

What's good endures

I have been thumbing through old magazines, which is a quick way to see just how fast graphics and tastes change. If you were to pick up a magazine from 1990 you would really feel the difference. Some of it is more sophisticated tools, but some of it is just changing taste. In any case, I came across a print ad for a Fig Newton Snack Bar that is “just 100 calories.” (When will this fascination with 100 calories end? What is so magical about 100???) I don't think Nabisco makes these anymore, but the tag line “Snack Happy” is still in use. Why? Because it's good. Period. What more do you want from a tag line? It is short, succinct and connotes at least two emotional states: guilt-free and contentment (or guilt-free contentment). So Nabisco has kept the tag line and got rid of the “snack fairy.” Remember the snack fairy? It was some guy dressed in a tutu that gave you snacks you could enjoy, EVEN if you were on a diet. I just did a quick search and now Nabisco is running a “Snack Purple” campaign to celebrate women (huh?). In any case, this is not even close to being as enduring and clever as Snack Happy. Snack Purple? First of all, how does purple connote women? And second, who eats a color other than orange?

A marketer should aim to create those enduring tag lines. MasterCard of course has “For everything else there is MasterCard.” Nike has “Just Do It.” These endure because they transcend whatever the image/graphic/fad of the moment is and communicate quickly and effectively to their intended audience. If you can think of other great tag lines, please let me know.