

TAGLINES

EAT FRESH. IMAGINATION AT WORK. JUST DO IT.

You can probably identify the brands associated with these three taglines. Taglines are short, concise phrases that are designed to sum up a campaign's central themes and be memorable enough on their own to create a lasting positive association with the brand or products they are designed to promote. If a tagline does its job well, every time an audience hears it, they instantly think about the brand it's connected to — just as you probably think about french fries when you read the words "I'm Lovin' It."

A good tagline is not only easy to remember, but it creates an image in an audience's mind about the brand it is connected to. Because taglines are a central part of most marketing campaigns, some people actually confuse them with the overall brand.

This is a good place to point out that *taglines aren't brands*. Taglines can help build positive brand awareness, but a brand is so much more than just a tagline. Indeed, while marketing campaigns frequently use a single tagline, most brands will have many taglines over their lifetime as they launch and sunset different marketing campaigns. Marketers can change taglines to adapt to new realities and opportunities in the marketplace, but a brand should stay consistent for many years.

IN SUMMARY, A TAGLINE SHOULD BE:

- Short and concise.
- Memorable.
- Able to create a positive association in an audience's mind.
- Consistent with the overall brand.

Like most institutions, NOVA uses taglines in its marketing campaigns. [More information on how to use NOVA's taglines properly.](#)