


# The Dos And Don’ts Of Taglines *Transcript*

I'm struck by how many casinos in Vegas are themed after home towns. You've got New York, New York behind me. You can see the Statue of Liberty. There's Monte Carlo right after that. There's Paris. There's the Sahara, which is home town to chameleons and lizards and stuff. You see what I'm saying? You want to build your brand like a home town. People want to call a brand home. They want to feel that they have arrived in a place that they know, love and trust. Let's go over the dos and don'ts of creating your branding landmark of your tagline.

Don't be like everyone else. Do be highly memorable, through using emotion and being unique and savory. Don't describe everything that you do or the stuff of what you create. Do invite us to the party. Let us know what kind of, is it that kind of party. Let us rev our engines. Let us know that this kind of town, I'm going to have this kind of lifestyle. That's the same for your brand. New York, New York is the Empire State, the Big Apple. If you can make it here, you can make it anywhere. That's what people say when they get there. It's all about ambition and drive. That's the party that they're inviting you to, to make it, man. "I've just got to make it in this town", people say in New York. You want that kind of clear emotion coming through your tagline. The last do and don't is don't count every word, but do make every word count. That's how you come out of nowhere, using the secret power of taglines.

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