

CREATING A TAGLINE

A

UVP:

Our solution gives young adults a simple, easy, fun and organized way to find new events/experiences and manage free time with friends on one platform.

B

EMOTIONS/KEYWORDS:

- Fun - Accessible -Connected -Engaged -Eventful

-Immediate

C

ROUGH TAGLINES:

- | | | |
|--|---|---|
| 1. <u>Get Out There!</u> | 9. <u>Coordination made simpler!</u> | 17. <u>Enjoy your night with Time&Place</u> |
| 2. <u>Don't Struggle to make plan!</u> | 10. <u>A new way to plan!</u> | 18. _____ |
| 3. <u>Make the night memorable!</u> | 11. <u>Time&Place, let's go!</u> | 19. _____ |
| 4. <u>Discover with Time&Place!</u> | 12. <u>Find something everyone will like</u> | 20. _____ |
| 5. <u>go out with Time&Place</u> | 13. <u>Go where you really want with Time&Place</u> | |
| 6. <u>Go out with Time&Place</u> | 14. <u>Experience what your city has to offer with Time&Place</u> | |
| 7. <u>Find Something with Time&Place</u> | 15. <u>Explore with Time&Place</u> | |
| 8. <u>Create fun with Time&Place</u> | 16. <u>Meetup easily with Time&Place</u> | |

D

TAGLINE CHECKLIST:

- | | |
|---|--|
| <input checked="" type="checkbox"/> It's honest | <input checked="" type="checkbox"/> It appeals to your target audience |
| <input checked="" type="checkbox"/> It's not boring or cliché | <input checked="" type="checkbox"/> 3-6 words at the most |
| <input checked="" type="checkbox"/> It's professional | <input checked="" type="checkbox"/> Focuses on your core service |
| <input checked="" type="checkbox"/> It's original /unique | <input checked="" type="checkbox"/> It's memorable |
| <input checked="" type="checkbox"/> It's yours (check with US trademark office) | |

E

FINAL TAGLINE:

Explore with Time&Place