

# The Power of Slogans

A slogan is a line or a phrase that advertisers use to 'brand' their product. Slogans are memorable, they are usually quite simple and they usually convey something important to the consumer about the product or service.

**Here are Some Sample Famous Slogans:**

Kentucky Fried Chicken: *It's Finger Lickin' Good* ~ McDonalds: *I'm Lovin' It* ~ Nike: *Just Do It* ~ m & ms: *Melts in Your Mouth, Not In Your Hands* ~ Energizer: *Keeps Going and Going and Going*

**Create a Slogan for each of the products or services below:**

① Your Favorite Beverage is: \_\_\_\_\_

New Slogan: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

② Your Favorite TV Show is: \_\_\_\_\_

New Slogan: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

③ Your Favorite Restaurant is: \_\_\_\_\_

New Slogan: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

④ Your Favorite Vacation Spot is : \_\_\_\_\_

New Slogan: \_\_\_\_\_

\_\_\_\_\_

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