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ADVERTISING SLOGAN EFFICIENCY

To the great extent productivity of publicity campaign depends on linguistic presentation of the advertising text. And it is a slogan that forms a company's image in customers' minds. It becomes part of that time's culture.

It is a clear generalized slogan that explains a main idea to customers and is in the middle of all videos during every publicity campaign. It is important to remember, that people read a slogan five times more often than other advertising texts and for this reason it must draw a potential customer's attention as quickly as possible to the offered goods and memorize our PR-information. A slogan can be called a highly concentrated text. Phrases in a slogan must be short, and the idea must be considerable. What is most important, a slogan must underline only one unique proposition, otherwise a buyer can confuse and do not understand that it is said. A slogan is universal; it can circulate in any format in the radio-, tele-, internet and printed advertising. An advertising slogan is mentioned as often as a brand, and, being often repeated, it can easily be remembered.

There are two main purposes of a slogan - to ensure a succession of publicity campaigns and to present expounded a key theme or idea which is associated with a product or a firm's name. A slogan does not carry any information for customers, but it creates the emotional mood, subconsciously forming an attitude to the manufacture and the advertised product. A good slogan is easily remembered, and, consequently forms a stable positive attitude to the firm in customers' minds. This, the basic criteria of an effective slogan are conciseness, memorability, compliance with purposes of the publicity campaign, orientation at target groups and compliance with rules of aesthetics.

A slogan is good by its functionality. The same shock phrase can be used in TV- commercials, external advertisings, newspaper announcements and even on packing or in a shop window. It is an original "informative message to a customer's eye". For this reason it is considered one of constant elements of corporate identity along with a trade mark and a firm's name.

Unlike a trade mark, a slogan can be changed in course of time. For 100 years of its existence Coca-Cola has changed its slogan 98 times, and it has never changed its trade mark. An advertisement and a slogan represent the spirit of time.

An advertising slogan is a laconic phrase which strikes the eyes, can be easily remembered and expresses the essence of an advertising message. An advertising slogan is often a result of creative labour and an object of copyright. A slogan should be clear, short, understandable and easily spoken. It is desirable to coordinate the rhythm of the slogan with a product, use onomatopoeia and a pun. The artistic value of a slogan means an attitude to it as to a miniature literary work, and is expressed in its aesthetical beauty which is arrived at due to the use of different expressive language means