



GNAT ADVICE

CREATING A GOOD SLOGAN

Next to your company name, your slogan should be the most important thing you want your prospects to remember about you. A creative, well thought out slogan can really set you apart from the competition. If you are thinking about creating a slogan for your company, here are some tips:

- 1) Your slogan should capture the essence of your company. This will help stake out your position in the marketplace. Think for a moment about the one thing you want people to remember about your company? Are you the fastest? Maybe the most technologically advanced? Or maybe your service is superior. Whatever your advantage, it should be evident in your slogan.
- 2) Obviously, your slogan should fit your corporate identity package. You should consider hiring a professional design firm, like Screaming Gnat Studios, to help you put together a corporate identity.
- 3) A quick, catchy slogan will be remembered by everyone. But try to keep it under 8 words. The shorter your slogan, the more effective it is. I'll bet you can think of some slogans you've heard that are just a single word.
- 4) Avoid using cliches in your slogan. Because a cliché is a phrase that everyone's heard before, using one in a slogan destroys your chances of being remembered by the public. You could also research your competitors' slogans. You don't want to use a similar phrase or you will confuse your prospects.
- 5) Be creative. Consider this example. One of our customers owns a floor cleaning business. Rather than listing "carpet, tile, hardwood, and oriental rugs" in all his materials, he came up with the slogan "You walk on it, we clean it." Which one will you still remember in a week?
- 6) If you personalize your slogan toward your customer, they will be likely to remember it. People make buying decisions based on their needs. Your slogan might want to address that.
- 7) Put your slogan on everything from your business cards and brochures to your commercials and signs.
- 8) Use literary devices such as rhyme, rhythm, alliteration or onomatopoeia to make your slogan more memorable.

Screaming Gnat Studios is dedicated to helping small businesses **BE SMALL, GET NOTICED** with professional promotional materials. We are part of a family of companies owned by our parent company, Specialized Printing & Graphics, Inc.

