

CREATE YOUR OWN SLOGAN

Step 1: Choose Your Product

Select one product or service from the categories below (or choose your own):

- **Tech/Electronics:** Smartphone, laptop, gaming console, smart watch, headphones
- **Food/Beverage:** Energy drinks, coffee, snack food, restaurant chain, meal delivery
- **Fashion/Beauty:** Clothing brand, perfume, makeup, shoes, accessories
- **Services:** Dating app, fitness gym, streaming service, delivery service, bank
- **Transportation:** Car brand, airline, ridesharing, bike sharing, public transit

Your chosen product: _____

Step 2: Core Benefit Analysis

Answer these questions about your product:

Functional Benefits (What does it DO?)

- Primary function: _____
- Key features: _____

Emotional Benefits (How does it make people FEEL?)

- Main emotion it creates: _____
- Lifestyle it represents: _____
- Problem it solves emotionally: _____

Aspirational Benefits (Who does it help you BECOME?)

- Type of person who uses it: _____

- Status/identity it provides: _____

Step 3 Brainstorming & Creation (12 minutes)

Step 4: Word Association

Based on your chosen strategy, brainstorm words related to:

Action Words (Verbs):

Feeling Words (Emotions):

Power Words (Impact):

Lifestyle Words:

Step 5: Create Multiple Options

Write 5-8 different slogan ideas. Keep them short (2-8 words) and avoid obvious product references:

1. _____
2. _____
3. _____
4. _____

Final Selection

Choose your best slogan and write it here:

" _____ "

Step 6 The Guessing Game (Class Activity)

Round 1: Slogan Presentation

- Present only your slogan to the class
- Other students write down their guesses for what product/service it represents

Round 2: The Big Reveal

- Reveal your product and explain