

REMEMBER

THE NEEDS REMAIN CONSTANT – THE WAYS OF SATISFYING THEM CHANGE

When we look at products in advertisements, we must think about what stage in their life cycles they have reached.

SLOGAN/CATCHCOPY EVALUATION

Slogans or Catch copy are an essential part of any printed or TV advertisement. A poor slogan (and the product/service) will be instantly forgotten while a strong slogan can make a product/service successful & will be remembered even after the advertising campaign has finished. Look at the slogans below. Explain the problem with each one & with your partner change or improve it:

CAT FOOD



1. CATFOOD – "It's made from meat!"

Problem: _____

New Slogan: _____

3. DETERGENT – "It cleans your clothes"

Problem: _____

New Slogan: _____

DETERGENT



BEER



4. BEER – "Let's get drunk!"

Problem: _____

New Slogan: _____

5. INSTANT COFFEE – "This coffee will make you feel warm & relaxed when you drink it with your friends or family"

Problem: _____

New Slogan: _____

INSTANT COFFEE

