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.