “Probably the best beer in the world”, Carlsberg

It is not always easy to tell when you last saw these Taglines, but you most certainly have seen them. This is one of the clues behind the success of tagline advertising; it does not show, you just see and recognizes it subconsciously. At the time of purchase your subconscious mind will “help” you select the Coke or the Nike Sport Shoes, as intended.

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/>

Taglines – a “must” in Brand building?

There are hundreds of examples where Taglines clearly have made the difference between success and fiasco in branding building or marketing campaigns. Even in the cases where the Taglines just act as a “tag” that clarifies the area of focus, the buildup of The Brand is assisted by the strength and clearness created by the tagline.

Many companies are too self conscious when it comes to valuating the marketing effect of their Company name. Even well known company names are forgotten at the time a need for a product or a service is disclosed. Customers are thinking function or service at the time they experience the need. If they are going to play Golf they will look for GolfWear and/or GolfGear, not XYZ GolfGear (*The XYZ being the highly valued Company name*).

However if the company over time has used e.g. the Tagline “[The Golfwear People](#)” the chance for a hit increases. The tagline is caught by the subconscious mind where as the actual brand name XYZ is kept formally stored in the mind mixed with hundreds of high quality brands; not as accessible.

To increase the hit rate even more, the Tagline, in this case “The GolfWear Company”, is best used as a domain name, eg.: [TheGolfWearPeople.com](#). The double effect of being a full function Tagline and an Internet address for direct access to the Product Information catalogue and/or the Internet shop is an unbeatable combination.

Conclusion: Select a tagline that can be used unchanged as a “.com” Domain address.

What type of “People” is your company?

Using the term “People” as part of a Tagline strategy

I saw it first used back in the early 70'ties. At the time I had a supplier that was named “E3 Associates”. A good name in the eyes of the founder and the owners, but useless as an indicator to what the company was delivering. A lot of marketing money could be spent in order to tell the world what products or services could be bought from this supplier.

In this case the lack of functional identity was recognized by the founder, and he added a tagline that explained the total situation in the short phrase: “**The Inventory Management People**”.

Using this as an example and holding it against some of the content on the seven pointed list above, we recognize several issues.

1. The phrase tells the audience what the company does; If you have problems with your inventory, this is the place to go.
2. It also connects on an emotional level through the term “People” which is including in its form.
3. It is definitely a short term that tells the full story about what the company is doing.
4. This phrase became the term that the company was identified by. This tagline could stand for ever and would never become dated, unless the company stopped doing business in this sector. (The company was later bought by a larger player and the tagline went out of use as far as I know).

How to create a tagline that is accepted by the audience

Finding a striking tagline may cost you! There are several writers out there that will offer their services, and they may bring you what you need to boost your business. A few are clever and creative, which means they are able to take your customers mindset and use this perception in their creative process.

However there is a way that is easy, quick and self made:

Find the one word that you want your customers to recognize you by.

This can be the product you make and sell (not the brand itself, but the Generic term), the service you deliver, and/or the philosophy behind by your business.

Some examples:

1. You are in the fast food business.
Typical high focus product areas are: burgers, salads, sushi, coffee and beef.

The typical tagline can be: The Burger People, The Salad People, The Sushi People, and The Beef People.

Add your company name in front of the tagline and listen to the sound!

2. The same thing if you are selling services like Pool maintenance, Facility management, Car leasing, or Property financing.

Add the taglines to your company name and listen to the message this easy to come by tagline sends to your market.

XYZ The Pool Maintenance People

XYZ The Car Leasing People

XYZ The Facility management People,

XYZ The Property financing People

If you are selling cars and or trucks, you may want to add a tagline like

“The Family Car People”, “The Truck People”, or “The Vintage car people”.

In the beverage business you may be interested in marketing your soft drinks as:

“The ZERO Sugar Beverage” or your company as “The ZERO Sugar Company”.

Recipe:

Look for the “People”-term that best suits your company profile. Check if the term is available as a “.com” domain name. Take this piece of advice; The tagline you are planning to use must be useable and available as a domain name, preferably a “.com” type of domain.

Remember there will be only one “TheFamilyCarPeople.com” in the whole world.

One hint: If you are in doubt of the power of the Tagline you have chosen, take the competition test:

Imagine your strongest competitor using “your” Tagline as his marketing tool! If you dislike the effect, you are on the right track.

What happens if I use a Tagline that is not available as a Domain name, or the Domain is owned by someone else?

You will risk that when people are using your Tagline as search object on their computer, they end up at the sales desk of your competitor if he owns the domain name. If the owner is not in your business himself, he may lease the right to use the Domain address to one of your competitors. In practical terms this means that the marketing money you spend on the Tagline may end up fuelling your competitor's sales figures!

Control the use of your Tagline by using it as your Internet Domain.

A good place to check availability is at: www.domainnameshop.com , Key in the "people" you want to be, and check if it is available. If so buy before the competition takes it, but be sure to spell correctly, remember this is "letter by letter" your new tagline!

Why is the term "People" perfect as an add-on to your Brand structure?

Finding a strong Tagline for your company or your products is normally not easy!

You are facing several delicate challenges, one being the fact that you have only about 5 - 7 words to your disposal **at the most! Remember, the fewer the better!**

1. You may select something that does not relate to your business at all, like the "Just do it" from Nike above. In this case you must be prepared to back it with a ton of money to make it stick to the minds of people. A non intuitive Tagline has a distinct disadvantage. It is not caught by your sub consciousness mind in the same way as something that you intuitively associate with positive or negative feelings or actions. Nike has succeeded their Tagline sticks to most of us.
2. A tagline is best when it is intuitive and/or challenging to the reader. You need to make it stick!
3. All Trade related combinations of "People" are intuitively accepted as inclusive and positive in form. The reader will associate it with terms like; "professional", "clever", "nice", "dependable", "expertise" and other positively loaded terms. This is easily tested; you can use yourself as the test bed!
4. Are there alternatives to "people"?
Of course there are several alternatives, but be aware of the fact that most of them has a poorer overall perception than the word "people" in this context. "People" has become a strong international term over the years, understood by people talking most languages.

Test the word "expert" instead of "people". Taste the difference between "The Burger people" and "The Burger expert". Some people will feel the term "expert" to be debatable. Is this company really the only and best experts? But what about!

Of course this is a subjective matter, but you will not go wrong by selecting "people". If "yourpeople.com" is not available, you may select another type of domain. This may be ok if you live in a country and are aiming at a domestic market only. The international players however need to look for the ".com" people.

Conclusion: If "the people" in your sector is available, go for it.

A well defined ".com" tagline is a global key to your company, its products and services.

“Trade marking” a brand or a tagline is both costly and difficult. Often you buy the trademark protection only for sectors or countries, and they may already be registered somewhere at the time you need it.

Using a tagline based on the “.com” regime secures the right to use the tagline wherever you want, on Boards, Car graphics, Letterheads, Mail addresses and so on. A Domain name is your, it is a commodity and may be Traded the same way as a fixed asset.

It is not possible to steal a “.com” domain name.

Your “Domain name Tagline” cannot be Trademarked by someone else.

If you selected the tagline “TheSushiPeople” and also had it filed a domain name <http://www.TheSushiPeople.com/> you have created a global access path for your business and for the market communication. **This may be a magnificent name for a Sushi Food Chain!**

What about companies that sells different types of products, to a variety of customers?

Answer: Buy a “People Tagline Domain” for each sector and use it in your sector advertizing.

One example is the tire industry. They are selling basically the same product to a variety of different user categories. Truck tires, Commercial van tires, Family car tires, SUV tires, including summer and winter variations over these themes.

Our recommendation is to go for several taglines to be used in individual marketing towards each sector. The Truck owners and the family car owners are likely to be addressed on different arenas with different marketing profiles.

The use of the term “TheTruckTirePeople” does not exclude the same company from using the term “The family car people” and/or “The Winter Tire people”.

The clothing industry has the same challenge. Many companies are making both Workwear, Winterwear, Kidswear, SurvivalWear, and several other types of “Wear”.

Why not develop a tagline structure that is standardized on the term “people” but with the sector touch! E.g. TheWorkwearPeople.com, TheKidswearPeople.com, and TheWinterwearPeople.com or alternatively based on other quality related elements: TheZEROSugarBeverage.com, TheBestSoftdrink.com, or TheZEROSugarpeople.com.

Be creative; Go for a powerful and effective TaglineDomain!

If you want us to help you, please send a line or two of information, and we will be back to you shortly.

Since taglines is our business we have already some taglines stocked up, they may be of interest to you. They are sorted by sector and you find them on this link: www.brandnewslogan.com/4sale.html.

If you find a good Tagline on one of our lists, do not hesitate to contact us. It may be gone tomorrow!

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