

# Tagline Development Guidelines

## - Create an Emotional Message

04/30/2021



A brand that captures the mind influences actions and decisions, while one that captures a feeling fosters commitment and loyalty. Marketers aim for both behavior and commitment but remember that brands change infrequently.

Compelling headlines can quickly drive behavior, whereas taglines—short, memorable phrases that captures a brand’s essence—build emotional connections over time. Taglines can inspire and motivate, often seen as more powerful than logos. A logo may lack meaning on its own, but a tagline creates an emotional bond, as demonstrated by Ford's “Quality is job one.” First impressions matter.

Key points for effective taglines:

- **Brand the Truth** - Transparency fosters trust at every touchpoint.
- **Bold, Not Bland** - Stand out with strong messaging, even if it's not for everyone.
- **Be Original** - Check trademarks to ensure your tagline is unique.
- **Don't Be Vague** - Clarity is crucial; avoid phrases that are confusing.
- **Skip the Clichés** - Avoid overused jargon.
- **Don't Repeat** – Don't use the company name in the tagline.
- **Keep it Light** - Connect emotionally without being overly serious. Humor works well.
- **Brevity Matters** - Be clear and memorable without being too wordy. Three words is ideal.
- **Audience Focused** - Tailor the message for your audience, not just management.
- **Protect Your IP** - Ensure your tagline is legally yours.

For help in reaching the soul of your audience, feel free to email me at [smuster@MCePerformance.com](mailto:smuster@MCePerformance.com).