



It's your brand on the line.SM

MEET THE GURU NUTS & BOLTS NEWS & RESULTS FROM THE GURU BEHIND THE CURTAIN TAGLINEPEDIA TAG THE GURU

Slogan & Jingle List

FUNCTIONAL

It is widely thought that primitive man may have used slogan-like utterances to communicate the value proposition of an idea, such as the inventor of the wheel who grunted to a skeptical audience: "It's round. It rolls. Any questions?"

CHARACTER-DRIVEN

The parallel development of commercial advertising and modern psychology in the late 19th century witnessed the ascendancy of the slogan, which soon became the accepted method of branding everything from soup to nuts.

ASPIRATIONAL

Since the advent of commercial television, corporate taglines, ad slogans, and jingles have been fighting the front-line battle to penetrate our minds, win our hearts, and open our wallets. Do these so-called brand-bites exercise a profound influence on our language, media, and culture? In a word, yes!

CITY MOTTOES & MONIKERS

The following is a list of more than 400 nominated slogans and jingles from which the most influential were ranked in TaglineGuru's [Slogan & Jingle Survey](#).

MOVIE TAGLINES

Slogans

U.S. PRESIDENTIAL CAMPAIGN SLOGANS

Better by Adobe.

Adobe

SOBRIQUETS

The road will never be the same.

Acura

TAGLINE HALL OF SHAME

Ask about it at work.

Aflac

TAKE YOUR TAGLINE TO THE NEXT LEVEL:

We know money.

AIG

Stronger than dirt.

Ajax

I can't believe I ate the whole thing.

Alka-Seltzer

"Mama mia, thatsa spicy meatball."

Alka-Seltzer

Try it, you'll like it.

Alka-Seltzer

The relief goes on.

Allegra

You're in good hands with Allstate.

Allstate Insurance

Doesn't your dog deserve Alpo?

Alpo Dog Food

Works like a dream.

Ambien

Something special in the air.

American Airlines

Behold the power of cheese.

American Dairy Association

Don't leave home without it.

American Express

Do more.

American Express

My life. My card.

American Express

"For fast, fast, fast relief."

Anacin

Legendary reliability.

APC

Think different.

Apple Computer

The power to be your best.

Apple Computer

Think outside the box.

Apple Computer

Reach out and touch someone.

AT&T

The world's networking company.

AT&T

Never follow.

Audi

We trv harder.

Avis



... by Tagline...

Higher standards.	Bank of America
Thank you for your support.	Bartles & Jaymes
Bayer works wonders.	Bayer Aspirin
Flick my Bic.	Bic
We mean clean.	Bissell
Life's messy. Clean it up!	Bissell
Sheer driving pleasure.	BMW
The ultimate driving machine.	BMW
Better sound through research.	BOSE
The quicker picker-upper.	Bounty
"When you've got it, flaunt it."	Braniff Airlines
Fill it to the rim with Brim.	Brim Decaffeinated Coffee
"Hope, triumph, and the miracle of medicine."	Bristol-Myers Squibb Co.
The way to fly.	British Airways
The world's favourite airline.	British Airways
Wassup?!	Budweiser
The king of beers.	Budweiser
It just tastes better.	Burger King
Have it your way.	Burger King
Break through.	Cadillac
"A can a week, that's all we ask."	California Almond Growers
Got milk?	California Milk Processor Board
"Calgon, take me away."	Calgon Toiletries
Between love and madness lies obsession.	Calvin Klein
Nothing comes between me and my Calvins.	Calvin Klein Jeans
I'd walk a mile for a camel.	Camel
For negative people.	CameraWorld
What's in your wallet?	Capital One
For virtually spotless dishes.	Cascade
Turning partnership into energy.	ChevronTexaco
Please don't squeeze the Charmin.	Charmin
Get your own box.	Cheez-It
A silly millimeter longer.	Chesterfield Cigarettes
Like a rock.	Chevy Trucks
It's not nice to fool Mother Nature.	Chiffon Margarine
Inspiration comes standard.	Chrysler
Will you be ready?	Cialis
Empowering the Internet generation.	Cisco Systems
Live richly.	Citi
"If I've only one life, let me live it as a blonde."	Clairol
Does she or doesn't she?	Clairol
The antidote for civilization.	ClubMed
The source for computing and technology.	CNET
The most trusted name in news.	CNN
Coca-Cola refreshes you best.	Coca-Cola
The pause that refreshes.	Coca-Cola
Have a coke and smile.	Coca-Cola
The silver bullet.	Coors



... by Slogan...



... by Brand...

Cotton. The fabric of our lives.	Cotton Incorporated
"If you want to capture someone's attention, whisper."	Coty Perfume
"Healthy, beautiful smiles for life."	Crest
"Look, Ma, no cavities!"	Crest
Cooks who know trust Crisco.	Crisco Vegetable Shortening
Love it for life.	Dannon Yogurt
A diamond is forever.	DeBeers
Easy as Dell.	Dell Computer
You'll love the way we fly.	Delta Airlines
We love to fly and it shows.	Delta Airlines
We're cooking now.	Denny's
Restoring the joy of motion.	DePuy Orthopedics
We move the world.	DHL
Yellow. The new Brown.	DHL
Competition. Bad for them. Great for you.	DHL
Aren't you glad you use Dial? Don't you wish everybody did?	Dial Soap
The happiest place on earth.	Disneyland
Time to make the doughnuts.	Dunkin Donuts
The miracles of science.	DuPont
Better living through chemistry.	DuPont
The power of all of us.	eBay
The world's online marketplace.	eBay
"When EF Hutton talks, people listen."	EF Hutton
Nothing sucks like an Electrolux.	Electrolux
When you're crazy for chicken.	El Pollo Loco
"It keeps going, and going, and going..."	Energizer Batteries
See your way forward.	Epiphany
Quality in everything we do.	Ernst & Young
Put a tiger in your tank.	Esso (Exxon)
Don't just travel. Travel right.	Expedia.com
Good taste is easy to recognize.	Fancy Feast
Our business is the American dream.	FannieMae
"Relax, it's FedEx."	FedEx
The world on time.	FedEx
"When it absolutely, positively has to be there overnight."	FedEx
Play. Laugh. Grow.	Fisher-Price
It's not just for breakfast anymore.	Florida Orange Juice Growers Association
Built for the road ahead.	Ford
Ford has a better idea.	Ford
Quality is job one.	Ford
Fosters – Australian for beer.	Fosters Australian Beer
Fair and balanced.	Fox News
Extinct is forever.	Friends of the Animals
Say it with flowers.	FTD
Imagination at work.	General Electric
We bring good things to life.	General Electric
Celebrate the moments of your life.	General Foods

Two words to the wise.	Georgia Federal
Babies are our business.	Gerber
Shouldn't your baby be a Gerber baby?	Gerber
"My wife, I think I'll keep her."	Geritol
"Look sharp, feel sharp."	Gillette
The best a man can get.	Gillette
Never let 'em see you sweat.	Gillette Dry idea
Don't get mad. Get GLAD.	GLAD
The best tires in the world have Goodyear written all over them.	Goodyear
Leave the driving to us.	Greyhound
"Pardon me, do you have any Grey Poupon?"	Grey Poupon
It's a great time to be alive.	Guidant
"Don't be vague, ask for Haig."	Haig Scotch Whiskey
When you care enough to send the very best.	Hallmark
American by birth. Rebel by choice.	Harley Davidson
Hey! How about a nice Hawaiian Punch?	Hawaiian Punch
We answer to a higher authority.	Hebrew National
Hertz puts you in the driver's seat.	Hertz
57 varieties	H.J. Heinz
Invent.	Hewlett Packard
Pleasing people the world over.	Holiday Inn
The power of dreams.	Honda
Where's the cream filling?	Hostess Cakes
We're behind you every step of the way.	Huggies
Solutions for a small planet.	IBM
Intel Inside.	Intel
"Manly yes, but I like it, too."	Irish Spring Soap
"Pure clean, pure Ivory."	Ivory Soap
99.44% pure.	Ivory Soap
Jack's back!	Jack in the Box
Don't dream it. Drive it.	Jaguar
America's most famous dessert.	Jell-O
Nothing runs like a Deere.	John Deere
The right relationship is everything.	JPMorgan Chase Bank
100% juice for 100% kids.	Juicy Juice
Thrive.	Kaiser Permanente
Every kiss begins with Kay.	Kay Jewelers
They're g-r-r-r-eat!	Kellogg's Frosted Flakes
Start aging smart.	Kellogg's Smart Start
Finger-lickin' good!	Kentucky Fried Chicken
Nobody does chicken like KFC.	KFC
Kid tested. Mother approved.	Kix Cereal
Share moments. Share life.	Kodak
It's time for clarity.	KPMG
"What happens here, stays here."	Las Vegas Convention and Visitors Authority
Betcha can't eat just one.	Lay's Potato Chips
"When banks compete, you win."	LendingTree
<small>The relentless pursuit of perfection</small>	

The relentless pursuit of perfection.	LEXUS
I've fallen and I can't get up.	LifeCall
"Hey, Mikey...he likes it!"	Life Cereal
"Always a bridesmaid, but never a bride."	Listerine
Because I'm worth it.	L'Oréal
Magically delicious.	Lucky Charms
Lucky Strike means fine tobacco.	Lucky Strike
Creating value through true convergence.	Lucent Technologies
"Melts in your mouth, not in your hands."	M&Ms
Come to Marlboro Country.	Marlboro
There are some things that money can't buy. For everything else there's MasterCard.	MasterCard
Good to the last drop.	Maxwell House
I want my Maypo.	Maypo
Our repairmen are the loneliest guys in town.	Maytag Appliances
Passion for the road.	Mazda
Did somebody say McDonald's?	McDonald's
Is it live or is it Memorex?	Memorex
Tastes so good cats ask for it by name.	Meow Mix
Merrill-Lynch is bullish on America.	Merrill-Lynch
MGM means great movies.	MGM
Because so much is riding on your tires.	Michelin
Lose the carbs. Not the taste.	Michelob Ultra
Your potential. Our passion.	Microsoft
Where do you want to go today?	Microsoft
It's Miller time!	Miller Beer
The champagne of bottled beer.	Miller High Life
Everything you always wanted in a beer. And less.	Miller Lite
"Tastes great, less filling."	Miller Lite
Wake up and drive.	Mitsubishi Motors
One client at a time.	Morgan Stanley
"When it rains, it pours."	Morton Salt
Medicine with muscle.	Motrin
Do the Dew.	Mountain Dew
Beef. It's what's for dinner.	National Cattlemen's Beef Association
Take a bite out of crime.	National Crime Prevention Council
Pork. The other white meat.	National Pork Board
You could learn a lot from a dummy. Buckle up!	National Highway Traffic Safety Administration
Must see TV.	NBC
Break out of the ordinary.	Nestles Butterfinger
I love New York.	New York State Division of Tourism
All the news that's fit to print.	The New York Times
Just do it.	Nike
At the heart of the image.	Nikon
Only fit for a king. Nine Lives.	Nine Lives Cat Food
Enjoy the ride.	Nissan
Connecting people.	Nokia
Take it all off.	Noxzema

The nighttime sniffing sneezing coughing aching stuffy head fever so you can rest medicine.	NyQuil
Taking care of business.	Office Depot
It's not your father's Oldsmobile anymore.	Oldsmobile
The mark of a man.	Old Spice
Changes everything.	OneTouch
Software powers the Internet.	Oracle
Ore-Ida! It's all-righta!	Ore-Ida
No rules. Just right.	Outback Steakhouse
Grab the Southwest by the bottle.	Pace Picante Sauce
Catch our smile.	Pacific Southwest Airlines
Ask the man who owns one.	Packard
Slightly ahead of its time.	Panasonic
The flavor says butter.	Parkay Margarine
This is your brain. This is your brain on drugs.	Partnership for a Drug-Free America
We will sell no wine before its time.	Paul Masson
Pepperidge Farm remembers.	Pepperidge Farm
Come alive! You're in the Pepsi generation.	Pepsi
The taste of a new generation.	Pepsi
"Pepsi, for those who think young."	Pepsi
Pepsi-Cola hits the spot.	Pepsi
It takes a tough man to make a tender chicken.	Perdue Chicken
Where the pets go.	Petco
The best kept automotive secret in America.	Peugeot
Talk. They'll listen.	Philip Morris
Famously fresh.	Planter's Peanuts
Lifts and separates.	Playtex Cross-Your-Heart Bra
The fun develops instantly.	Polaroid
Get a piece of the rock.	Prudential
Something to smile about.	Quaker Oatmeal
"M'm, m'm, m'm, m'm, m'm...toasty!"	Quiznos
Spirit of service.	Qwest
Ride the light.	Qwest
"You've got questions, we've got answers."	Radio Shack
RAID kills bugs dead.	RAID
I liked it so much I bought the company.	Remington
How well do you share?	Ricoh
How do you spell relief? R-O-L-A-I-D-S.	Rolaids
Get out there.	Royal Caribbean Cruise Lines
Ingredients for life.	Safeway
Experience success.	Salesforce.com
Everything you love about coffee.	Sanka
The beer that made Milwaukee famous.	Schlitz
Funny name. Serious sandwich.	Schlotzky's Deli
Schhh! You know who?	Schweppes
We turn on ideas.	Seagate
"Strong enough for a man, but made for a woman."	Secret Deodorant
The uncola.	7-Up

"It's Shake and Bake, and I helped."	Shake and Bake
"For the person who has everything, we have everything else."	The Sharper Image
Cover the earth.	Sherwin Williams
Always there in a pinch.	Skoal
We make the money the old-fashioned way. We earn it.	Smith Barney
"With a name like Smucker's, it has to be good."	Smucker's
Made from the best stuff on Earth.	Snapple
You are now free to move about the country.	Southwest Airlines
"Now, that's better."	SPRINT PCS
Obey your thirst.	Sprite
That was easy.	Staples
"Sorry, Charlie. Starkist wants tuna that tastes good, not tuna with good taste."	Starkist Tuna
Eat fresh.	Subway
The network is the computer.	Sun Microsystems
Better snacking.	Sunkist
"If it's not SuperSoil, it's just plain old dirt."	SuperSoil
There's no equal.	Sweet 'N Low
Think outside the bun.	Taco Bell
Head for the border.	Taco Bell
You quiero Taco Bell.	Taco Bell
Expect more. Pay less.	Target
I'd rather fight than switch.	Tareyton Cigarettes
"If it's gotta be clean, it's gotta be Tide."	Tide
Takes a licking and keeps on ticking.	Timex
Choose freedom.	Toshiba
Invest with confidence.	T. Rowe Price
Get the feeling.	Toyota
"Silly rabbit, trix are for kids."	Trix Cereal
A vital part of your world.	Tyco
It's hospital recommended.	Tylenol
Imagine it. Done.	Unisys
Time to fly.	United Airlines
The mind is a terrible thing to waste.	United Negro College Fund
The spirit of '76.	Unocal
What can Brown do for you?	UPS
Some of our best men are women.	U.S. Army
Friends don't let friends drive drunk.	U.S. Dept. of Transportation
Only you can prevent forest fires.	U.S. Forest Service
"Give a hoot, don't pollute."	U.S. Forest Service
"The few, the proud, the Marines."	U.S. Marines
We're looking for a few good men.	U.S. Marines
It's not a job. It's an adventure.	U.S. Navy
The toughest job you'll ever love.	U.S. Peace Corps
I coulda had a V-8!	V-8
We never stop working for you.	Verizon Wireless
Can you hear me now?...Good!	Verizon Wireless
His master's voice.	Victor Talking Machine Co.
"You've come a long way, baby."	Virginia Slims Cigarettes

Virginia is for lovers.	The Virginia Tourism Commission
It's everywhere you want to be.	VISA
Visine gets the red out.	Visine
Think small.	Volkswagen
Drivers wanted.	Volkswagen
Fahrvergnugen	Volkswagen
For life.	Volvo
Always low prices. Always.	Wal-Mart
The next stage.	Wells Fargo
Where's the beef?	Wendy's
Western Airlines the only way to fly.	Western Airlines
The breakfast of champions.	Wheaties
Ring around the collar.	Wisk Laundry Detergent
For a living planet.	World Wildlife Fund
We're moving beyond documents.	Xerox
Believe.	Yahoo! Personals
Let your fingers do the walking.	Yellow Pages
Where technology means business.	ZDNet
The quality goes in before the name goes on.	Zenith
Jingles	
Ace is the place with the helpful hardware man.	Ace Hardware
Plop plop, fizz fizz, oh what a relief it is.	Alka-Seltzer
The incredible, edible egg.	American Egg Board
I am stuck on Band-Aids 'cause Band-Aids stuck on me.	Band-Aids
Bring out the Best Foods and bring out the best.	Best Foods (Hellmann's Mayonnaise)
A little dab'll do ya.	Brylcreem
For all you do, this Bud's for you.	Budweiser
When you say Budweiser, you've said it all.	Budweiser
Have it your way.	Burger King
Pure cane sugar from Hawaii.	C&H
M'm! M'm! Good!	Campbell's Soup
See the USA in your Chevrolet.	Chevrolet
What's the best tuna? Chicken of the Sea.	Chicken of the Sea
I'm Chiquita Banana and I've come to say – bananas have to ripen in a certain way.	Chiquita Banana
It's the real thing.	Coca-Cola
I'd like to teach the world to sing in perfect harmony...	Coca-Cola
Coke is it!	Coca-Cola
Things go better with Coke.	Coca-Cola
We've got a taste for you.	Coca-Cola
Just for the fun of it, Diet Coke.	Diet Coke
Just for the taste of it, Diet Coke.	Diet Coke
I'm a pepper, he's a pepper, she's a pepper...	Dr Pepper
I can bring home the bacon...	Enjoli
The best part of waking up is Folger's in your cup.	Folger's Coffee
In the valley of the jolly--ho-ho-ho!--Green Giant.	Green Giant
From the land of sky-blue waters.	Hamm's Beer

Intel inside logo (four-note theme)	Intel
There's always room for J-E-L-L-O.	Jell-O
Jell-O makes me mellow and the wiggle makes me giggle.	Jell-O
Snap! Crackle! Pop! Rice Krispies.	Kellogg's Rice Krispies
Give me a break! Give me a break!	Kit-Kat Bar
What would you do for a Klondike bar?	Klondike Bar
And America spells cheese...K-R-A-F-T.	Kraft
Here's to good friends....Tonight, tonight, let it be Lowenbrau.	Lowenbrau Beer
[Coffee pot percolator theme]	Maxwell House Coffee
Maybe she's born with it. Maybe it's Maybelline.	Maybelline
Zoom, zoom, zoom.	Mazda
I'm lovin' it.	McDonald's
You deserve a break today.	McDonald's
Two all-beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun.	McDonald's
We love to see you smile.	McDonald's
Meow, meow, meow, meow....	Meow Mix (Ralston)
If you've got the time, we've got the beer.	Miller Beer
Mr. Clean will clean your whole house and everything that's in it.	Mr. Clean
Nationwide is on your side.	Nationwide Insurance
N-E-S-T-L-E-S, Nestles makes the very best...chocolate.	Nestles
I wish I were an Oscar Mayer Wiener.	Oscar Mayer
My bologna has a first name, it's O-S-C-A-R.	Oscar Mayer
PepsiÑfor those who think young.	Pepsi
Pepsi hits the spot.	Pepsi
You'll wonder where the yellow went when you brush your teeth with Pepsodent.	Pepsodent
Sometimes you feel like a nut, sometimes you don't.	Peter Paul Mounds/Almond Joy
Call for Philip Morris.	Philip Morris
Nothin' says lovin' like somethin' from the oven.	Pillsbury
Rice-a-Roni, the San Francisco treat.	Rice-a-Roni
Away go troubles down the drain.	Roto-Rooter
Nobody doesn't like Sara Lee.	Sara Lee Foods
When you're out of Schlitz, you're out of beer.	Schlitz Beer
Singapore girl, you're a great way to fly.	Singapore Airlines
It's slinky, it's slinky, oh what a wonderful toy.	Slinky
Uh, oh, Spaghettios.	Spaghettios
Like a good neighbor, State Farm is there.	State Farm
Raise your hand if you're sure.	Sure
How do you feed a hungry man?	Swanson Hungry-Man
You can trust your car to the men who wear the star.	Texaco
I love what you do for me...Toyota.	Toyota
Tum, tum, tum, tum, Tums.	Tums
Fly the friendly skies (of United).	United Airlines
Be all that you can be.	U.S. Army
Winston tastes good like a cigarette should.	Winston
Double your pleasure, double your fun.	Wrigley's Doublemint Gum
You're not fully clean until you're Zestfully clean.	Zest Soap

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Take your tagline to the next level!



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