

# 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):**

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**Feeling Words (Emotions):**

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**Power Words (Impact):**

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**Lifestyle Words:**

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#### **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