

User query	<p>我最近要在县城里开一家甜品店，我们的主推商品为草莓奶油可颂，使用了新鲜的草莓和健康的动物奶油。请帮我设计一个宣传广告语，希望大家能够一听到就能想起来我们的甜品，最好能够考虑县城的受众，简单易懂，富有自然特色又让人印象深刻。</p> <p><i>I'm opening a dessert shop in a county town, with strawberry cream croissants as our main product, made from fresh strawberries and healthy animal cream. Please help me design a catchy, simple, and memorable promotional slogan for the local audience.</i></p>
Task type	Business slogan design
ETOs	[Brand positioning, Target Audience, Creative Expression]
Base	<p>鲜草莓，酥可颂，一口甜到心坎里！ <i>Fresh strawberries, crispy croissants, one bite and your heart melts with sweetness!</i></p> <p>1. 品牌定位：突出“新鲜、酥脆、甜蜜”的核心卖点，强调现做现卖的品质感，符合县城消费者对“真材实料”的偏好。 Brand Positioning: Focuses on "fresh, crispy, and sweet," highlighting the freshly made quality that appeals to county residents' preference for authentic ingredients.</p> <p>2. 目标受众：县城居民更注重朴实、直接的表达，用“鲜草莓”“酥可颂”具体描述产品，避免抽象词汇，让人一听就懂、一想就馋。 Target Audience: County residents prefer simple, direct language. "Fresh strawberries" and "crispy croissants" clearly describe the product, making it easy to understand and crave.</p> <p>3. 创意表达：“鲜草莓”强调自然新鲜，暗示无添加，符合县城对健康天然的关注。 “酥可颂”用声音感强的“酥”字，触发对酥脆口感的联想，记忆点强。“甜到心坎里”：用口语化表达情感共鸣，既形容味道，也暗示幸福感，容易传播。 Creative Expression: "Fresh strawberries" suggest natural ingredients, aligning with the county's health-consciousness."Crispy croissants" evokes texture with the strong sound of "crispy," making it memorable."Sweet to the heart" uses conversational language to convey both taste and emotional warmth, making it easily shareable.</p>
NAMeGEN	<p>新鲜草莓香满城，奶油浓郁甜入心，经典可颂酥到家！ <i>Fresh strawberries in the air, rich cream that warms the heart, and classic croissants crispy and ready to enjoy at home!</i></p> <p>1. 品牌定位：明确地传递了甜品店的品牌核心价值。‘新鲜草莓香满城’突出了草莓的新鲜度和自然香气；‘奶油浓郁甜入心’强调了奶油的高品质和经典口感；‘经典可颂酥到家’则进一步强化了可颂的传统工艺和独特酥脆质感。整体广告语不仅体现了甜品店主打商品草莓奶油可颂的独特卖点，还塑造了‘新鲜、健康、经典美味’的品牌形象。 Brand Positioning: Highlights the core values of freshness, quality, and tradition. "Fresh strawberries fill the city" emphasizes freshness; "Rich cream melts into your heart" highlights the quality of the cream; "Classic croissants bring crispy delight home" reinforces traditional craftsmanship. The slogan creates a brand image of "fresh, healthy, and classic deliciousness."</p> <p>2. 目标受众：县城的消费者以家庭为主。他们通常注重产品的外观和口感，同时也关注健康与品质。对于甜品的认知，更多偏向于传统糕点或简单易得的零食。‘经典可颂’通过强调传统工艺和家庭化语言，贴近了家庭消费者的日常生活。 Target Audience: County town families value product appearance, taste, health, and quality. "Classic croissants" resonates with traditional craftsmanship and family life.</p> <p>3. 创意表达：广告语采用了排比句式，增强了节奏感和感染力。例如，‘新鲜草莓香满城，奶油浓郁甜入心，经典可颂酥到家！’通过三个短句分别对应三种感官体验（嗅觉、味觉和触觉），并通过押韵（‘城’、‘心’、‘家’）增加了记忆点，让消费者更容易记住。 Creative Expression: The slogan uses parallel structure for rhythm and impact. "Fresh strawberries, rich cream, classic croissants" appeals to smell, taste, and texture, while the rhyme strengthens memorability.</p>