

Можна зробити висновок, що фірмовий стиль – це не просто створення нової кампанії, реклами, логотипу або брошури, а загальна візуальна стратегічна позиція вашої компанії на ринку, заснована на візуальних переконаннях і цінностях. Зокрема, необхідно використовувати такий багатий візуальний ресурс, як організаційна культура, і зробити його невід'ємною частиною зусиль з побудови фірмового стилю. Це залучить корпорацію до процесу візуальної ідентифікації з усіма конкурентними перевагами, які це передбачає. Вибір фірмового стилю як стратегічного інструменту має значний вплив на конкурентний ринок.

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SLOGANS IN MODERN MARKETING: FROM EMOTIONAL IMPACT TO BRAND IDENTITY FORMATION

The authors investigate advertising slogans as a key tool in modern marketing. It highlights their role in capturing attention, shaping consumer perception, and building emotional connections with audiences. Successful and unsuccessful examples illustrate the importance of context, cultural sensitivity, and audience engagement in influencing brand image.

Key words: advertising slogans, consumer perception, marketing communication, brand identity, emotional influence, cultural sensitivity, audience engagement.

Автори досліджують рекламні слогани як важливий засіб сучасного маркетингу. Вона демонструє, як слогани привертають увагу, формують сприйняття споживачів і створюють емоційний зв'язок із аудиторією. На прикладі успішних і невдалих кампаній показана важливість врахування контексту, культурної чутливості та взаємодії з аудиторією для формування ефективного іміджу бренду.

Ключові слова: рекламні слогани, сприйняття споживачів, маркетингова комунікація, імідж бренду, емоційний вплив, культурна чутливість, взаємодія з аудиторією.

Nowadays, estimating the amount of advertising we see constantly is hard. We are surrounded by it on all sides, sometimes to the extent that we do not immediately realise it is advertising. Regardless, it provokes us to take specific actions, such as purchasing a product or using a service. It penetrates our subconscious and controls us from there, and we do not even realise it.

These days, advertising is not just a way for brands to promote their products and services; it is something much bigger and more comprehensive. Advertising is a way to communicate with customers and convey value to them. However, according to new marketing assumptions, if it was

possible to attract the attention of millennials within 8 seconds, for younger generations this figure has been reduced to 3-5 seconds [4]. In other words, to successfully achieve its advertising goals, a brand must capture the user's attention in such a short period. This is where various marketing tricks, such as slogans, payoffs, or so-called hooks, come in handy.

An advertising slogan is a verbal expression designed to be memorable and systematically repeated to reinforce it in the minds of consumers. It can be characterised by its unexpectedness or vividness, and use stylistic devices (alliteration, parallelism, rhyme, rhythm), as well as perform strategic functions: forming and maintaining a brand image, transforming negative associations into positive ones, creating emotional connections with the product, and focusing attention on values that go beyond the utilitarian properties of the product [2, p. 59-65]. Sometimes, slogans can act as so-called catchphrases, short and provocative messages that are easy to remember and repeat. The terms "slogan" and "catchphrase" are considered synonyms. However, the second has a broader meaning and can go beyond advertising, while the first is always a marketing tool.

Slogans changed over time and with evolving consumer needs. During the 1950s and 1960s, they emphasised product quality, specifically reliability and durability. The 1970s and 1980s witnessed advertising appealing to emotions, showcasing happiness, success, or lifestyle. Humour and irony became popular in the 1990s and 2000s to make slogans more memorable. Between 2010 and 2020, brands began discussing social responsibility – caring for nature, ethical production, and socially important issues. Currently, advertisements are more personalised and inclusive, considering each customer's needs and reflecting the audience's diversity [1].

Examining the historical development of slogans, we can observe that they, like advertising itself, can adapt to the realities around them. Due to the military actions in Ukraine, we can witness an increase in the number of propaganda advertisements encouraging people to join the army. Most of these campaigns feature motivational slogans calling for combat and the protection of civilians. Examples of such slogans include: «Служба – мій внесок у перемогу, і я стоятиму до кінця» (Service is my contribution to victory, and I will stand until the end), «Страх є у кожного, але ворог боїться нас більше» (Everyone is afraid, but the enemy fears us more), «Захисти кордон – обери службу честі» (Protect the border – choose the service of honour) (Pic. 1, 2). Such advertisements can be seen everywhere: billboards, city lights, posters on the streets, in public transport (underground, buses), social networks (Facebook, Instagram, TikTok, YouTube), and banner advertisements on websites.



Picture 1



Picture 2

Such advertisements are impossible to ignore; however, the slogans or the design are poorly chosen in some cases. For example, Picture 3 shows an advertisement for the 12th Brigade Azov of the National Guard of Ukraine. There were many discussions about this advertising campaign on social media, and most were negative. This is due to its unconventional communication strategy and the topic's sensitivity. On the one hand, it received a positive response because it breaks the silence surrounding mobilisation, offers a new perspective through a female lens, and emphasises the importance of family in the decision-making process.

On the other hand, the advertisement can provoke negative emotions. In it, we can see the use of everyday intonation and glamorous aesthetics, which creates a sense of frivolity and causes dissonance with the theme of war, which is associated with seriousness and sacrifice. Also, the communication can be perceived as romanticising military service. It may offend those who have lost loved ones or whose relatives are in captivity.



Picture 3

Another example of an unsuccessful advertising slogan is the commercial featuring Sydney Sweeney. The actress appears in front of a poster with the words “Sydney Sweeney has great genes,” then the word “genes” is crossed out and replaced with “jeans”. However, this joke received mixed reviews online. Some users pointed out possible references to racial identity, as the actress’s blonde hair and blue eyes can easily be associated with the idealised image of “Aryan appearance”, which in this context can evoke unwanted associations. As a result, the company’s sales fell, and the actress received a wave of hate.

As a successful example, consider the slogans from the Ukrainian mental health programme “How are you?” These are representative of social and informational advertising, raising awareness of the importance of mental health, which many people overlook. Pictures 4, 5, and 6 are excellent examples of their advertising campaign. Their design resembles the well-known transfer tattoo from chewing gum “Love is...”, which, thanks to its familiar concept, inspires trust in people and motivates them to take care not only of their physical health but also their mental health.



Picture 5



Picture 6



Picture 7

One more example of a successful slogan is «Ближче, ніж здається» (Closer than it seems), used by Nova Poshta. It emphasises the convenience and accessibility of its services. It shows that branches, courier delivery, and other services are always nearby and easily accessible to customers. According to neuromarketing research, it creates a positive brand image for its clients, which shows that people trust their emotions more than facts and presented information when choosing brands. This proves that well-formulated slogans can evoke strong positive emotions and significantly influence people’s behaviour [3].

Examples of advertising campaigns in Ukraine, provided earlier, demonstrate that the effectiveness of a slogan depends not only on its form but also on context, theme, and ethical sensitivity. A successful slogan can evoke genuine emotions, increase trust in the brand, and encourage specific actions. On the contrary, unsuccessful examples can cause controversial reactions, irritation, or even damage the brand’s reputation.

In summary, a slogan in modern advertising is not just words; it is a living tool that helps the brand communicate with the audience and create an emotional and social connection. Its

effectiveness depends on conciseness, creativity, adapting to the audience's needs, and a sense of cultural and social context. A well-formulated slogan can become a small magnet that attracts attention and leaves a vivid impression on consumers' minds.

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