

Slogan Editing Exercise

Eliminate empty words. Place target keyword. Make it easy to read.

Company	Keyword	Edit to find the slogans:
Apple	“think”	How to think differently with a computational device
Nike	“do”	Have no fear when you do sports or anything extreme
Wendy’s	“beef”	Where you can go to have a great hamburger

Create Your Own Slogan Candidates

Team or Project	Keyword	Slogan
1.		
2.		
3.		

Homework: Test Slogan Candidates

Select three people to interview, show your slogan candidates, and ask:

- Which slogan is the most meaningful to you? Why? Any suggestions?
- Which is the most engaging? Why? Any suggestions?
- Which is the most memorable and easy to convey? Why? Suggestions?

Slogan Survey

Interview 1	
Most Meaningful:	
Most Engaging:	
Most Memorable:	
Interview 2	
Most Meaningful:	
Most Engaging:	
Most Memorable:	
Interview 3	
Most Meaningful:	
Most Engaging:	
Most Memorable:	
Reflect on What You Learned	