

Slogan-Importance and Meaning in Business

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Abstract

Advertising has many meanings and meanings in the business world. A keyword is a term or phrase that is frequently used by marketers to draw in customers. It has more impact. Advertisements may offer promises or rewards to customers. Sometimes it can be a guarantee of the quality, value or reliability of the product or service. A catchphrase lends a company's or its goods' individuality. This is a quick and easy method to get your thoughts out there. There are comments tagged on a lot of themes. To be effective, the message must be compatible with the purpose of the ad. Speech is direct, short and easy to remember. They repeat brand names and are friendly words. Advertisements can be used to appeal to a good event in the life of the product, a good description of the quality of the product. They basically draw attention to the strength of the company or product. Slogans bring posters to life. What a word makes possible for the reader to grasp determines its worth. This article explains the definition of advertising, the characteristics of good advertising, and the focus of advertising.

Keywords: Advertisement – ad, slogans, media, headlines, innovativeness, brand

INTRODUCTION

The era of mass manufacturing and dissemination is upon us. There are comparable goods available on the market. There is intense rivalry amongst producers. Many companies resort to active measures to maintain their presence in the market. The most precious resource in today's corporate and social environments is information. In today's business world, the right advertising is through the advertising used by business, industry and almost every type of business. Commonly used media include newspapers, magazines, radio, television, internet, billboards, neon lights, art exhibitions, posters, etc. takes place [1,2].

A print ad has many parts; these are headline, subhead, graphic, speech, text or body text, and brand name/trademark. Words from these six play an important role in business and have been used for years to promote products and services and retain customers. Speech is a short, simple, clear, catchy, colorful world used to attract and attract customers' attention. It should present many sales messages in a compact format. Must be worth remembering [3].

A word is a memorable and easily recalled phrase or term. Advertisers often use slogans to draw the reader into the meaning of the product. The advertisement's language ensures that the item or service is both dependable and of high quality. The column repeats the format name. These are friendly words [4,5]. They may print or sing. They write sales points. Emotionally charged and psychologically charged idiomatic phrases. This article explains the meaning of advertising, the characteristics of good advertising, the importance of advertising in various forms and the importance of advertising in the business world. Themes are short, simple, understandable, catchy and colorful words used to attract and keep customers' attention.

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Advertisements must be based on a grand sales strategy, self-interest, and customer satisfaction because their products are more important than their models. Ads are often used when advertisers want to build and expand an idea or content over time. Propositions are generally meaningful sentences; They are propositions that use devices such as simile, simile, or rhyme and are written in simple, powerful language [6].

Characteristics of a Good Advertisement

- The speech should be simple and understandable.
- It should be like satisfaction.
- The contract should include several sales strategies.
- Must influence customers to buy products.
- Must be a memory value.
- It must be unique.
- Can't lie or lie.

Presentation of Ads

Advertisements emphasize the following to attract consumers:

ADVERTISEMENTS RELATED TO PSYCHOLOGICAL NEEDS

Buyer behavior is influenced by mental health [7]. He may want to have something special. In this instance, the speaker's sales pitch should persuade the listener that the product is beneficial. Advertised products must not be deficient in other items. These statements must meet the customer's needs, desires and motivations [8].

Examples

British Airways, Toyota Fortuner, Raymond

- The most popular plane in the world
- The comfort of the world is mine
- Successful person

Statements Regarding Social Needs

The demands for relationships, affection, and sharing with others in society are known as social needs [9]. Therefore, the explanation addressing social needs is as follows:

Examples

Canara Bank, Bank of India, Corporation bank, Dena Bank, Nokia

About the Features of the Product

- We Can Do It Together
- Relationships over Money
- Success for All
- Your Home Bank
- Connecting People

Competition in the product market is fierce, there are many similar products on the market and consumers are tempted to purchase them with various incentives. Marketers in this situation must set their products apart from those of their rivals [10]. It should craft the statement in a way that demonstrates the quality and quality of the product better than other similar products.

Examples

Completely Butterly Delicious, Amul, Surf Excel, Colgate, Fair & Lovely cream, Ariel, Maruti Dzire Regal, Daag acche hai, or daag stain, is the top brand that dentists advise using [11]. Excellent stain remover in only one wash, highly advanced multivitamin cream, packed with characteristics.

REMARKS PERTAINING TO ACTIONS

Must make reference to what must be done and what must be done right now. It should encourage customers to double down on products, purchase products even during the holiday season, and replace competing products with promotional products.

Examples

Kinder joy, Flip Kart, Wal Mart, Imagination Ko Jodo, Taste Bhi Emoji Toys Bhi, Diamond Rings (Chips), Amazing Offers, preserve before they run out, Live Better, Save Money.

Pay Attention to Corporate Images

Advertising messages should create a corporate image. Brand image will increase sales as customers like to buy famous products.

Examples

Ford, TATA Motors, Amazon, LG

EMPHASIS ON BRAND IMAGE

Go Further, Connecting Aspiration, Earth's most Customer-Centric Company, Life is Good

Brand image is based on predicting the emotional characteristics of the physical product, social usage, and customer needs and behavior [12]. The product's quality is what builds the brand. In advertising, emphasis should be placed on the product's quality.

Examples

7 up, Hershey's spread, Kit Kat, Boost

STRESSING THE SIGNIFICANCE OF INSTINCT

Happiness of Hershey's, Cool-Cool 7up, take a Break, Grab a Kit Kat, Boost is my energy secret.

Instincts are the source of energy that compels people to act. The most important function of advertising is to encourage, persuade and encourage consumers to have a good opinion about a particular product and buy it. Advertisements should address emotions such as self-preservation, security, parenting, happiness and comfort.

Regarding the Theory of Self-preservation

Advertisements for medicine, food, clothing, cosmetics and soap are often based on self-protection.

Examples

Pantene, Vicks, Amrutanjan, Head and shoulders, Clinic plus, Lakme, Sun silk

About Parents' thoughts

- Strong is beautiful.
- Breathe life in
- India's No. 1 pain Balm
- strong and extended.
- robust and lengthy
- Cream for color transformation
- On your side, hair

You can find baby care and comfort products at Parent Instinet

Examples

Hamam, Dettol, Horlicks, Pediasure, Colgate, Huggies

About the Security Instinct

Go safe outside.

Be certain.

Greater, more robust, more acute

Greater, more resilient, and more keen

More powerful, more robust, and more perceptive

It's like a hug from mom.

banks, financial firms, life insurance companies, cars, etc. All of their advertising is based on security concerns to attract the money of the masses.

Examples

LIC -Zindagi Ki Saath Bhi, Zindagi Ki Baath Bhi

Dena Bank, JK Tyres, Ceat

Complete Control, Your Trusted Family Bank, Born Tough

Highlighting the Pleasure Instinct

Cold drink, Chocolate, food etc. Advertisements are based on satisfying the sense of taste and smell.

Examples

KFC, Thums up, good finger licking. Cadbury Dairy Milk, taste the thunder Shut your eyes if you miss me. Silky, Gillette, Pepsi, Coca-Cola, and Yippee Noodles Masala Crazy, Joyful, Relaxed, the finest a guy can hope for. Savor the moment and live in the now.

Emphasis on Comfort Instinct

Home appliances, furniture, tires, cars, two-wheelers, etc. Advertisements for comfort products.

Examples

MRF, Vivo smart phone, Nike, British Airways, TVS Jupiter Classic, Samsung washing machine, tires with strength, Fayda ka Zyada, strong and sanitary wash, The most popular airline worldwide, Simply execute the clean shot, clear moment.

Emphasis on Innovativeness

Nowadays, especially high-end consumers are very creative. They want to have new products with new technology. Here are some products/services promoted as innovations,

Examples

Indian Bank: Bringing Banking Technology to Everyday People

Kitchen Appliances from Philips: Innovations and You

Sony Bravia: Honor every hue Bring a Bravia home.

As Apple Practically Magic, Hot Wheels, Adidas, and my phone Nothing is impossible for engineering.

Prioritizing Social Concerns

Attractive phrases are used to promote a lot of social concerns. The primary focus of the slogans is social causes. Among the most notable are: Made in India, Clean India, Preserve oil, India. Smoking cigarettes is bad for your health.

Relevance of Catchphrases in Advertising

The advantages of advertising slogans for a business are as follows:

Acknowledgment and Branding

Companies that promote their products or services often create a marketing plan that includes many strategies, including advertising and electronics [13]. The three components of a brand name are the logo, brand name, and advertising slogan.

A strong advertising message ties all elements of the campaign together and creates awareness in the minds of consumers. The same theme appears not only in advertisements, but also in products such as hats and t-shirts, PR materials and actual packaging. All these helps create acceptance in the customer's mind.

Building Relationships with Customers

The offering has always been seen as the perfect bridge to build relationships between a business and its customers [14]. Personal marketing with advertising messages can help people remember the business and ultimately develop a positive attitude towards the brand.

Differentiation

There are special announcements that differentiate the brand. It forges a distinct identity and makes a deep emotional connection with individuals.

Make the Item Suitable

The product's characteristics and properties are extensively described in the description. This is how people view things. Therefore, having a good advertisement is a new way to make your product popular in the market. Not only are products, brands and products most effective, but advertising and slogans can also be used to gain sales, merchandise and increase business when used correctly [15]. Someone rightly said: "If you create lucky words, you create your future success." Good preaching never fades or grows old, it is as good today as it was yesterday and will remain so for centuries to come. For instance, the key to my power is Boost. Discussing slogans such as "We pack a punch in our service" and "Chevrolet Chase Store," one writer said that these ads "made an impact not only in commercials, but also in commercials, letters, and registered mail." , newspapers and other publications. Inject the appropriate." Posters, brochures, postcards, postcards and other promotional materials can best be described as links in the communication chain. In business, there are important factors that create interest when a business developer presents his current recommendations to people. It is marketed with potential customers and attracts people's attention. It's not easy to forget. It gives people something to think about.

CONCLUSIONS

The message is a crucial component of the brand identity and goes well with the name and logo. Given the ability of words to convey what a brand has to offer, it can instantly change the perception of a brand. When slogans work well, they can increase brand awareness and brand image, thus helping the brand in the long run. The development of the doctrine to this day has accomplished a lot of incredible work without any practice. It is therefore not surprising that most marketers do not use the power of words, especially in product information, and that top names receive negative marks in Research Week (Kiley, 2004). The process we propose aims to provide a model for the creative process of creating good words.

First of all, the slogan should be part of the brand's concept because the slogan shows the direction of the style, more than the name or logo. Warnings must be remembered, we analyzed events related to words that should be remembered and remembered. Surprisingly, "easy" isn't the best word. Additionally, speech can play an important role in the implementation of different strategies by helping to establish the type and location of the image. In this case, the best announcements will be those that

address points of difference that are not only meaningful but also meet current needs. In the long run, consistently achieving the above goals will have a positive impact on brand perception and therefore brand value. Marketers can achieve success by following the tips we list here.

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