

## **HOW TO CREATE A SUCCESSFUL SLOGAN**

Advertising has become incredibly important in modern life. It surrounds you everywhere: on television and radio, on banners and on the Internet. An integral part of advertising is the slogan. A slogan is an emotional phrase that strengthens the company's image and encourages the customer to buy. Therefore, the object of study is the slogan as a means of advertising.

The purpose of this research is to provide practical recommendations for creating a slogan.

In the course of the research, a survey was conducted, which showed that about 80% of customers consider the presence of a slogan as an important factor for the development of the company. In such a situation, companies should pay attention to details and, of course, focus on the target audience. Audience orientation is important not only in the development of a slogan, but also in the choice of platforms for its placement. This is one of the most important keys to success.

As for the creation of the slogan itself, companies can follow some suggestions that will help them not to overlook important considerations [1].

First of all, the company must of course take into account its current position in the market, but the slogan should not be too dependent on it. It should not lose its relevance over time. For example, L'Oreal's slogan: "Because You're Worth It", was created in 1971.

Then, companies should remember that a slogan is a powerful positioning tool that can help emphasise the brand's key strengths. There are 5 main types of slogan: business, descriptive, persuasive, creative, emotional. But all of them are aimed at establishing the opinion of the superiority of the product in the customer's mind. In addition, managers should ensure a close link between the brand and the slogan. The use of competitors' names usually has a negative effect on an advertising campaign [2]. The survey results confirmed this. 15% of respondents mentioned this as the main repulsive factor and a further 10% noted that they were repelled when the brand positioned itself as the best in the market. Next, almost 20% affirmed that a slogan containing rude and vulgar language would be unacceptable to them, and 25% claimed that compound words and terms made the slogan too long, unreadable and unmemorable. Of the remainder, 10% said they did not like slogans with words that were often repeated, and 10% found calls to action unpleasant.

In order for a slogan to increase sales and extend the company's reach, it needs to be heard. It is very important to make a slogan memorable so that customers are aware of the company's products. It also gives them an impression of the product before they consume it.

Another important aspect of creating a slogan is the use of sound effects. There is a lot of evidence that different sounds increase memorability, especially in the short term.

This advice is more useful for companies that advertise on the radio, for example small companies with a limited budget.

And I think the most important tip is to be creative. A third of respondents cited uniqueness, originality and conciseness as the most important factors.

Another important consideration for companies to take into account is the translation of the slogan [3]. The survey showed that over 60% of consumers found the slogan more attractive in the original language. At the same time, the majority of respondents cited translated slogans as an example. This suggests that the translated slogan is understandable to a wider range of customers and therefore spreads and performs its function more easily and quickly, while the slogan in the original language is simply interesting. In addition, a slogan that has not been translated by an advertising specialist may be incorrect or less memorable. Therefore, due attention should be paid to the translation of the slogan.

All in all, a slogan is a very important advertising tool that helps companies promote their product and introduce it to potential buyers. When creating a slogan, you should remember that it is the foundation of your advertising campaign, on which its success largely depends. The slogan forms the image of the company in people's minds and thus helps them to subconsciously choose one or another product.

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#### **SOCIAL MEDIA ADVERTISING: PERSONALIZED ADVERTISING**

Companies like McDonald's, Apple and Ford have something in common: they make and sell physical things. But social media companies like Facebook, Instagram or TikTok make their money by selling space to advertisers. Today, more and more