

How To Create A Tagline That Doesn't Suck The Energy Out Of Your Brand Name *Transcript*

How do you get a tagline that doesn't suck the energy right out of your brand? You use the four S's of not sucking. The first is a whopper. It's story. Let's take, for example, the tagline of "just do it." Can you see the main character of that story? Can you see her struggles? Can you see her overcoming those struggles? Can you see her victory dance? Bonus, the victory dance of every great story. Right? With her, the victory dance is in the sneakers or in the Nike gear. She went out and she just did it. You can see that entire story in "just do it", three words. It's a pretty powerful, impactful branding message.

Which leads me to the second S of the four S's of not sucking, which is short. You know, taglines are short when every word counts, not by the word count, necessarily. You want every word to have an impact on the viewer or listener. Your message sounds like a call to action. We jump into gear when we hear, "Clean your room. Stay in school. Don't touch that, that's hot." These are really short interjections, and a tagline can have that same type of feeling. "Just do it." It's very short. It's quip-y. It's catchy. It sort of snaps you awake.

However, a longer tagline still can seem short if every word counts. Let's take for example "maybe she's born with it, maybe it's Maybelline." Now, that is highly memorable. There's so many Ms and so many maybes, like in the word Maybelline, and it has so much emotion to it. It's not the shortest tagline, but it is very driven by story. You see the main character, you adore her, actually. It has that same impact of being short because it doesn't go on and on and on. Every word counts.

The third S in not sucking is simple. Keep it simple. Your tagline is not there to explain everything that you do. It's not there to describe the stuff. What it is, is an invitation to the party. It's to set the tone for

© 2017 CanonWing

the way of life inside your brand. Let's take another tag line. "If you can make it there, you can make it anywhere. New York, New York." Or "The Empire State" is another one of their taglines. This is all about ambition and making a determination. People move there knowing it's going to be hard, but determined to make it, because if you can make it there you can make it anywhere. It's not saying everything that New York is about, certainly. It's almost impossible to do. Why would you try to do that with your brand? What you want to do is send out an invitation for people to join your brand by your simple but emotional tagline.

The fourth S in not sucking is my favorite; savory. Be savory in your tagline. Engage our senses. Does your tagline whet the appetite? Do I want to know more? Let's take a tagline like "every kiss begins with Kay" for Kay Jewelers. That definitely engages the senses. You can almost feel the beginning of a kiss, or that explosion of a kiss upon a proposal. They are definitely steering up romantic feelings, feelings of love. My appetite is whet for the kiss in that tagline. Make your taglines savory.

Even a tagline like "when it absolutely positively has to be there overnight." Right? That is savory too, because I am feeling the emotion of like, "Oh no, I don't want to get fired." This urgency, this pressure, and then the relief because Federal Express has got my back, Jack. You want to engage your ideal individuals and double check your tagline that you have met all the four S’s of not sucking the energy right out of your brand.

I'm inspired by the castle behind me, for the Excalibur Hotel and Casino, to share with you that these four S's of not sucking the life out of your brand. They're not hard and fast rules. It's a guideline. Ultimately, I want you to play big. Play like the knight in shining armor that storms the castle. Invite us to your party, your way of life inside your brand. Play big. If your tagline is a little bit long, but it's extremely savory and it hits the story, like a bull's eye, then you've got yourself a great tagline. Play big. Remember that great taglines work for you 24/7 and bad taglines work against you 24/7. I look forward to hearing the kind of taglines you create using the four S's of not sucking.

© 2017 CanonWing