

**AUDIO SCRIPT**

**[M1: Lecturer; F1: Student; M2: Student]**

M1: Good morning, everyone. Today, I'm going to talk about what makes a successful slogan. As you know, a slogan is a word or phrase that expresses the goal or concept of a company's product or service. A slogan is also known as a tagline. First of all, let's look at some successful slogans. Can anyone think of one? Malika?

F1: The Nike slogan: "Just do it."

M1: Okay, excellent. "Just do it" is an example of a short, catchy phrase that grabbed consumers' attention. It's considered one of the best slogans of the 20<sup>th</sup> century. "Just do it" was created in the 1980s by Dan Wieden, an advertising executive. During that period, Nike's major competition was another sneaker company, Reebok, which at that time was more successful. The "Just do it" slogan helped Nike overtake Reebok. The slogan aimed to inspire and motivate people to get out and exercise: Don't just think about it, do it! The slogan and the famous "swoosh" logo gave Nike's global brand a huge boost.

Now, let's look at another successful slogan that aimed to change people's behavior. A good example is the "Got milk?" slogan. By the 1960s, milk sales had declined. The marketing strategies of soda companies such as Coca Cola and Pepsi were very effective. People, especially young people, purchased soda instead of milk. Soda was cool. Milk was boring. So, the goal of the "Got milk?" campaign was to change the public's perception of milk. Older campaigns had highlighted the health benefits of milk. However, the dairy industry had to acknowledge that this approach no longer worked. Allan?

M2: But what does "Got milk?" actually mean?

M1: Good question. Well, at first no one liked the slogan and it was nearly rejected. Executives thought "Got milk?" was clunky and grammatically incorrect. It's actually short for: "Have you got milk?" The shorter, slangy version of the question was modern, and consumers *got* it. Also, consumers didn't want to be lectured on the positive health benefits of milk. The advertisers paired the slogan with photos of famous people drinking milk. The message was: Actors, sports heroes, and supermodels drink milk—and so should you! It's cool! The campaign was an enormous success. In fact, the campaign completely changed the way consumers thought about milk.

Now let's move on to look at some slogans that weren't successful. Slogans sometimes don't work because they don't translate well in other languages. For example, in the 1960s, Pepsi marketed its soda in China with the slogan "Come alive

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with Pepsi!" Unfortunately, the Chinese translation is: "Pepsi brings your ancestors back from the dead!"