

**Shchur K.**  
**V.K. Nikolayeva, research supervisor**  
**O.D.Shvets, language adviser**  
**National Mining University**

## **USEFUL TIPS FOR CREATING MEMORABLE SLOGAN**

Great slogans stick in our minds and help us to remember the businesses they represent. You can create a slogan for your business that will capture the attention of customers and help them remember your business when they are ready to buy.

Although clever slogans may be memorable, if they do not make a connection between your business and the customer's need, they may not be effective.

*A slogan or tagline is a sentence placed after your company name or product name that helps to give it an identity and a positive image. It's really a brief advertising slogan that is consistently displayed with your business name.*

*We need slogans, because these slogans are unique to one brand name, they are catchy, and they are short.*

*You too can create a memorable slogan that will implant itself in the minds of potential customers for many years to come.*

*A creative, well thought out slogan can really set you apart from the competition.*

*Some tips will help you to create memorable slogan:*

**1) Your slogan should capture the essence of your company.** This will help stake out your position in the marketplace.

**2) Obviously, your slogan should fit your corporate identity package.** You should consider hiring a professional design firm 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 think you can create your slogan just with 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 competitions slogans.

**5) Be creative.** Consider this example. One of our customers owns a floor cleaning business. Rather than listing "carpet, tile, hardwood, and oriental rugs" 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.

Before using your slogan make sure it has not already been registered. Money changed hands and they were able to continue the campaign, but it is best to check before using the slogan. After that you can use your slogan everywhere. In advertising, on your business cards, at your web site, in your email signature, on the side of your building—anywhere customers may see it.