
Two Design Thinking Tips for writing a Better Brand Tagline

Though Logo is the first impression, Tagline is an amazing way to connect, emphasise the value and create an association with the user. The tagline is nothing but Brand in words.

If your tagline talks about your product, then you would appear selfish. Design thinking is about thinking everything from User Perspective. Put your User's first in everything.

It's not about us; It's about them

Do you want to make a Good Tagline or a Better tagline?

For a Good tagline—Talk about benefits of the features, rather than the features. For a Better tagline—You need to go beyond those benefits. Our tagline has to touch the reflective level of the brain along with an Emotional connect.

As a designer, when we do research, we go further than identification of needs. Rather than focusing on what user says in a survey, we shift our attention on his sources of real power, aspirations, inner purpose and the connected emotions.

Brand's tagline has to help the users to become what they aspire to be, with the help of their product or service

In the long run, People will buy a brand's products based on how the brand makes them feel, what kind of identity it can provide, what kind of status it can help them to reach, what kind of social perception it can provide.

Simon Sinek says, "People don't buy products based on What you Do. They will buy if they understand "Why you Do it?"

ASPIRATIONS AND FEELINGS

Nike is one of the most lauded brands. It's "Just Do It" tagline and its accompanying advertisement challenged people to achieve their goals and aspirations. Many people had written to NIKE after the launch of this tagline, how they got stimulated, overcame the hurdles in their life.

In 1987, NIKE's ad agency made a new TV spot celebrating Nike's early role in founding the jogging craze. The videos had the visual image of

tracks where NIKE started, clips of famous runners, with a voice over “It all started here” followed by “Fitness revolution that change America”. People from Nike and the Ad Agency felt that the ad is striking and provocative. But when they previewed it to a group of consumers, the Ad met with silence. Nike’s founder Phil Knight was upset.

He felt that the ad celebrated Nike Products, not the customers.

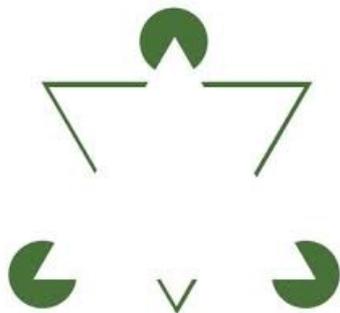
It is a lesson for us that instead of talking about us, our products, we have to take about the users. Ad agency came out with revised ads showing all kind of athletes doing what athletes do. Every athlete spoke with emotion about what they do and why they do in their own emotional words, followed by “Just Do It”.

The ad was not about sneakers, superior performance or breakthrough innovation of Nike products. It was about Emotional rewards about “Just doing it” motivating many to take it up.

If the tagline was, “Get down and go jogging” would have resonated with users like “Just Do It”? This tagline elevated the brand to largest sports good manufacturer in the world.

IMAGINATION

“Closure” is one of the Gestalt’s design principles. It’s a visual design strategy. When the brain processes an incomplete shape, it fills in the missing information to create a whole. Thus, an image that is missing pieces will then appear complete. The reason — it engages the viewer. A person looking at an image actively involves himself in processing it, whether they are aware of this or not. In this fashion, a connection is formed.



Similarly, the tagline has to lead the imagination of Users. It has to be bit vague and encourage users to complete the sentence and create their own meanings. “Just Do It” — If I’m struggling in my business, seeing the ad, will I not get inspired? Would not I feel it suits my circumstances?

Look at Apple's tagline—THINK DIFFERENT. It may appear vague, but it encourages the user to create different meanings based on their exposure levels.

Loreal's tagline—You are worth it.

American Express—Do More.

IKEA—Change Begins at Home

By leaving the part of slogan to user's imaginations, taglines have inspired dreams and actions.

Other than these two factors, Use Simple Language, Use fewer words.

By [Shah Mohammed](#) on [March 13, 2017](#).

[Canonical link](#)

Exported from [Medium](#) on October 28, 2020.