

Guidelines Annotated Project Group Members in Alphabetical Order: JiHo Bang,

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Introduction

Our goal is to evaluate the persuasiveness of company slogans. While evaluating “persuasiveness” is an inherently subjective process, we will set up clear guidelines that help us differentiate the nuances of what makes a slogan persuasive and how this can impact consumer perception and company success. For the scope of this project, we will define a slogan's persuasiveness as a slogan's ability to attract attention, evoke emotional response, memorability, convey a clear message, and motivate action.

Categories - Persuasive Rating Scale

We will give each company's slogan a numerical label ranging from 1 through 5, with 1 denoting the least persuasive and 5 denoting the most persuasive. We have defined each label to correspond with the following meanings:

1 (Least Persuasive): The slogan lacks appeal, does not convey a message clearly, and the message is not compelling whatsoever.

2 (Not Persuasive): The slogan has somewhat of an appeal, but it ultimately lacks strong engagement or a clear, compelling message.

3 (Neutral): The slogan achieves moderate engagement and has the potential to convey a compelling message. However, it is middle of the line and does not strongly persuade or motivate.

4 (Persuasive): The slogan is clearly engaging, conveys a clear and compelling message, and is able to motivate action. However, it does not evoke the strongest emotional response nor call for motivation.

5 (Most Persuasive): The slogan strongly attracts attention, evokes a strong emotional response, clearly conveys a compelling, memorable message, and ultimately motivates action.

Examples:

Here are some example slogans from our exploration phase. We explain what label each slogan was given and the reasoning behind that rating.

1 (Least Persuasive):

- “A silly millimeter longer.”
 - This slogan is kind of cryptic and seems like it requires insider knowledge to understand making it less broadly understandable. It also lacks any clear emotional or witty appeal.
- “Trusted Family Bank.”
 - While this slogan suggests reliability, it's extremely general and lacks emotional appeal. It does not strongly motivate or convey a unique value proposition, placing it at the lower end of persuasiveness.
- “Brrr.Mmmm.”
 - This slogan seems to attempt to evoke sensory reactions but definitely falls short on memorability and/or clarity. It's also very ambiguous.

2 (Not Persuasive):

- “Uninhibited.”
 - This slogan may be attempting to say that their company/product is associated with this word indicating freedom but lacks specificity. Simplicity is generally good but this is too simplistic.
- “The think tank.”
 - This slogan is trying (I believe) to indicate that they are THE think tank but overall just comes across as boring and not compelling enough, rendering it a little persuasive but not fully engaging.
- “Don't leave home without it.”

- This slogan tries to create a sense of necessity and urgency, slightly engaging the audience. However, it's still pretty vague and lacks any emotional nor logical (e.g. why this product/company is beneficial for you) appeal.

3 (Neutral):

- “Play. Laugh. Grow.”
 - This slogan balances emotional appeal with a clear message. It's moderately persuasive, suggesting engagement without a strong call to action.
- “Great brands, great value..”
 - This slogan uses alliteration repetition to mild success making it somewhat persuasive. Otherwise, it comes off a bit flat and vague.
- “Helping investors help themselves”
 - This slogan attempts to show a message of empowerment and self-sufficiency, appealing to the audience's desire for independence. The message is a little muddled in its delivery, but overall is engaging and somewhat persuasive.

4 (Persuasive):

- “Grip it. Tip it. Sip it.”
 - This slogan rhymes with a direct call to action, making it engaging and memorable. The slogan conveys the experience of using the product through sensory language making it quite persuasive.
- “Experience love at first sip.”
 - This slogan does a clever inversion of the popular phrase “Love at first sight” which instantly increases it's emotional connection and memorability especially given the concept of love and all of the emotions it entails.
- “Once you pop, you can't stop.”
 - This slogan combines rhyme with a concise message, implying a satisfying and potentially addictive experience. It's highly memorable and effectively motivates continued use of the product.

5 (Most Persuasive):

- “Performance Is In Our Sole.”
 - This slogan clearly communicates the product's value proposition with a clever play on words, making it memorable and motivating. It evokes a strong sense of reliability and quality and is thus highly persuasive.
- “Between love and madness lies obsession.”
 - This slogan evokes a strong emotional response and memorability through the use of powerful words. The slogan suggests a deep, compelling connection with the product, making it highly persuasive.
- “The king of rums, and the rum of kings”

- This slogan evokes a strong sense of quality and prestige, creating interest from the audience. It's use of a rhetorical device expertise and reliability, creating trust in the audience. It's succinct and memorable, effectively communicating the message and motivating reliance on the brand's expertise.

Disagreements:

Due to the inherent subjectiveness of evaluating persuasiveness, even with clearly labeled definitions, there were bound to be some disagreements. In these instances, we tried to break ties through these metrics: compellingness (rhetorical devices) and emotional appeal.

Compellingness (rhetorical devices):

When we disagreed on the persuasiveness of a slogan, we believed that “compellingness” through the use of rhetorical devices made a slogan more persuasive. For example, the use of phonological techniques (rhyming, alliteration) and general memorability (wittiness, double entendres) made a company’s slogan more powerful, attention-grabbing, and thus more persuasive.

Emotional Appeal:

Another way to resolve disagreements on persuasiveness was through “emotional appeal.” We found that when slogans found a way to evoke emotion, they were more persuasive. For example, if a company used emotionally charged words, nostalgia, or were able to succinctly encapsulate their company mission, they were able to evoke emotion and thus appear more persuasive.

Examples:

- “100% juice for 100% kids.” JiHo rated 2 and Charles rated 4

- **Charles rated 4:** I feel compelled to associate this juice brand with fulfilled (aka 100%) kids which indicates to me that this slogan is quite persuasive. Good word alliteration.
- **JiHo rated 2:** Felt that the slogan has somewhat of an appeal, but ultimately lacked strong engagement. Moreover, felt that the slogan was too generic.
- **Through adjudication,** we ended up giving this slogan a label of 4. While the slogan isn't the most compelling, it does convey a very clear message of its product, its benefits (100% juice implies a healthy product), and its target audience. Moreover, its use of a rhetorical device (repetition) adds to the slogan's memorability.
- "The original... If your grandfather hadn't worn it, you wouldn't exist." JiHo rated 4 and Andy rated 2
 - **JiHo rated 4:** Felt the slogan was clearly engaging to the reader. Moreover, due to its wittiness, I found the slogan compelling and memorable.
 - **Andy rated 2:** Felt the slogan had somewhat of an appeal. More importantly, I felt that the slogan was unclear towards what it was advertising or intending.
 - **Through adjudication,** we ended up giving this slogan a label of 3. While the slogan isn't the most compelling, it is witty and thus memorable. However, due to the fact the slogan was unclear to its target audience or product, we settled in the middle label of 3.
- "Exceptional phone. Exceptional price" Charles rated 5 and Andy rated 3
 - **Charles rated 5:** I think the slogan was snappy with a good word alliteration indicating the superior quality of the product.
 - **Andy rated 3:** Felt the slogan was a bit generic but still had a bit of appeal. I feel it is not a bad slogan but not particularly memorable either making it have average persuasiveness.
 - **Through adjudication,** we ended up giving this slogan a label of 3. Overall we decided that it was close to a 4, but lacked any compelling emotional appeal or wittiness. While it did have mildly memorable word alliteration, it comes off as a bit corporate and not too inspired, clever or risky making it average persuasiveness.

Biases and Data Preprocessing

A concern before labeling our data was that some companies had their names included in their slogans, which could lead to personal biases affecting the persuasiveness

score. For example, if you could identify a company through its slogan and notice that the company was extremely successful, you may give the company an artificially inflated persuasiveness score when their slogan is not necessarily the strongest.

In order to avoid these biases, we took additional steps during data preprocessing. Because our dataset, for the most part, contained multiple slogans for each company, we tried to select slogans that did not include the company name. In every other case we decided to take the slogan the company has most recently used (or the most recent slogan available in our dataset).

While this allowed us to eliminate many cases where bias might be a factor, there were still some slogans that had the company's name and there was nothing we could do about them. In these select cases, we tried our best to make sure that our biases (specifically, our previous knowledge of the company including its products, services, history, and success) did not affect the label we gave. However, if the slogan was able to use the company name in a compelling or emotionally evocative way, we deemed that this was not a case of personal bias but just strong persuasiveness.

For example, in the slogan, "ABSOLUT PERFECTION. In An Absolut World," we accepted the fact we had prior knowledge of the brand "Absolut" but still gave the slogan a 5, not because we knew the company was successful, but because of its compellingness and clever use of its company name that only added to the slogan and company's memorability. On the other hand, in the slogan "How about a nice Hawaiian Punch?", we also accepted prior knowledge of the brand "Hawaiian Punch" but did our best not to

allow the success of the company influence our label and gave it merely an average persuasive score because the slogan itself was mediocre.

InterAnnotator Agreement (Data Validator)

Here are some results after running DataValidator.ipynb on our data:

individual_annotations.txt:

Annotators:

Charles: 167

JiHo: 166

Andy: 167

Labels:

1: 22

2: 104

3: 198

4: 138

5: 38

This file looks to be in the correct format; 250 data points; 500 annotations

InterAnnotator Agreement Rate:

Observed: 0.616

Expected: 0.284

Fleiss' kappa: 0.464