

**Yushchuk P., Dzyaba Y.
K. Pilova, research supervisor
O. Shvets, language adviser
National Mining University**

THE IMPORTANCE OF SLOGAN FOR BRANDING

The slogan accompanied by a logo makes an effective advertising unit of its own. This is a part of marketing business strategies of success.

Slogan is a very important element for a brand because it makes much easier to increase consumers' retention rate and desire. It is an advertising statement that describes what your brand is all about. Some slogans have an attitude like Nike's "Just do it" or a statement of what they are trying to accomplish like Nokia's "connecting people". There are a lot of confusing slogans out there so being concise and precise is crucial for an effective slogan for branding.

Slogans must be concise in order to be effective. A slogan taking up a whole sentence to convey your brand is less effective than a slogan with just 3 words. The fewer words, the easier it is for the consumer to remember your slogan.

The slogan must also be precise in order to be effective. Those few words used in your slogan must convey exactly what you are trying to achieve. Slogans that leave the consumers guessing or confused will give them a much harder time understanding your brand and you do not want that to happen.

For us, future marketers, this topic is vital. To understand this issue better, we decided to find a few examples of slogans. While carrying out the research, we noticed that the slogan is a very important part of marketing, but not all companies have been successful in creating it.