

Using Advertising Slogans



Advertising is an excellent thing for comedians to focus in on: it's something that is powerful (which means that mocking it to reduce its power is appealing), it is often very silly, and its reach is such that a lot of people will have seen the same posters and TV commercials.

Over the next few pages there are lots of American advertising slogans. We have broken these up into batches because it makes it easier to concentrate on a small number of lines at a time.

There are lots of ways you can use these slogans to create stand-up comedy.

Here are some suggestions to start you off:

- Does the slogan make sense? Take the mickey out of it.
- Imagine the pitch meeting. Was the slogan that we have now the first suggestion? Make up what the other ideas could have been! Can you think of a better/sillier/ruder one?
- Do any of the slogans work for other products, if you swap them round? Do any of them really NOT work at all? The more ridiculous, the funnier this can be!
- Generally, movies only have product placement in them, where characters are seen using the items, but not talking about them. It would be a bit gross for the slogans themselves to be added in to the films. But you can imagine EXACTLY THIS happening! Think of a classic movie scene, and add one of these lines in to it.
- Imagine only speaking in these slogans. Act out doing so in different scenarios: in a school lesson, at lunch, on the news, talking to the police, at a party, on a date, etc. How would people react? Does it go well?
- Read out one of the slogans, and then say a film/book/show/meal/person/emotion/creature etc. which it could be advertising. We are very used to products having adverts, but less so teachers, pets or times of day. This twist on what the listener expects can make them laugh in itself, as the surprise is so satisfying.

AMERICAN ADVERTISING SLOGAN	PRODUCT
<i>"Always a bridesmaid, but never a bride."</i>	Listerine mouthwash
<i>"If I've only one life, let me live it as a blonde."</i>	Clairol hair dye
<i>"Mama mia, thatsa spicy meatball."</i>	Alka-Seltzer (for upset stomachs)
<i>"Melts in your mouth, not in your hands."</i>	M&Ms, chocolate candy
<i>"Pardon me, do you have any Grey Poupon?"</i>	Grey Poupon (pronounced 'poo-pon') mustard, a strong sauce

AMERICAN ADVERTISING SLOGAN	PRODUCT
<i>"Strong enough for a man, but made for a woman."</i>	Secret Deodorant
<i>100% juice for 100% kids.</i>	Juicy Juice
<i>99.44% pure.</i>	Ivory Soap
<i>A diamond is forever.</i>	DeBeers diamonds
<i>America's most famous dessert.</i>	Jell-o, jelly

AMERICAN ADVERTISING SLOGAN	PRODUCT
<i>Aren't you glad you use Dial? Don't you wish everybody did?</i>	Dial Soap
<i>Ask the man who owns one.</i>	Packard cars
<i>Because I'm worth it.</i>	L'Oréal
<i>Beef. It's what's for dinner.</i>	National Cattlemen's Beef Association
<i>Behold the power of cheese.</i>	American Dairy Association

AMERICAN ADVERTISING SLOGAN	PRODUCT
<i>Built for the road ahead.</i>	Ford cars
<i>Cotton. The fabric of our lives.</i>	Cotton Incorporated
<i>Did somebody say McDonald's?</i>	McDonald's, fast food restaurant
<i>Do more.</i>	American Express credit card
<i>Do the Dew.</i>	Mountain Dew, fizzy pop

AMERICAN ADVERTISING SLOGAN	PRODUCT
<i>Doesn't your dog deserve Alpo?</i>	Alpo Dog Food
<i>Don't dream it. Drive it.</i>	Jaguar cars
<i>Don't leave home without it.</i>	American Express credit card
<i>Easy as Dell.</i>	Dell Computer
<i>Famously fresh.</i>	Planter's Peanuts

AMERICAN ADVERTISING SLOGAN	PRODUCT
<i>For life.</i>	Volvo cars
<i>Ford has a better idea.</i>	Ford cars
<i>Good to the last drop.</i>	Maxwell House coffee
<i>Have it your way.</i>	Burger King
<i>I can't believe I ate the whole thing.</i>	Alka-Seltzer (for upset stomachs)

AMERICAN ADVERTISING SLOGAN	PRODUCT
<i>I love New York.</i>	New York State Division of Tourism
<i>I want my Maypo.</i>	Maypo, the world's first maple flavored oatmeal cereal
<i>I'd walk a mile for a camel.</i>	Camel cigarettes
<i>Imagine it. Done.</i>	Unisys, IT & fixing computers
<i>It just tastes better.</i>	Burger King

AMERICAN ADVERTISING SLOGAN	PRODUCT
<i>It's not a job. It's an adventure.</i>	U.S. Navy
<i>It's not just for breakfast anymore.</i>	Florida Orange Juice Growers Association
<i>Leave the driving to us.</i>	Greyhound buses
<i>Like a rock.</i>	Chevy Trucks
<i>Love it for life.</i>	Dannon Yoghurt

AMERICAN ADVERTISING SLOGAN	PRODUCT
<i>Magically delicious.</i>	Lucky Charms, cereal
<i>MGM means great movies.</i>	Metro-Goldwyn-Mayer film studios
<i>Never follow.</i>	Audi cars
<i>Nothing sucks like an Electrolux.</i>	Electrolux vacuum cleaners
<i>One client at a time.</i>	MorganStanley bank

AMERICAN ADVERTISING SLOGAN	PRODUCT
<i>Play. Laugh. Grow.</i>	Fisher-Price toys
<i>Pleasing people the world over.</i>	Holiday Inn hotels
<i>Put a tiger in your tank.</i>	Esso (Exxon) petrol
<i>Quality is job one.</i>	Ford cars
<i>Reach out and touch someone.</i>	AT&T phones

AMERICAN ADVERTISING SLOGAN	PRODUCT
<i>Some of our best men are women.</i>	U.S. Army
<i>Something special in the air.</i>	American Airlines
<i>Something to smile about.</i>	Quaker Oatmeal, cereal
<i>Tastes so good cats ask for it by name.</i>	Meow Mix catfood
<i>The best a man can get.</i>	Gillette razors for shaving

AMERICAN ADVERTISING SLOGAN	PRODUCT
<i>The best kept automotive secret in America.</i>	Peugeot cars
<i>The happiest place on earth.</i>	Disneyland
<i>The pause that refreshes.</i>	Coca-Cola
<i>The power of dreams.</i>	Honda cars
<i>The power to be your best.</i>	Apple Computer

AMERICAN ADVERTISING SLOGAN	PRODUCT
<i>The taste of a new generation.</i>	Pepsi cola
<i>The way to fly.</i>	British Airways
<i>The world on time.</i>	FedEx package & post delivery
<i>The world's favourite airline.</i>	British Airways
<i>Think small.</i>	Volkswagen cars

AMERICAN ADVERTISING SLOGAN	PRODUCT
<i>Think outside the box.</i>	Apple Computer
<i>Think outside the bun.</i>	Taco Bell, Mexican fast food
<i>Time to fly.</i>	United Airlines
<i>Time to make the doughnuts.</i>	Dunkin Donuts
<i>Try it, you'll like it.</i>	Alka-Seltzer (for upset stomachs)

AMERICAN ADVERTISING SLOGAN	PRODUCT
<i>Wake up and drive.</i>	Mitsubishi Motors, cars
<i>We love to fly and it shows.</i>	Delta Airlines
<i>We never stop working for you.</i>	Verizon Wireless, mobile phones
<i>We're behind you every step of the way.</i>	Huggies nappies
<i>We're cooking now.</i>	Denny's, fast food restaurants

AMERICAN ADVERTISING SLOGAN	PRODUCT
<i>Where do you want to go today?</i>	Microsoft computers
<i>Where the pets go.</i>	Petco, pet supplies store
<i>Where's the beef?</i>	Wendy's, fast food restaurant
<i>Yellow. The new Brown.</i>	DHL, post delivery
<i>You are now free to move about the country.</i>	Southwest Airlines