

# The (higher) power of a great tagline

A great tagline will help sell your product, and when it is really great, it will also make you memorable. If I say “just do it” you immediately know it’s Nike’s tagline. Not many companies can claim a great tagline like that one.

**Developing a great (or even a good) tagline is no easy feat. You need to be succinct, clever and find the essence of what you are trying to communicate. A good tagline “tags” you—that is, it identifies you, easily and immediately.**



I have been  
tagged—photo by Jody  
McNary Photography, on  
Flickr.

An online dating service catering to Christians, ChristianMingle.com, has come up with a really good tagline: Find God’s match for you. The Washington Post’s Paul Farhi has written about it today in “Evoking God has been good to ChristianMingle.” Farhi writes:

*It might be the most audacious, and perhaps the most presumptuous, ad slogan ever devised.*

*“Find God’s Match for You,” sayeth ChristianMingle.com, an online dating service that suggests in its advertising that its computer-generated matches are, well, made in heaven.*

Farhi then goes on to report on whether the tagline can be construed as false advertising. Read the article to see why.

But whether or not a tagline can be accused of setting up

false expectations, I think that a strong (memorable) tagline (one that immediately communicates your objective ) is one of the strongest tools in your marketing communications arsenal.

Take a look at your tagline today. Is it powerful? Is it memorable? Does it identify you?