

WHOSE (TAG) LINE IS IT ANYWAY?

What is a tag line?

A tag line is a short phrase that conveys your company's unique message; the **soul** of your brand. It evokes the product or service with **strength and depth**.

Brainstorm

- Why are you in business? What is your **story**?
- What are the **cultural values** of your customers?
- What are **your values**? What is **your promise**? What are **your solutions**?

Free write

- **Free write** words to identify your business and **create a feeling**.
- Look for common themes or **keywords** that relate to your business and your customers.
- Use the **thesaurus (or Google!)** in search for synonyms that sound simpler or just better.

Summarize

- You will end up with a **3-8 word powerful phrase**.
- It identifies your purpose, your culture, your promise and your brand.

Good tag lines

- Are **short and sweet**, creating an **instant impact**.
- Speak directly of **benefits**.
- Communicate clearly to the customers' **needs and culture**.
- **Engrain the message in the customers' mind and heart**.

This is
our tag
line

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"CONNECTING BUSINESS CULTURES ACROSS THE AMERICAS"