

Slogans should do the following:

1. Be memorable
2. Recall the brand name
3. Include a key benefit
4. Differentiate the brand
5. Impart positive feelings for the brand
6. Reflect the brand's personality (Brand values)
7. Be strategic
8. Be campaignable
9. Be competitive
10. Be original
11. Be simple
12. Be neat
13. Be believable
14. Help in ordering the brand

A Slogan Should NOT:

15. Be in current use by others
16. Be bland, generic or hackneyed
17. Prompt a sarcastic or negative response
18. Be pretentious
19. Be negative
20. Be corporate waffle
21. Make you say "So what?" or "Ho-hum"
22. Make you say "Oh yeah??"
23. Be meaningless
24. Be complicated or clumsy