



Article Side

Branding & Creating Slogans for Marketing Effectiveness by [Chuck Ingersoll](#)

Article published on July 23rd 2012 | [Advertising](#)

News just in: in order to do proper company branding, it's possible that you may have to pay out some ridiculously large amount of cash. Recent research shows that in order to acquire the services of a national branding agency you will need something between \$25,000 and \$45,000 to create a new company or organization brand identity. Even higher prices will be paid if you are using the services of an international branding agency. This is a really discouraging reality for new businesses, and unless you have already budgeted a large amount, you will have to come up with your own company brand names and then choose the best from your own ideas.

The same is true when it comes to advertising products and services. One of the key points of differentiation you can achieve is through a catchy slogan for your product. Thanks to the clever slogan, people will remember your company and the product easily. If you have a creative tagline accompanying all your adverts for a long time, the first thing people will think about when they hear that tagline is your company. But how will you be able to come up with slogans that will remain etched in the public's mind?

The process is very simple if you have the services of a professional slogan creator. There are very few of these people with excellent track records, but one who has made a really outstanding name for himself is Chuck Ingersoll. He is behind some of the best slogans that you have heard and has helped companies create catchy taglines enabling them to create great awareness and memorability, along with enhanced sales performance.

So if you are looking for some really creative tagline ideas, you should use the services offered by Mr. Ingersoll. Being a journalist, creative director and advertising writer, he has been exposed to what the public likes and what they don't. He understands their desires and fears, and knows what motivates them. He knows how to capture the essence of why your product, service or company is different and better in a few key words. This helps you to present a powerful tagline that will impact your sales positively.

The procedure of slogan creation can only be simple if you know what you want your customers to know about your products: the essence of differentiation. There are some slogans that you might hear and wonder what they were all about because they either don't bear any relevance to the company or to the public. That kind of advertising tagline is a waste of money because memorability and differentiation are not built into it.

Article Source:

<http://www.articleside.com/advertising-articles/branding-creating-slogans-for-marketing-effectiveness.htm> - [Article Side](#)

[Chuck Ingersoll](#) - About Author:

Chuck Ingersoll is an author of [brandsandtags.com](http://www.brandsandtags.com); Visit the site (a <http://www.brandsandtags.com/>) for more information about a [company brand names](#).

Article Keywords:

Slogan Creator, Advertising Slogan, Catchy Slogans, Slogan Examples

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!