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2018-I-ES01-KA229-050819-5

SLOGAN



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The Slogan is one of the most important elements of corporate identity that enables the brand to gain a place in the minds of the target audience (the customer).

- The Slogan is a good message for building brand value. The short, clear, striking word, which refers to any thought being easily remembered and repeatable, can also be described as a motto. Another name of the Slogan word is motto. The Motto comes from Italian and originated from Latin muttire, meaning "to mumble, to be said", the motto has a great importance in terms of branding and institutionalization.



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Think different.



AMERICA RUNS ON DUNKIN'™

JUST DO IT.



i'm lovin' it™

Because you're worth it
L'ORÉAL
PARIS



It's
finger lickin'
good

open happiness™



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- Institutions need to have a place in people's minds, that is, to create perception and to leave a striking effect in order to be easily remembered by positioning. To achieve this, brands need a slogan / motto. When consumers hear or remember a slogan, they associate the brand directly with the slogan. In other words, an image of the brand and the products / services of that brand is formed in the mind of the consumer.
- The company becomes permanent in minds first with its brand and then with its slogan.



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- We need some qualities while creating a slogan. It needs to be;
- memorable
- original, simple
- suitable for the brand
- believable.



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■ HOW TO CREATE A SLOGAN?



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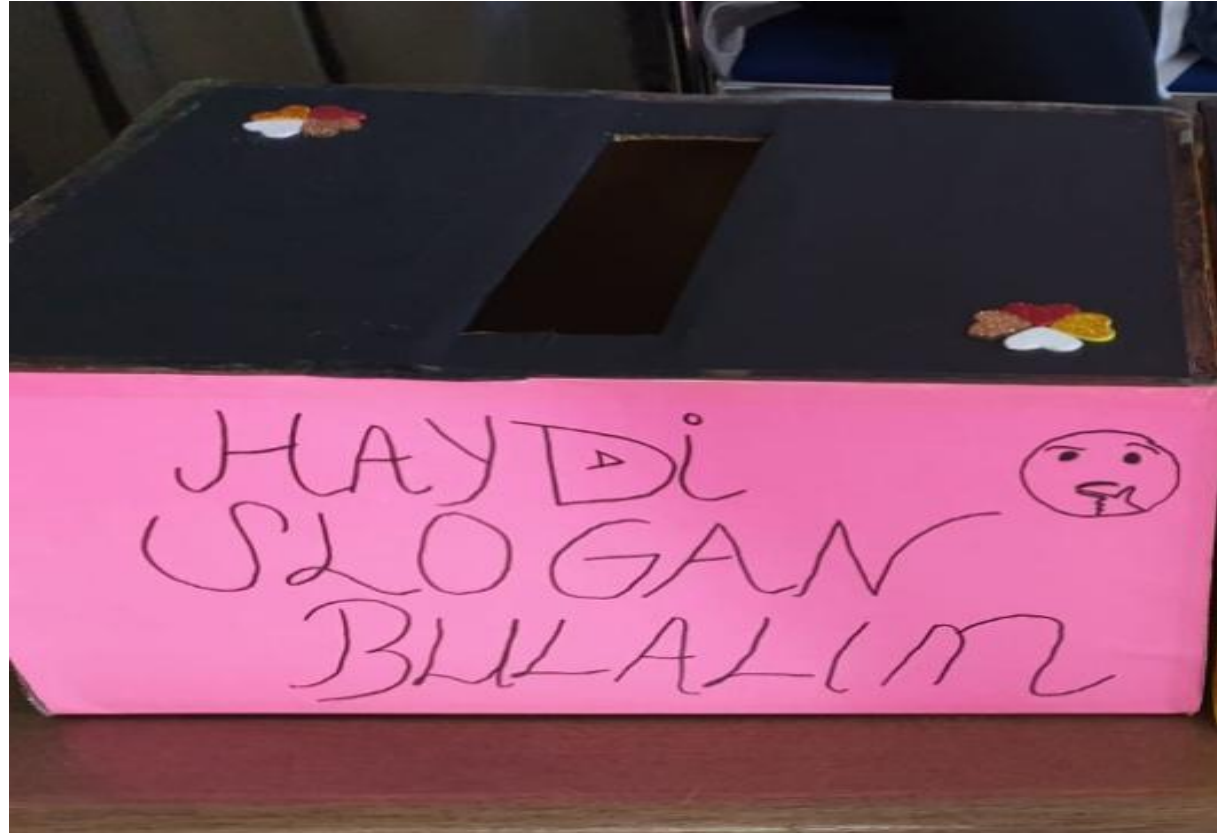
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- When creating a Slogan, it should be noted that it needs to be short and understandable phrase formed with a simple sentence. In addition, the slogan should be descriptive and summarizing the brand.



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These are the options that the students proposed.

- **Miss Soap, only she will refresh you!**
- **Experience a burst of freshness.**
- **Miss Soap, what your body deserves.**
- **Best choice for your body!**
- **Miss Soap, everyone's first choice**



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- **Be fresh, be nice.**
- **Smell as nice as soap or just smell, your choice. MISS SOAPS!**
- **Cleanliness is good habit but why you don't follow it?**
- **Miss soap is the most fun state of cleanliness with its colors and shapes.**
- **Why would I use ordinary soap when there is Miss Soap?**
- **Smell nice with miss soap.**
- **If you care your body's cleanliness just buy miss soap!**
- **Always look on the bright side of life with miss soaps!**
- **Worthy of your hand.**
- **Using miss soap is the best way defeat microbes.**
- **The best soap is miss soap.**
- **Remove of the dirt of the world from your hands.**
- **Choose miss soap purify from microbes.**
- **Miss Soap is the best soap with its unusual shapes.**

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- MISS SOAP IS IN THE EVERY HOUSE!



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- misssoapsturkey.wordpress.com

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Thanks For Listening..