

## **Company Slogan and a Vivid Image of a Trademark - as Main Components of a Strong Brand**

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### **Abstract**

*Among other methods, good brand managers always affect clients and strengthen their fidelity to the brand by means of company advertising slogans and vivid images associated with this brand. Slogans may function as useful “levers” or “hooks” helping clients to understand the essence of a trademark and its peculiarity, as well as to nail in clients' minds the established image of a strong brand.*

*One of the “hooks” attracting attention to brand and helping to nail it in a common man's mind – is a company (advertising) slogan - short message or motto, which actively presents the key theme of the brand in general or of a certain advertising campaign, and contains substantial information, reflecting the essence of campaign's or product's marketing offer.*

*One must admit that it is nice to recall favorite philosopher's aphorisms or sayings while getting up in the morning, and to whistle an aria from a renowned opera on your way to work. However, more often people sing unsophisticated verses about the “sign of a good taste” and get annoyed by a trivial call to “have a break” going round in their heads. This means that the advertisement of popular chocolate bars and drinks has hit its target. The main lever for success in generation of a positive and recognizable brand image - is the slogan and its graphic image in consumer's mind.*

*Together with other brand components (logo, corporate colors, sound or music image) a slogan generates the system of constant elements which ensure the brand's internal unity and are aimed at creation of exposure effect.*

*To some extent, we all are “ad eaters” and are always capable of estimating an ad, even if it is at the level of feelings: whether we like it or not. So why a certain advertisement can make us smile, elicit good feelings and cause an urge to buy product/service that is being advertised, and another one - evokes disappointment and annoyance? The answer is obvious: the first one was created professionally and correctly from the point of view of advertising technology and branding and with consideration of consumer's psychology. While the other one is dilettantish.*

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### Critical analysis of slogans usage specifics as a constituent of strategic brand management

Good slogans have certain charm - like a lightning they illuminates the twilight of lazy TV series. The real value of a slogan depends on many things; we will try to analyze them point by point.

**Information capacity.** It is one of the main properties of a slogan. It defines to which extent the short motto renders key information about advantages of a product, service or brand being positioned. For example, the slogan can emphasize the product's main performance attribute, bringing it to the level of emotional experience (Arcos kitchen knives ad: "Sharp pleasure" ("Острое удовольствие")), or accentuate the aesthetic perfection of products multiplied by ultimate quality (advertisement for Konzept "German" bathroom equipment: "The exclusive quality of perfect forms").

**Impact mechanisms.** The marketing value of a slogan directly depends on how it affects the emotional and rational perception of a potential client.

**Rational impact** is the most vulnerable point of a marketing message, since it requires detailed reasoning and does not confine itself to the tight limits of motto. However, a slogan, enabling intellectual perception mechanisms, usually possesses certain power and depth of advertising impact.

**Emotional impact** - main "wounding power" of a slogan. As a matter of fact, the English term itself originates from the Gaulish "slogan" - battle cry. One of the key means for emotional filling of mottoes and messages is **brand's visual symbol** as manifestation of sales proposition key elements. The symbol does not just contain information associated with advertising object, it also points at a certain range of vibrant experiences and psychological states. As a good example of an advertising symbol can serve the image of tsunami used in the Yamaha Company slogan: "Tsunami of Feelings" ("Цунами ощущений") (advertisement for audio equipment).

**Aesthetic value.** Modern marketing theory admits that the effect of impact on the key audience can be achieved even without using artistic finish of advertising messages (especially if they point at obvious marketing advantages of a product or service). However, artistic methods contribute to good memorization of information, brand's insight in the potential client's subconsciousness.

**Rhyme, rhythm, alliteration, sense allusions** - these means help to create a good motto. Rhyme, besides other matters, creates the atmosphere of lightness and allows fitting more information in a text unit. Advertising for Kenwood complex of karaoke establishments had proceeded under the slogan "Sonorous singing amid friends" ("Звонкое пение – друзей окружение"), which included a range of effective marketing components: democratic character, collectivity, sound nature and quality, description of process, emotional state. The rhyme is often used in advertising slogans, although it is not always justified. However, in many cases we can understand unprofessional copywriters who compose advertising messages, since lots of them (usually they are creative individuals without relevant marketing

education and experience) perceive their occupation as art, and art comes hand in hand with creativity. Therefore, this is the reason of fails like: “Dumb or not, we'll make you talk” (“Был бы даже ты немый, приходи – разговорим”). A propos, poetical advertising slogans have existed from long ago. Folklore specialists wrote down rhymed outcries of street vendors from 18th century: “Those who have strong teeth shall taste our turnip” (“У кого зубы крепки, пусть отведаёт репки”).

Our modern pitchmen (sometimes from the Central Market) are able to outshine many advertisers. A lottery ticket seller can sound quite professional: “The draw is coming - prepare the garage” (“Скоро тираж - готовьте гараж”).

There is a lot of information about slogan creation techniques and principles, various authors offer ready solutions for development of advertising mottoes and slogans. However, the main branding rule in creation of slogans and vivid visual images has always been and remains the same: suddenness and originality. As it was well noticed by Koen McKenzie “It's a common knowledge that the best color to attract attention is orange, however if you show up wearing orange at an event hosted by Dutch royal family - you would remain unnoticed”. The most important thing for a brand manager who approves a slogan - is to find a solution that no one is expecting from him to find.

### **Personal vision of modes of application of slogans in Moldovan and foreign practice.**

All over the world advertising slogans are created by professionals. The approximate price of slogan creation varies from 200 to 20,000 dollars. Here in Moldova people still don't want or are not ready to pay for an idea - that is why we have a bunch of great slogans like “groats-sugar: qualitative and cheap.” It seems that all products/services originating from our country are so qualitative and cheap, that the company once again wants to remind us of this fact.

In general, everything in Moldova is very qualitative and cheap, and would definitely bring success, - “Our experience - is the recipe for your success” (JV “Expedit-Trans-Auto”). The subject of quality and traditions is so hackneyed, that slogans like “Tradition and quality” (“Tradiție și calitate”) (Carmez) or “Tradition in art of beer” (“Tradiție în arta berii”) (Vitanta) do not stir much interest.

There exist special technologies for creation of slogans, and if we add ingenuity of thought of the person creating (or of the entire department), as well as marketing research - we get a chance to create a successful slogan.

For example, year 1973. Pepsi generation. Hippies, rock-n-roll, freedom. Various youth slangs become usual. Pepsi brand launches this slogan:

“Lipsmackin' thirstquenchin' acetastin' motivatin'  
goodbuzzin' cooltalkin' highwalkin' fastlivin'  
evergivin' coolfizzin' Pepsi.”

It sounds like total gibberish now, but back then every hippie was humming this tongue twister. Starting namely from that period Pepsi has been observing the unprecedented sales growth.

It is hard to tell who created the “You were chosen to choose” (“Ты выбран, чтобы сделать выбор”) “Moldtelecom” slogan back in the day (the end of 1990's). The slogan is barely understandable, let alone evoking good feelings or motivating to some sort of positive action in subconscious.

It is followed up by the slogan for Moldova Cyber Community: “Take advantage of life...” (“Пользуйся жизнью...”), which somehow makes us want to add the logical ending “... and we will take advantage of you.” Life is for us to enjoy it, not to take advantage of it.

Moldovan companies often suffer from gigantism and superiority complex, that is why they are always “the most reliable, the most time proved, all possess certain skills and at all times and in all places are next to us”: “Present at every m2” (“Присутствие на каждом квадратном метре” (Banca de Economii), “Present in every home!” (“Присутствие в каждом доме!” - IP “Salcioara-Vascan” toilet paper). So it goes, the level of our people's consumer culture is not high enough to perceived the sense of slogans that don't seem to call for something, or ones that bear inner meaning.

One of the successful examples of good Moldovan creation is the slogan of “Afes” insurance company: “Secure, thus calm” (“Спокоен, потому что уверен”). It is not that original, although quite influential and task oriented, so, good for them. Another seamless slogan with good sense is the one of AspectInvestVin - “Good wine causes good talk” (“За добрым вином и разговор хороший”).

There exist technologies for slogan creation, although there are no general rules for everybody, that is why a slogan can be both short and long.

The example of a good *short* slogan for Zippo lighters: “They work”; and the example of a good long one - Visa: “The sky above and ground below, all you need is a Visa”

So, what are the signs of an effective slogan?

Basically, it has to be concise, clear, but sometimes it may be *rhymed*:

“Drink Guinness – to be the winners” - one of the slogans for the legendary dark porter.

“Have idea - Have IKEA” (“Есть идея - есть IKEA” (“IKEA”).

Most often a motto is a *part of company's image*:

“You Press the Button, We Do the Rest” (Ad for Kodak cameras, beginning of 20th century).

“People read and consider us” (“Нас читают, с нами считаются”) “Logos-Press” Economic Review Newspaper, Chisinau)

“Confidently behind the wheel” (“Уверенно за рулем”) the slogan was created by Promarketing LLC Marketing Agency for Autoprim trade mark)

“Probably the best beer in the world” (Carlsberg beer)

“You can” (Canon). “It's a SONY” (Sony)

Slogans like the last two ones can only be afforded by the companies that have consolidated their brand to such extent, that they do not need evident and aggressively imposed advertising.

Some slogans do not fall with any of the aforementioned categories, but they



***How can we measure slogan's efficiency?***

It is not an easy task, although there are several methods for subjective and objective measurement, such as: specifically formed focus groups, clients' feedback and opinions, data provided by marketing, linguistics, psychology specialists, sudden or long-term impact on sales indices, general increase of brand price, etc. The main efficiency criteria are the smiles on clients' faces and the warmth in their hearts.

Let us give an advice to those who want to create a successful and strong slogan as an indivisible integrated part of a strong brand - put yourself in hands of specialists in branding and marketing domain - in-house employees, those who are truly professional, familiar with marketing, branding, psychology, who have creative and out-of-the-box thinking, who have a gust of specifics of customer behavior (both regular and potential ones). Or to external brand specialists - those who will be capable of objective investigation of local market and creation of truly unconventional, original and strong by impact image and slogan of a brand.

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