

COMMUNICATIONS CRAZE - Advertising Slogans

Businesses use logos, jingles, and slogans to **communicate** a familiar message to consumers.
How many of these advertising slogans can you recognize?

Slogan

What product is being advertised?

(Example) Reach out and touch someone

AT & T

1. Please don't squeeze the _____.

2. It's everywhere you want to be.

3. Breakfast of champions.

4. Melts in your mouth not in your hand.

5. They're Grrreat!

6. The Un-Cola.

7. I'm Lovin' It.

8. M'm! M'm! Good!

9. When you care enough to send the very best.

10. Nothing runs like a _____.

11. Finger lickin' good.

12. For everything else there's _____.

13. Betcha can't eat just one.

14. Snap! Crackle! Pop!

15. The other white meat.

16. Always low prices.

17. Where there's a helpful smile in every aisle.

18. It's the real thing.

19. Can you hear me now?

20. _____ is the place for the helpful hardware man.

Answers

AT&T

1. Charmin toilet paper
2. Visa
3. Wheaties
4. M & Ms
5. Kellogg's Frosted Flakes
6. 7-Up
7. McDonald's
8. Campbell's Soup
9. Hallmark cards
10. John Deere
11. Kentucky Fried Chicken
12. MasterCard
13. Lay's potato chips
14. Kellogg's Rice Krispies
15. Pork
16. Wal Mart
17. HyVee
18. Coca Cola
19. Verizon
20. Ace