

Strategic Tagline Positioning Samples

CLIENT: Port Everglades (Starmark Agency client)

STRATEGY: Respected as one of the busiest and most successful ports in the southeast U.S., Port Everglades was in the midst of a multi-year expansion to accommodate even bigger cruise and cargo ship clients. Their name really didn't clearly convey the sizable regional market they served or their global client base. They are a large and growing presence in South Florida and the goal of this positioning line was to clearly showcase their considerable clout in meeting the needs of cargo and cruise industry clients.

South Florida's Powerhouse Port.

CLIENT: Silver Airways (Starmark Agency client)

STRATEGY: Passion to deliver excellence is embedded deep within the company's culture...and is an integral part of this airline's core brand identity. This brand positioning message was designed to convey that internal motivator, only from a consumer audience's perspective. Whatever *their* passion is...whatever business or pleasure reason for travel brought them to Silver Airways, it inspires and drives this dedicated airline team to exceed their customers' expectations at every turn.

Your Passion Drives Ours.

CLIENT: Club Med: Resorts across U.S., Caribbean, Europe, Far East.

STRATEGY: Executives wanted "umbrella" tagline emphasizing family-rich moments at Club Med. Broad enough to fit all their global resorts, yet warm, personal, usable online, print, mail.

**Share a LAUGH....a DREAM...an ADVENTURE:
Reconnect Together at Club Med**

CLIENT: Wyndham Resorts

STRATEGY: Sales team needed compelling lead generation tagline they could use at shopping center booths/kiosks, in mail/online banner ads to drive prospects to book timeshare tour and travel getaway. Visuals played on map/street sign theme.

Start HERE. Go THERE. Play EVERYWHERE

CLIENT: Paramount Insurance Group: Consumer long-term care insurance plans.

STRATEGY: Firm's president wanted a tagline that emphasized the quality she felt differentiated her small firm from all the larger but "impersonal" industry players. The absolute honesty, trust and respect her clients felt in doing business with her at every touch point.

Where honesty and integrity are paramount.

Strategic Tagline Positioning Samples (Cont'd)

CLIENT: **G. Neil Companies**, \$30 million division of Taylor Corp (sells specialized labor law, testing, safety and employee motivation products to small biz, larger HR, schools, govt.

STRATEGY: Company wanted a branding slogan that would resonate with all audiences, from small businesses to Fortune100 giants across print, web, PR. One below is still used today more than 15 years later, even with corporate buyouts, mgmt changes and new company name.

Tools to Manage and Motivate People.

CLIENT: **Museum of Art Fort Lauderdale (Starmark Agency client)**

STRATEGY: The museum had restructured their membership program to include new levels of participation and many enhanced benefits. The tagline positioning for the re-launch campaign was designed to reflect both the enhanced benefits and how much its members' support meant to the museum, in terms of helping ensure a strong local arts community.

Membership Means More.

CLIENT: **Chris Henning and Connie Murray, *Twinfare* Book Authors**

STRATEGY: Develop selling/marketing positioning line for 475-page cookbook/party planning guide that captured the unique aspect of twins as authors and conveyed benefits of their advice/experience, from old-fashioned "feel-good" heartland hospitality to upscale fare.

Make Your Next Gathering *Twice* as Nice!

Sheri Harris, Copywriter/Creative Director
"Powerful Messaging...Measurable Results" SM