

The Top 20 UK Advertising Slogans

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Recently the *Creative Review* magazine published the top 20 UK advertising slogans. Topping the list was the classic 'Beanz Meanz Heinz'. Second place went to Nike's 'Just Do It' while third place went to Ronseal's 'Does Exactly What It Says On The Tin.' The famous Heinz slogan's creator Maurice Drake said 'Beanz Meanz Heinz' was designed over a pint in a London pub. He finds the timeless phrase still continues to have relevance today. Its brand power still appeals to generations in an ever changing world. International entries went to Audi with its 'Vorsprung Durch Technik', Kit Kat's 'Have a Break. Have a Kit Kat' and KFC's 'It's finger Lickin' Good'.

Copywriter Nick Asbury said, "Catchy slogans have increasingly been replaced by cooler 'brand lines' such as Tesco 'Every Little Helps'. But these lack the 'wit and warmth' of the old classics." He added, "When it comes to modern-day slogans, it's useful to think of them in two consecutive eras: the advertising endline and the brand line. First there was the golden age of the endline, often used to anchor a particular campaign. Many are set to music, the point at which a slogan becomes a jingle. Like nursery rhymes, they infiltrate the mind through rhythm, rhyme, alliteration, wordplay and repetition. Unlike nursery rhymes, they smuggle in a commercial message on the way." He called Beanz Meanz Heinz 'a piece of pure commercial poetry', with the slogan's enduring success being credited on how difficult it was for rivals to copy.

(see page 2 for the top 20 list)

Category: Marketing / Advertising / Slogans

Level: Intermediate / Upper intermediate

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The Top 20 UK Advertising Slogans – 10th February 2012

The top 20 UK advertising slogans

- 1) Beanz Meanz Heinz – Heinz (1967)
- 2) Just Do It – Nike – (1987)
- 3) Does Exactly What It Says On The Tin – Ronseal (1994)
- 4) Make Love Not War – various (1965)
- 5) Every Little Helps – Tesco (1993)
- 6) Have a Break. Have a Kit Kat – Kit Kat (1957)
- 7) Vorsprung Durch Technik – Audi (1982)
- 8) Think Different – Apple (1997)
- 9) It is. Are You? – The Independent (1986)
- 10) It's Finger Lickin Good – KFC (1950s)
- 11) Say It With Flowers - FTD (1917)
- 12) Keep Calm and Carry On – HM Gov (1939)
- 13) It's The Real thing – Coca Cola (1940)
- 14) You Either Love It OR Hate It – Marmite (1996)
- 15) Because I'm Worth It – L'Oreal (1971)
- 16) Snap! Crackle! Pop! – Kellogg's (1932)
- 17) Never Knowingly Undersold – John Lewis (1925)
- 18) Liberte, Egalite, Fraternite – France (1789)
- 19) Refreshes The Parts Other Beers Cannot Reach - Heineken (1973)
- 20) No One Likes Us, We Don't Care - Millwall FC (1970s)

FTD = Florists Delivery Group

HM = His Majesty's Government (The King's government) (Today it would be Her Majesty's = The Queen's government)

FC = Football club

EXERCISES

1. Top three adverts: What are your top three adverts? Go round the room swapping details with others.

2. Dictation: The teacher will read four to six lines of the article slowly and clearly. Students will write down what they hear. The teacher will repeat the passage slowly again. Self-correct your work from page one - filling in spaces and correcting mistakes. Be honest with yourself on the number of errors. Advise the teacher of your total number of errors. Less than five is very good. Ten is acceptable. Any more is room for improvement! More than twenty - you need to do some work!

3. Reading: The students should now read the article aloud, swapping readers every paragraph.

4. Vocabulary: Students should now look through the article and underline any vocabulary they do not know. Look in dictionaries. Discuss and help each other out. The teacher will go through and explain any unknown words or phrases.

5. The article: Students should look through the article with the teacher.

- a) What is the article about?
- b) What do you think about the article?

6. Top 5 advertising slogans: In pairs choose from the article your top five advertising slogans. Then add five more from your own country. Write them below. Discuss together.

From the article	From your country
1	1
2	2
3	3
4	4
5	5

The teacher will choose some pairs to discuss their findings in front of the class.

7. Let's roleplay 1: In pairs/groups. One of you is the interviewer. The others are one of the following people. You are in the *Advert FM* radio studio in London. Today's interview is about: *The Top 20 UK Advertising Slogans*.

1	A famous adverts creator (choose one from article)
2	Someone from <i>Creative Review</i> magazine
3	A TV advert executive
4	A journalist

8. Let's think! In pairs. On the board write as many words as you can to do with **Advertising slogans**. *One-two minutes*. Compare with other teams. Using your words compile a short dialogue together.

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9. Let's roleplay 2: In pairs. You are in a pub in London talking. You are with a friend. You are discussing an idea for a new advertising slogan when one or both of you suddenly hit on a brilliant idea - you think of a great advertising slogan – for a product you are working on. *5-minutes*.

10. Let's do 'The Article Quiz': Have the students quiz each other in pairs. They score a point for each correct answer and half a point each time they have to look at the article for help. See who can get the highest score!

Student A

- 1) Name the magazine.
- 2) What advertising slogan is at No 1?
- 3) What advertising slogan is at No 20?
- 4) Who is Nick Asbury?
- 5) What is Tesco's slogan?

Student B

- 1) What is Kellogg's slogan?
- 2) Name the media outlets.
- 3) Name the car.
- 4) Name the beer.
- 5) What is a Kit Kat?

11. Lets make an advert! In pairs or small groups create one of the following:

- | |
|--|
| <ol style="list-style-type: none">1) An advertising slogan2) A 30 second radio advert in English! |
|--|

The teacher will choose some pairs/groups to discuss their creation in front of the class.

12. Presentation: In pairs, groups or individually: Prepare in class or at home a two minute presentation on: **My top 10 advertising slogans...** Stand at the front of the class to give your presentation to the class. The class can vote on the best presentation. Class – After the presentations go through the good and weak points on each presentation. Learn from the results.

13. Let's write an e-mail: Write and send a 200 word e-mail to your teacher about: **My top 10 advertising slogans...** Your e-mail can be read out in class.

14. Sentence starters: Finish these sentence starters. Correct your mistakes. Compare what other people have written.

- a) The top 20 _____
- b) My favourite advert _____
- c) I do not like _____

DISCUSSION

Student A questions

- 1) Did the headline make you want to read the article?
- 2) What is your favourite advertising slogan?
- 3) What is the best advertising slogan?
- 4) What is your favourite advert made in your country?
- 5) What is your favourite international advertising slogan?
- 6) What do you think of most adverts you read?
- 7) Do adverts need to be eye-catching?
- 8) What makes a good advert?
- 9) What do you look for in an advert?
- 10) What nostalgic adverts do you like?

Student B questions

- 1) What do you think about what you read?
- 2) Have you learnt anything in today's English lesson?
- 3) Do you think advertising people think 'outside the box' for creating their new ideas?
- 4) Does watching an advert make you want to buy the product?
- 5) Do you think advertising slogans have changed over the years?
- 6) Is there a lot of money to be made from creating a good brand slogan?
- 7) Why do you think Nike's 'Just do it' is so popular?
- 8) Do you think Maurice Drake made a million from his famous catch phrase?
- 9) What advertising catchphrase would you come up with for this webpage?
(www.newsflashenglish.com)
- 10) Did you like this discussion?

SPEAKING

Let's discuss! The top 10 advertising slogans in my country

Allow 10-15 minutes – As a class / small groups / pairs / 1 to 1

The top 10 advertising slogans from your country

The teacher can moderate the session.

GAP FILL: READING:

Put the words into the gaps in the text.

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The famous Heinz slogan's creator Maurice Drake said 'Beanz Meanz Heinz' was designed over a pint in a London pub. He finds the timeless phrase still continues to have relevance today. Its brand power still appeals to generations in an ever changing world. International entries went to Audi with its 'Vorsprung Durch Technik', Kit Kat's 'Have a Break. Have a Kit Kat' and KFC's 'It's finger Lickin' Good'. Copywriter Nick Asbury said, "Catchy slogans have increasingly been replaced by cooler 'brand lines' such as Tesco 'Every Little Helps'. But these lack the '(1)____ and warmth' of the old classics." He added, "When it comes to modern-day slogans, it's useful to think of them in two consecutive eras: the advertising endline and the brand line. First there was the golden age of the (2)____, often used to anchor a particular campaign. Many are set to music, the point at which a (3)____ becomes a (4)____. Like nursery rhymes, they infiltrate the mind through rhythm, rhyme, alliteration, wordplay and (5)____. Unlike nursery rhymes, they smuggle in a commercial (6)____ on the way." He called Beanz Meanz Heinz 'a piece of pure commercial (7)____', with the slogan's enduring success being credited on how difficult it was for (8)____ to copy.

magazine

littered

internet

remember

classic

encourage

catch

rivals

repetition

jingle

poetry

wit

slogan

message

endline

GRAMMAR

Put the words into the gaps in the text.

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SPELLING TEST

The teacher will ask the class individually to spell the following words that are in the article. Afterwards, check your answers with your teacher, using the following ratings: **Pass = 12, Good = 15, Very good = 18, Excellent = 20**

1	choose	11	recently
2	famous	12	slogans
3	timeless	13	advertisements
4	relevance	14	certain
5	consider	15	copywriter
6	whichever	16	generations
7	remember	17	pint
8	why	18	product
9	consecutive	19	encourage
10	repetition	20	eye

LINKS

<http://www.creativereview.co.uk/cr-blog/2012/january/cr-feb-issue-top-20-slogans>

<http://news.uk.msn.com/uk/top-20-slogans-of-all-time-named-in-poll>

<http://www.dailymail.co.uk/news/article-2091815/Beanz-Means-Heinz-named-advertising-slogan-time.html>

Note: alliteration = the use of the same consonant (**consonantal alliteration**) or of a vowel, not necessarily the same vowel (**vocalic alliteration**), at the beginning of each word or each stressed syllable in a line of verse, as in *around the rock the ragged rascal ran*.

ANSWERS

GAP FILL: The Top 20 UK Advertising Slogans: Turn on the TV, look at the **internet**, listen to the radio or read a newspaper. Whichever you choose one thing is pretty certain; you'll find them **littered** with advertisements. The ads help pay for them. Now sit back and think! Which of the advertisements can you **remember** and why? There are thousands of advertisements that are designed to **catch** our eye, all trying to **encourage** us to buy their product. Add up all of the advertisements you have seen and it'll add up to quite a few. Out of these which would you consider to be your top 20 advertisements of all time? Think about it! Recently the *Creative Review* **magazine** published the top 20 UK advertising slogans. Topping the list was the **classic** 'Beanz Meanz Heinz'. Second place went to Nike's 'Just Do It' while third place went to Ronseal's 'Does Exactly What It Says On The Tin.'

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