



23 Developing a strap-line slogan for your business

What is a strap-line slogan?

A strap-line slogan is a one line statement about your business that captures the essence of your USP and then positions the value promise that you are making to your customer.

Here are some examples of the strap-line slogans some of the familiar brand names use.

Abbey – more ideas for your money

Honda – the power of dreams

PC World – the best of both worlds

KwikFit – keeping tyre and exhaust prices down

Panasonic – ideas for life

Tesco – every little helps

Dulux – we know the colours that go

Shredded Wheat – put all your heart into life

Typhoo tea – you only get an OO with Typhoo

Why do you need a strap-line?

People are more likely to remember your name and strap-line slogan than anything else. You can use it to drive a simple, effective message into the minds of your customers which, if done well, will stay there.

Your challenge

Your challenge is to create exactly the right statement for your business. You must be able to capture the core of what your business is all about in a few simple words, which must be both memorable and inspirational. Words that mean something to your potential customers.

To be successful a strap-line must

- Be memorable.
- Be short and snappy.
- Stand out from the crowd.
- Communicate a value or benefit that ultimately is important to the customer.
- Work with your company name and your logo.
- Speak a language that your audience will relate to.
- Capture the heart of your strength as a business.
- Communicate the heart of your business brand.
- Provoke a positive association.

STRAP-LINE DEVELOPMENT – SPECIAL RESPONSE CHECKLIST

- ▶ Keep in mind the work you have done on your brand image and unique selling proposition in previous chapters.
- ▶ Focus on the reasons why someone may buy from you.
- ▶ Make a list of the values or outcomes they might need satisfying when they buy from you (results, service, pleasure, savings, inspiration, ideas).
- ▶ Write all these words in different coloured pens on a piece of flip chart paper. Put it up on a wall to ponder.
- ▶ Link the words in the list in different combinations.
- ▶ Go for a walk, relax and see what comes up.
- ▶ Test the combinations you have created.
- ▶ Does it communicate a USP?
- ▶ Does it communicate the ultimate value of what you offer to your customers?
- ▶ What does it promise your customers?
- ▶ Is it catchy?
- ▶ How well does it work with your business name and brand image?
- ▶ Leave it for a few days and see whether you have any more inspiration.
- ▶ Test one or two of your ideas with some of your customers and team members.

Sample small business strap-lines

Occasions Unlimited – *cards and gifts of character*

Printinco – *looking good in print*

Haynes Car Care Centre – *ultimate service – economy drive*

HRworkbench – *powering performance and development*

Marketingco – *sell more by making your marketing work*

The Virtual Workshop – *real administrative results*

Race Energy – *powered by nature – used by people*

How to use your strap-line

You can use your strap-line along with your logo on everything you use to communicate with your customers. It should appear on all your marketing and business literature. It should appear at the end of every email that you send out. It needs to appear in your advertising and on your website.

This is a message that you want people to associate with you and your business, so whenever you get the opportunity to use it – do it!

Think strap-line slogan and capture the value you offer