

# Taglines and Positioning Slogans

**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 a decade later, even with corporate buyouts, mgmt changes.

**Tools to Manage and Motivate People.**

**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**

**Wyndham’s Co-Op with Simon Mall (Gift Card Marketing Program )**

**Simon Says: Shop til you DROP!**

**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.**

**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”

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