

Advertising Slogans

A slogan is a short, catchy and memorable phrase used in advertising. Slogans should be simple but also convey something important to customers about the product or service being advertised.

Can you match the brand or company to their slogan?

Just do it.	NAB
Zoom, Zoom.	Vegemite
I'm lovin' it.	Nike
Tastes like Australia.	Sukin
More than money.	Mazda
Skincare that doesn't cost the earth.	McDonald's

Choose two of the examples from above and fill in the tables below.

Brand/Company:	I think this slogan is effective because...
Slogan:	

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Slogan:	

Write Your Own Advertising Slogan

A slogan is a short, catchy and memorable phrase used in advertising. Slogans should be simple but also convey something important to customers about the product or service being advertised.

Create your own slogan for each of your favourite products or services below:

My favourite snack food is...

New slogan:

My favourite restaurant is..

New slogan:

My favourite clothing brand is...

New slogan:

My favourite holiday destination is...

New slogan:

My favourite drink is...

New slogan:

My favourite toy/item is...

New slogan:

Answers

