

# BBBI

BUSINESS BUILDING IDEAS

## Repetition in Advertising

The best way to get your customer to remember you among so much clutter is through repetition of your logo, tagline, and company name. Through print, television, and radio ads, you will always want to use the three on a consistent basis.

Just to get you thinking, I want to list several famous taglines. See if you can name the company behind the tagline. If you can, what made you remember? What do you associate the tagline/company with? Is it because of their logo, jingle, or unique graphics? See which ads were most memorable and think about why they were so effective.

## Taglines

1. Invent
2. Wake up and drive
3. We move the world
4. Get the feeling
5. Imagination at work
6. Win
7. You've got questions. We've got answers
8. Grab life by the horns
9. For life
10. Make every mile count
11. The Diamond Store
12. Like a good neighbor, \_\_\_\_\_ is there.
13. Don't just travel. Travel Right.
14. It's everywhere you want to be
15. The relief goes on
16. You're in good hands
17. It takes a licking and keeps on ticking
18. Make it your own
19. Welcome to the state of independence
20. Defining beauty



We are a marketing communications company geared toward helping equipment manufacturers grow.

We create new ideas for small and large companies eager to build their business with increased sales of their products and services.

We've been doing this for over 50 years because we believe in the entrepreneurial spirit.

There are always great opportunities to grow.

The question is, always —  
"Are you Ready?"

A handwritten signature in dark ink, reading "Harold Wallace". The signature is fluid and cursive, written in a professional style.

Harold Wallace

Call me anytime: 405.834.5836 (cell).



**GALLOWAY WALLACE**

GEARED TO BUILD BUSINESS FOR EQUIPMENT MANUFACTURERS

## Company Names

1. Hewlett Packard
2. Mitsubishi
3. DHL
4. Toyota
5. General Electric
6. Hyundai
7. Radio Shack
8. Dodge
9. Volvo
10. Kia
11. Zales
12. State Farm
13. Expedia
14. Visa
15. Allegra
16. Allstate Insurance
17. Timex
18. Saks Fifth Avenue
19. Saab
20. Estee Lauder

If you have any questions or need advice, feel free to send us your questions.

Comments are also welcome!

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