

[Student Centre]

UNIT 2: Functions of a Business

CHAPTER 8: Marketing

E-ACTIVITY: Advertising Slogans

Activity: Slogan creation
Research characteristics of an effective slogan and then create your own.

Do you remember any advertising slogans for your favourite products? What is the latest slogan of your favourite fast-food restaurant? Why do you remember slogans? In this activity, you and a partner will visit a database of advertising slogans and discover how to make effective advertising slogans. Answer the questions below and then design a slogan for a new product.

1. Visit the [AdSlogans website](#) and read an article for hints on how to write a slogan.

- a) List the 14 characteristics of a good slogan.
- b) What should be avoided when developing a slogan?

2. Visit this AdSlogan website for [a list of new slogans](#). Choose any 5 slogans and explain why you think they are successful.

3. Think of an idea for a new type of breakfast cereal. Create the name for the product and a memorable slogan. Present your product and slogan to the class and explain why you think the slogan will be effective in advertising the product.