

Tagline Notes/Brainstorming

- Summary
 - I spent some time researching company taglines and how to write strong ones, then brainstormed them myself.
 - After I'd come up with several that I found to be effective, I user tested them among friends and peers. The lines in quotes are the taglines, and the Pros/Cons lists underneath are the general reactions to each.
 - A good tagline should:
 - Inform audience of company's goal and how to achieve it
 - Inspire others to follow their example
 - Ensure reward for the work that must be put in on the consumer's side
- Inspiration (From Google)
 - <http://brandongaille.com/255-examples-catchy-healthcare-slogans-and-taglines/>
 - <http://blog.hubspot.com/blog/tabid/6307/bid/33535/10-companies-that-totally-nailed-their-taglines.aspx#sm.0000uIn9ewg1sd5utnx2a7kos3pbl>
 - <http://www.hongkiat.com/blog/77-catchy-and-creative-slogans/>
- **"Educate. Empower. Prevent."**
 - **Current company tagline**
 - Pros
 - Short and sweet; gives company's mission without too much extra
 - Inspiring + Informative; company tells users to do these things while also promising it as their goal
 - Cons
 - Doesn't mention diabetes or health
 - "Prevent" feels like it should be followed by whatever is being prevented
- **"Together, we can beat Diabetes"**
 - Pros
 - Inspiring; motivates people to join together and work towards a cause
 - Specific; one wouldn't need to research the company at all to understand its mission or long term goals, as Diabetes is mentioned in the line
 - "We" makes it inclusive to anyone
 - Cons
 - Might sound cheesy
 - Doesn't provide how Diabetes can be beaten
 - Doesn't offer reward for doing so – we know it's a given *why*, but reward should be mentioned to create empathy or motivation
- **"Building a Healthier Future"**
 - Pros
 - Gives company mission a grand, powerful tone
 - Inspiring
 - Cons

- Overused
 - Still doesn't specify the company's goal
 - Makes end goal seem very far away – could be intimidating to
- **“Shop healthy. Live well.”**
 - Pros
 - Instructive; reads like commands that someone can follow
 - Reassuring; promises a great end point for people who follow the methods provided
 - Cons
 - Kind of sounds like a grocery store
 - Still not specific
- **“Fit made Fun”**
 - ***Would be great for the Shop Skinny page
 - Pros
 - Lighthearted and welcoming
 - Doesn't make goals seem intimidating or out of reach
 - Focuses on the activity rather than the end goal
 - Alliteration = awesome
 - Cons
 - Not specific to diabetes
 - Might not be informative enough