

Marketing Digital Activity

How TAGLINES are used to Promote

An Engaging and Fun
Marketing Lesson

Perfect for any
Marketing or
Entrepreneurship class

Easy-to-Use, fillable
Google Slide **OR** convert
to Microsoft PowerPoint

Great for a Sub Day or
Remote Learning

NO PREP!
Saves you time!



BUSINESS EDUCATION WITH *Denise Leigh*

- ❖ What is a Tagline?
- ❖ Examples of Taglines
- ❖ Home Scavenger Hunt
- ❖ Internet Discovery for Student's Favorite Movie
- ❖ Self Analysis...Students Write Their Own 'Tagline of Life'

Engaging and Fun!



Think different.



Save money. Live better.



AMERICA RUNS ON DUNKIN'™



JUST DO IT.



i'm lovin' it™



Because you're worth it
L'ORÉAL
PARIS



It's finger lickin' good



open happiness™



"Go further"



"Can you hear me now?"



You're in good hands.

Taglines

What is tagline?

A tagline is a phrase that accompanies the Web Site ID. It should describe what it does, what it offers or what it sells. It should be clear and informative, not too long (about 6-8 words), convey a clear benefit and is personable and lively.

Tagline Scavenger Hunt

Find Taglines in YOUR home

Find **THREE** products in your **KITCHEN** that have taglines! List the products and taglines...

1. Your response here...

2.

3.

Find **TWO** products in your bathroom closets that have taglines....

1.

2.

Find an article of clothing that you **LOVE** (that is a brand that you **LOVE**) If the tagline is not on the label...Google the brand. Does that brand have a tagline?

Find **TWO** cleaning supplies in your laundry room or under your sinks in your home. List the products and the taglines...

1.

2.

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Movies always have taglines. They promote the movie while giving a glimpse of what the movie is about.

Review the famous movie taglines. In the space below each movie tagline, provide the "feeling" that you get when you read the tagline. Ex: silly, suspense, excitement, adventure etc.

Easy Rider (1969): "A man went looking for America. And couldn't find it anywhere."

Quiz Show (1994): "Fifty million people watched, but no one saw a thing."

Alien (1979): "In space no one can hear you scream."

Jaws (1975): "You never see the water again."

CINEMA

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List **TWO** of your favorite movies...search the Internet to find the tagline for those movies...

My Favorite Movies

Movies

Tagline

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If your life had a tagline?
What would be?

Type here...

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A Google Slide File OR Easily convert to Microsoft PowerPoint

Teacher Testimonials



I am loving ALL of your resources! Thank you so much for taking the time to create!
My students love the activities and so do I!



Great resource very happy with my purchase. Kept my students engaged



A great resource to include entertainment into your marketing lessons.



This was a **great activity**. Students enjoyed every minute of it. Sparked some great conversations.



Excellent as always

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

