



ADVERTISING SLOGAN – IT'S EMPHASIS AND SIGNIFICANCE IN MARKETING

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ABSTRACT

Slogans on various aspects and significance of advertising slogans in marketing. A slogan is a very single word or a group of words regularly used by the advertiser to impress upon the readers, a basic idea about the product. It creates an impact of repetition. The slogan in an advertisement may have a promise to the consumer or a reward. Sometimes it may be an assurance about the quality, quantity or reliability of the product or service. Slogan gives an identity to the company or to its products. It is a concise but effective way of telling an idea. Many headlines have been sloganized. To be effective, a slogan should be constituent with the purpose of the advertisement. Slogans are direct, short and easily remembered. They repeat the brand name and are friendly phrases. Advertising slogans may use an appeal, or a pleasant incident in the life of a product, a pleasant description of a product quality. Basically they draw attention to the strength of the firm or product. Slogans put flesh and blood into an

advertisement copy. Slogan's value depends on what it makes the readers to understand. This article presents a view about the meaning of advertising slogans, characteristics of good advertising slogans, emphasis of advertising.

Key Words: Slogans, Media, Headlines, Innovativeness, Brand.

Introduction

The present era is of mass production and mass distribution. Similar products are taken to the market. There is stiff competition amongst the producers. Many firms adopt vigorous means to maintain their existence in the market. Information is considered to be the most valuable resource in the present economy and society. In the present business world suitable publicity is done through advertising, which is adopted by commercial and industrial undertaking and almost all types of concerns. The various media that are commonly used for advertising are newspapers, magazines, radio, television, internet, advertising boards, neon boards, painted display, posters and so on.

An advertisement in print has many parts they are headlines, sub-headlines, illustration, slogans, text or body matter and identification mark logo/ trade mark. Of these six parts, slogans play a vital part in marketing and have been used to promote goods and services and retain customers for many years. A slogan is a short, simple, clear, catchy and colourful word, which is used to attract and hold the attention of the customer. It should convey more sales message but in a compact form. It should have memorizing value.

Slogan is a catchy sentence or phrase, which is easy to remember. A slogan is regularly used by the advertiser to impress upon the readers, a basic idea upon the product. The slogan in an advertisement gives assurance about the quality and reliability of the product or service. Slogans repeat the brand name. They are friendly phrases. They can be printed or sung. They summarize the selling points. Idiomatic slogans are charged with emotions and become psychological movers. This article presents the meaning of advertising slogan, characteristics of a good advertising slogan, emphasis of advertising slogans on various aspects and significance of advertising slogans in marketing.

A slogan is a short, simple, clear, catchy and colourful word, which is used to attract and hold attention of the customer. Slogans should be built on a big sales idea, on self-interest, on a

buyer-benefit because their substance is more important than their style. Slogans are mainly used in advertisements when an advertiser wants to establish and continue a basic idea or theme for a long time. Most slogans are catchy, declarative phrases that use devices such as metaphors, alliteration or rhymes with simple, vibrant language.

Characteristics of a good advertising slogan

- The slogan must be simple and straight-forward.
- It must be pleasant to hear.
- It must convey more sales idea in a compact form.
- It must influence the customers to buy the product.
- It must have memorizing value
- It must be unique.
- It must not contain any misleading or exaggerative words

Emphasis of Advertising Slogans

Advertising slogans give emphasis on the following aspects to attract the consumers:

Emphasis of advertising slogans on psychological needs

A person's buying behavior is influenced by psychological factors. He may want to possess something which is unique. In this case, the sales message conveyed by the slogans should convince the consumers that the product has outstanding attributes. Disadvantages attached to the other products should be shown to be absent in the advertised product. Such slogans should satisfy the perceptions, desires and motives of the consumers.

Examples

| | | |
|-----------------|---|-------------------------------|
| British Airways | - | The world's favourite Airways |
| Toyota Fortuner | - | The world comfort is mine |
| Raymond | - | The Complete Man |

Emphasis of advertising slogans on social needs

Social needs are need for belongingness, love and affectionate relationship with others in the society. As such, ad slogans that emphasis on social needs are as follows:

Examples:

| | | |
|------------------|---|-----------------------------|
| Canara Bank | - | Together we can |
| Bank of India | - | Relationship beyond banking |
| Corporation bank | - | Prosperity for all |
| Dena Bank | - | Your Trusted Family Bank |
| Nokia | - | Connecting People |

Emphasis on product distinctiveness

Consumer product market is highly competitive many similar product appear in the market and consumers are tempted to buy them through various promotional measures. In this case, the marketer has to differentiate his product from that of his competitor. He should design the slogan in such a manner that, it highlight the merits and qualities of the product in a better way than other similar products.

Examples:

| | | |
|---------------------|---|-------------------------------------|
| Amul | - | Utterly Butterly Delicious |
| Surf Excel | - | Daag acche hai (daag – stain) |
| Colgate | - | No. 1 brand recommended by dentists |
| Fair & Lovely cream | - | Advanced multi-vitamin cream |
| Ariel | - | Best stain remover in 1 wash |
| Maruti D-zire Regal | - | Loaded with features |

Slogans that emphasize action

Slogans should lay emphasis on the need for action, which should be achieved immediately. It should inspire consumers to double their purchase of the product, to buy it even during the off- season and to replace competitive products by the advertised products.

Examples:

- | | | |
|-----------------------|---|--|
| Kinderjoy | - | Imagination Ko Jodo |
| Diamond Rings (Chips) | - | Taste Bhi Emoji Toys Bhi |
| Flip kart | - | Crazy Deals , Grab before they run out |
| Wal Mart | - | Save money live Better |

Emphasis on Corporate Image

Advertising slogan should develop the corporate image. The corporate image increases the sales of a product, because consumers like to purchase the product of a reputed concern.

Examples:

- | | | |
|-------------|---|---------------------------------------|
| Ford | - | Go Further |
| TATA Motors | - | Connecting Aspiration |
| Amazon | - | Earth's most Customer-Centric Company |
| LG | - | Life is Good |

Emphasis on Brand Image

Brand image is created by projection of the products physical characteristics, its social uses and sensory characteristics in terms of consumer desire and behavior. It is the quality of the product that improves the brand image. Than the qualities associated with the product should be give more emphasis by the slogan.

Examples:

- | | | |
|------------------|---|----------------------------------|
| 7 up | - | Cool Cool 7up |
| Hershey's spread | - | Goodness of Hershey's happiness |
| Kit Kat | - | Have a Break, Have a Kit Kat |
| Boost | - | Boost is the secret of my energy |

Emphasis on Instinct value

Instincts are the underlying forces, which compel people to act in certain ways. The most important function of advertising slogan is to induce, persuade and motivate the prospects to

think well of a product and buy it. Advertising slogan should lay emphasis on instincts like self-preservation, security parental, pleasure, and comfort.

a. Emphasis on Self – Preservation Instinct

Advertising slogans of medicines, food products, clothes, cosmetics, soaps are usually based self- preservation instinct.

Examples:

| | | |
|--------------------|---|------------------------------|
| Pantene | - | Strong is beautiful |
| Vicks | - | Breathe life in |
| Amrutanjan | - | India’s No. 1 pain Balm |
| Head and shoulders | - | 100% Dandruff free 100% Cool |
| Clinic plus | - | Strong and long |
| Lakme | - | Colour transformation cream |
| Sunsilk | - | Hair on your side |

b. Emphasis on parental Instinct

Articles of care and comfort of children may be advertised on the basis of parental Instinct.

Examples:

| | | |
|-----------|---|------------------------------------|
| Hamam | - | Go safe outside |
| Dettol | - | Be 100% sure |
| Horlicks | - | Taller, Stronger, Sharper |
| Pediasure | - | Sure growth in 90 days |
| Colgate | - | No.1 brand recommended by dentists |
| Huggies | - | Feels like mom’s hug |

c. Emphasis on security instinct

Advertising Slogans of life insurance companies, banks, investment companies, automobiles etc are based on security instinct in order to attract money from the public.

Examples:

| | | |
|-----------|---|--|
| LIC | - | Zindagi Ki Saath Bhi Zindagi Ki Baath Bhi |
| Dena Bank | - | Your Trusted Family Bank |
| JK Tyres | - | Total Control |
| Ceat | - | Born Tough |

D. Emphasis on pleasure instinct

Cold drinks, chocolates and junk foods etc., are advertised on the basis of appealing to the sense of pleasure and smell.

Examples:

| | | |
|-----------------------------|---|----------------------------|
| KFC | - | Finger Lickin' good . |
| Thums up | - | Taste the Thunder |
| Cadbury Dairy Milk Silky | - | Miss me – Close your eyes. |
| Yippee Noodles Masaala | - | Crazy,Happy,Chill |
| Gillete | - | The best a man can get. |
| Coca-Cola | - | Taste the feeling |
| Pepsi | - | Live for now |

E. Emphasis on Comfort Instinct

Advertising slogans of house-hold appliances, articles of comfort like furniture, tyres car, two wheelers etc. are based on comfort instinct

Examples:

- | | |
|-------------------------|---------------------------------|
| MRF | - Tyres with muscle |
| TVS Jupiter Classic | - Zyada ka fayda |
| Samsung washing machine | - Powerful and hygienic wash |
| British Airways | - The world's favourite Airways |
| Nike | - Just do it |
| Vivo smart phone | - Clear shot, clear moment. |

Emphasis on Innovativeness

Now-a- days, especially high end consumers are highly creative. They want to own latest products with latest technology. Following are few products/services which are advertised based on innovativeness.

Examples:

- | | |
|----------------------------|--|
| Indian Bank | - Taking Banking Technology to Common man |
| Philips Kitchen Appliances | - Innovations and you |
| Sony Bravia | - Respect Every colour Bring home a Bravia |
| Apple I phone | - Practically Magic |
| Addidas | - Impossible is nothing |
| Hot Wheels | - Engineering |

Emphasis on Social issues

Many social issues are being advertised with attractive slogans. The slogans are mainly emphasizing on social causes. Prominent among

them are: Clean India

Make in India

Save oil-save India

Cigarette smoking is injurious to health

Significance of advertising slogans

The following are the benefits of advertising slogans to a company:

A. Brand Promotion and Recognition

Companies marketing their products or services often develop a marketing plan that includes a variety of tactics, including print and electronic advertisements. . An advertising slogan along with brand name and logo are the three components of brand identity.

A strong advertising slogan ties all the elements of the campaign together, creating brand recognition in customer's minds. The same slogan appears not only in the advertisement, but also on promotional items such as hats and T- shirts, in public relation materials and on the actual packaging. All this serves to create brand recognition in the minds of customers.

B. Building Relation with Customers

Slogans have always been cherished as the bridge to fill the gap between a business and its associated clients for a healthy relationship. Personalized brands with advertising slogans helps the people to remember the businesses that in turn eventually made them to develop a positive attitude towards the brand.

C. Differentiation

Having a unique advertising slogans makes the brand different from others. It creates an unique identity which lasts in people's mind.

D. Makes the product desirable

A slogan tells a lot about the product, its features and qualities. It is the way people look at the product. So having a good advertising slogan is the new way to make the product desirable in the market.

Not only brands, brand names, and trademarks useful sales promotion methods but also slogans and sentences are used to win sales and increase business when used intelligently. Someone has rightly said, “if you coin a lucky phrase you coin your future success”. Good slogans never depreciate or wear out, they are as good today as they were yesterday and will remain so for coming hundred years. Example, Boost is the secret of my energy. A writer in discussing such slogans as “we put punch into our service”, and “the store of Chevy chase”, says that these, “not only put the necessary punch into advertising but when broadcast, letterheads, bill heads, newspaper and other forms of advertising, circulars, post cards, handout cards and other advertising material may be fittingly described as the unbreakable links in the chain of business catching for every time a progressive producer drives home his slogan, with a gripping meaning, it hits the prospect and are not readily forgotten. They give people something to think about.”

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