**SLOGAN CREATOR**

**Fill the form, in order to brainstorm slogans based on key messages. You can either collect keywords, which help you to brainstorm slogans or re-write slogans to each of the fields in the best practice tables.**

**KEY MESSAGES**

**Add here the key messages from the message house, which are the most important for you.**

**KEY MESSAGE 1**

**KEY MESSAGE 2**

**KEY MESSAGE 3**

**CREATE A SHORT STORY**

Write a paragraph or two that tell a story connected to the key messages. Try to inolve the perspective of the audience and the scope of the campaign.

**WORDS**

List ten words which makes you excited or feel positive about the campaign.

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**TARGET GROUP**

What makes the message attractive for the target groups? Which aspects are attractive for people who are not in the target group?

**SLOGAN BEST PRACTICE**

**KEEP IT CONSISTENT TO THE CAMPAIGN**

How do you keep the slogans consistent to the key messages and objectives of the campaign?

**STAY HONEST**

Which words would you use to make the slogans honest and related to your goals?

**MAKE IT AUTHENTIC**

Which words do you use in order to make your slogans authentic?

**MAKE IT DIFFERENT**

Write down words, that help you to make the slogans outstanding.

**MAKE IT TIMELESS**

Which words would you use to make the slogans timeless?

**MAKE IT FUNNY**

Which words would you use to make the slogans funny?

**MAKE IT MEMORABLE**

Which words would you use that people will not forget your slogan?

**ADAPTING**

How would you adapt your slogans to different communication channels? Formulate it for a press text, a flyer, an email, a poster, a social media post etc.

**PROTOTYPING**

After re-formulating the slogans and collecting words, write down your slogan here. Read it and show it to other - use the space to reformulate your slogans