

“HELLO, SHORT STUFF!”

(naming, taglines, slogans,
headlines, and the like)



SLOGANS & TAGLINES

Client: Atlanta Fulton Public Library
Project: New Tag Line

The Atlanta Fulton Public Library system needed a new tag line and logo for the flagship library system in the state. I handled the tag line creation, while the logo was entrusted to the capable hands of talented graphic designer Angelo Omari.

The new campaign had to capture the idea of the library as a place of hope, a place to pursue dreams, a democratic resource, a goldmine of knowledge and learning, a gateway to the future, a source of life possibilities, continually evolving, and relevant to people today. The library loved both tag/logos combos below, but chose the first.



atlanta-fulton public library system

Take your dreams off the shelf.™



Atlanta-Fulton **Public Library** System

Check out the World™

Company: Family Mortgage
Project: Company Tagline

Family Mortgage is a service-oriented company that approaches business quite differently from their competition. Knowing that so many people dread the mortgage process, they've made it their market differentiator to go out of their way in so many ways to make the customer experience pleasurable, easy, and hassle-free.

Their previous tagline was "We Make It Easy!" While it felt flat to me, they wanted to make sure that the idea of "ease" didn't get lost along the way. I wanted something warm, inviting, true to their reputation, and which leveraged their core goal: getting people into homes.

Tagline/Slogan: Family Mortgage. The Easy Way Home™ .



Client: The Foundation Center

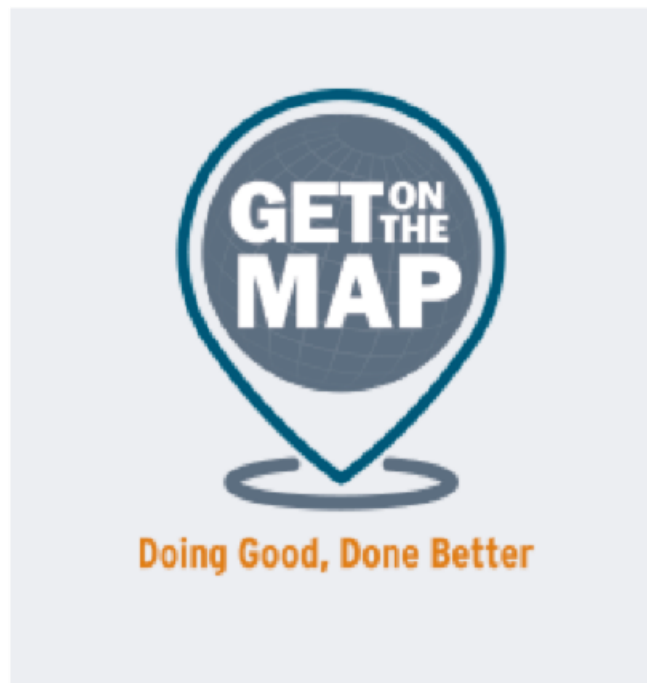
Project: Tagline/Naming + Multiple Materials to Support and Promote Data-Sharing Campaign

The Foundation Center (TFC), a regional association for Southeastern U.S. foundations, was launching an initiative to encourage members to donate their grant-making data to a map-based database (i.e., showing who donated how much to what charities, and when), so all members could use the information to make more informed grant-making decisions.

They wanted a name that both captured the map aspect of the tool and sold members on the idea that being a part of this initiative could raise their profile in foundation circles. In addition, they needed a tagline that neatly encapsulated the overarching benefit of the map tool: to drive more effective grant-making. Here's the result:

NAME: Get on the Map

TAGLINE: *Doing Good, Done Better*



Client: Georgia Humanities Council

Project: Tagline (as part of total rebranding)

The GHC rebranding aimed to make their mission clearer to all site visitors, a mission they described (in part) as follows: *“...to ensure that humanities and culture remain an integral part of the lives of all Georgians...[and] to help Georgians understand the history, stories, ideas and traditions that inform our lives, so we can understand our past in relation to our present.”*

With that end in mind, they needed a short, sweet encapsulation that conveyed the centrality of the state’s “stories”—past and present—and their potential to shape who we are, how we think and the people we become as a result.

Here was the result (with the new logo):



Client: Rainey Compression Essentials
Project: New B2B Tagline

This Atlanta manufacturer of compression garments was creating their first full-line catalog in five years, and wanted to update their B2B tagline, targeted to the staff of cosmetic-surgery practices: surgeons, surgical nurses, and office managers. *Their previous taglines:*

The Pattern of Innovation
Healing compression; Comfort assured.

Both were “features”-oriented tags, focused on the company and products. They needed a more “benefits”-oriented tag that spoke to what mattered to their audiences. In their marketing materials was a crucial unspoken message:

Using Rainey products can help your practice operate more efficiently, yield more satisfied patients, and, in turn, actually grow your practice.

And given the nature of Rainey’s business—largely servicing the elective/plastic surgery arena—the tag added a fun element as well.

Tagline: Lift and Enhance Your Practice™ .

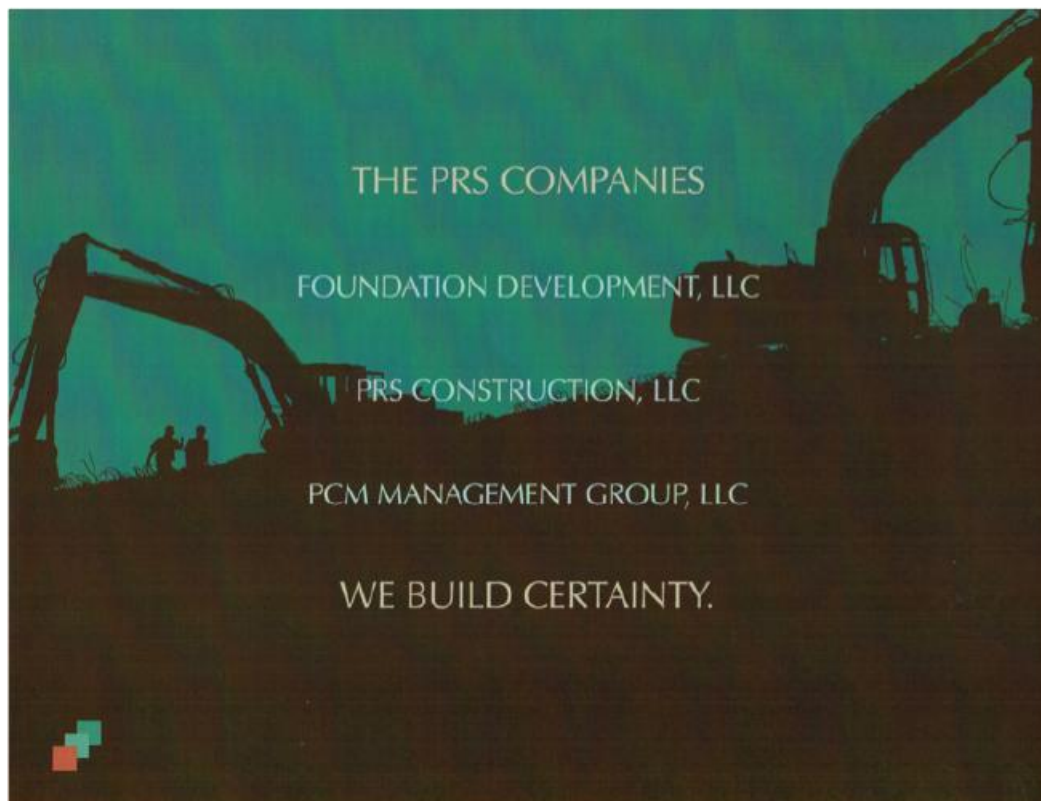


Client: PRS Companies (Commercial Builders/Developers)
Project: Company Tagline in Marketing Brochure

PRS needed a full-line brochure to showcase their development, construction, and management entities.

In the course of my research, it struck me that, given their expertise on personnel and construction, along with their ability to cut through bureaucratic red tape, what they were really selling was the *reliability* that comes from knowing your project WILL happen when promised and what that could mean to a company's planning efforts and bottom line. I suggested the idea as a general theme throughout the piece and they loved it.

Tagline: PRS Companies. We Build Certainty.

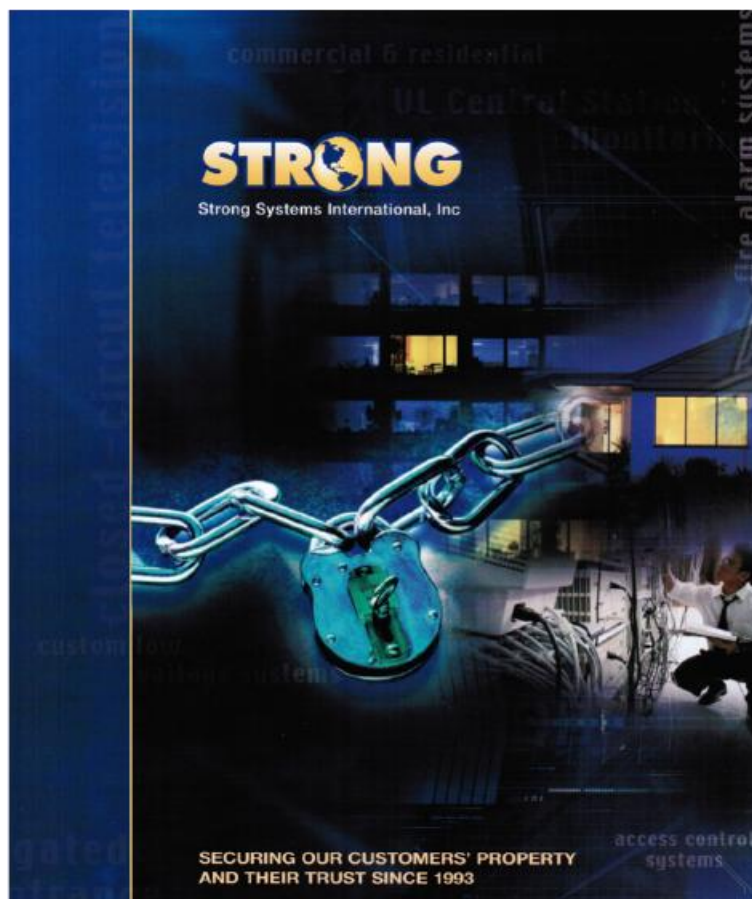


Client: Strong Systems
(Commercial/Residential Security Systems)
Project: Company Tag Line for Marketing Brochure

This company had been selling and installing security systems in homes, small businesses, and corporations for many years. We were creating—amazingly—their first marketing piece ever, and they wanted a tagline that reflected not only what they did but how highly their clients thought of them.

Tagline:

**Securing Our Customers' Property
and Their Trust Since 1993.**



Client: Stair Parts, Inc.

Project: Capabilities Brochure Tag Line

A national staircase components firm was creating a full-line brochure and needed a tagline. OK, admittedly, this was a no-brainer, a “sitting duck,” but hey, it doesn’t always have to be hard...

Tagline: Stair Parts, Inc. Step Up to the Best.



Client: Two Virtues, Inc. (Baby Products Start-up)
Project: New Product Tag Line

The company had just come up with a new product called the *Swaddleaze*, a Velcro-fitted swaddling blanket that wrapped around a newborn and secured the infant in place. It was designed to prevent the “startle reflex”—when newborns startle themselves awake, flailing their arms and having trouble falling back asleep, keeping parents from sleeping as well.

The tagline needed to talk to sleep-deprived parents, underscoring how the product would allow both them *and* baby to sleep well.

Tagline/Slogan: Swaddleaze. Get Some Sleep, Baby.



NAMING

Client: Rainey Business Suites (original name)

Project: Brochure + Name + Tagline for Executive Suites

Rainey Enterprises, the parent company of Rainey Compression Essentials, had created an “executive suites” concept with several differences from all the other “me-too” executive suite entities:

- They’d take on tenants with complementary businesses to foster entrepreneurial “cross-pollination.”
- They’d offer courses, seminars and business consulting services to their tenants, further supporting their enterprises.

The working name, **Rainey Business Suites** didn’t distinguish them from their competition, nor did it convey the idea of supporting and nurturing entrepreneurship amongst their tenants.

The name had to convey a place where entrepreneurs could grow and thrive, and the tagline had to echo this. The result:

NAME: **Entrepreneurium** Business Suites

TAGLINE: *The Space to Be an Entrepreneur.*™



Client: Coldwell Banker Real Estate Team

Project: Name for Proprietary Real Estate Investment Program

A thriving Coldwell Banker residential real estate firm had devised a popular investment concept that had grown fast, and needed more structure: a name, formal marketing materials, web site, etc.

We felt, ideally, the name would reflect both the unique spin on the traditional lease/purchase model the program took, and the fact that investors got involved at the pre-construction “dirt” stage of a residential community. In this way, investors realized additional bonus property value appreciation, garnered between the point of entry and the actual closing several months later.

Here’s the result:



Client: Atlanta Group of Marketing Copywriters
Project: Name for Copywriting Consortium

In 1997, I started a group of six seasoned Atlanta copywriters, mainly to talk shop, and share meals, ideas, and leads. A few years later, we took the idea to the next level. Knowing that writing-buyers wrestled with finding creative, strategic, and reliable copywriting help, we decided to market ourselves as “a community of marketing writers.”

Prior to doing ads and direct mail to promote it, we needed a name. While we went through many ideas, ultimately, I came up with one that stuck: **Copyopolis**. We wanted to capture the idea of a community, and coupled with the wonderful logo (by talented illustrator Laura Coyle; www.coyleart.com), we had a winner.

We’ve since dissolved the site (in case you go looking for it), deciding to focus more on the social and networking sides of the group.



Client: Mercedes-Benz Credit Corporation
Project: Quarterly Customer Newsletter

MBCC was starting a quarterly customer retention newsletter—a glossy, 4-color, 4-panel publication. It needed a catchy name that would resonate with their well-heeled audience while reflecting the topical, relevant nature of the piece.

Results:



Client: Rainey Compression Essentials

Project: Name/Tagline for Proprietary New Fabric

This Atlanta-based manufacturer of compression garments (specialty medical apparel worn by patients after elective cosmetic surgery) was rolling out a new fabric, and would be announcing it in their new catalog and at upcoming trade shows.

As this was THE raw material for their entire product line, it was important that it make a splash. The benefits of the new fabric were its strength, flexibility, soft feel, and innovative formula. As I pondered it, the idea of an animal came to me. Here's what I came up with:

NAME: **PantherKnit**

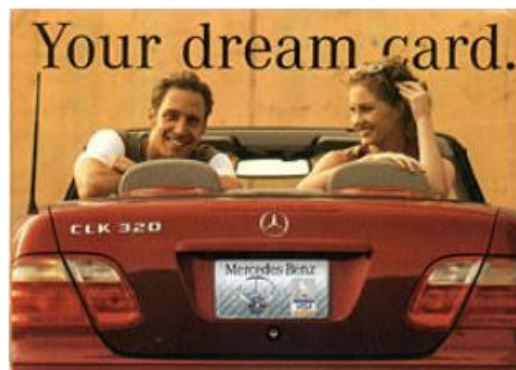
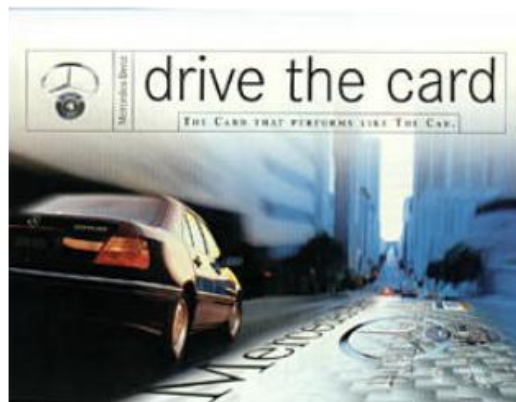
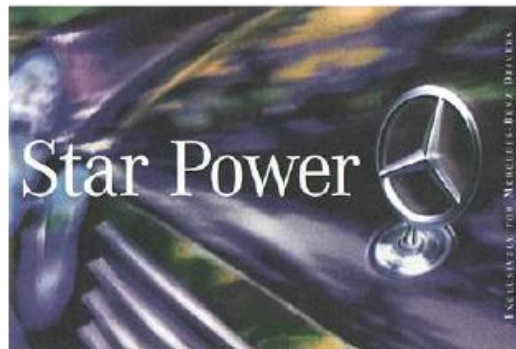
TAGLINE: *Strong, Supple, Silky. And Wildly Innovative.*



HEADLINES (Direct Mail/Collateral)

Client: Mercedes-Benz Credit Corporation
Project: DM Envelope Concepts

Envelope-based direct mail solicitations to drive MBCC credit card applications and needing strong headlines that leveraged the upscale nature of the offering while merging powerfully with the graphics. (Note: I suggested the graphic concept for the “drive the card” campaign.)



Client: Franklin's Printing
Project: Direct Mail Headlines

Through a series of postcards to build brand awareness, Franklin's Printing was trying to shed their image of a stodgy, out-of-touch quick print shop while letting prospects know about their capabilities and separating themselves from the typical antiquated print shop. A few examples (we ultimately did about 20 cards for them).

#1: *Time Is Money*



Reverse Side Copy:

Every minute you spend doing the things we can do—better, faster, cheaper, and more efficiently—the less time you have to generate business.

And with Franklin's state-of-the-art printing, copying and graphics services, your life gets simpler too. Chances are, we're right in the neighborhood. Is this a great country or what?

#2: *Finish Work*

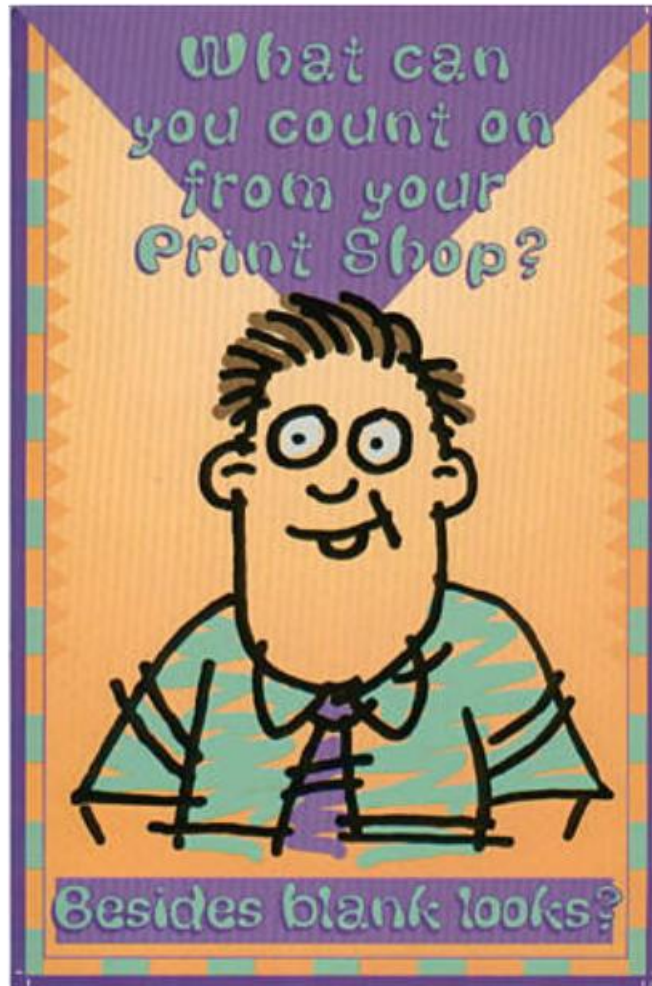


Reverse Side Copy:

11:38 am. *Big Presentation* at 2:00. The last thing you need from your print shop is a stack of 25 copies, 25 binders, 100 tabs, and a "Good luck! Hope it goes well!"

At Franklin's, we'll finish what we started. Copying, tabbing, assembling, and binding. And who says you can't get good help anymore?

#3: *Blank Looks*



Reverse side copy:

A lot of print shop personnel know just enough to get themselves – *and you* – in trouble. When you're tired of educating your print shop, come to Franklin's. Where seasoned graphics professionals will show you the most effective ways to get the highest impact for the least expense.

Client: FOCAS (Fiber Optics Communications Company)
Project: Brochure – Main Page Headline

FOCAS worked with utilities to help them get the most out of their existing “rights-of-way.” For example, a power company would contract with FOCAS to wrap their existing power lines with fiber optic cable, which could then be leased out to telecommunications carriers looking for additional capacity. They leverage what they already own into a brand-new and lucrative income stream

Headline: Let Us Show You How to Spin Fiber Into Gold.

Let Us Show You How To Spin Fiber Into Gold



As a power utility, you're looking for one thing:

The fastest, easiest, and most cost-effective way to maximize the profitability of your rights-of-way ... nothing less. And that's precisely what FOCAS delivers ... nothing less.

What Others Talk About, We Have Done

For over a decade, FOCAS has helped utility companies across the country and around the world get the most profit from their existing rights-of-way by adding fiber optic capacity. Over and over, in conditions ranging from desert sand to arctic ice, on many thousands of miles of installed cable worldwide, we've implemented proven turnkey communications solutions including installation, materials, superior engineering know-how, and

comprehensive project management. Where others talk, FOCAS has quietly delivered - time and time again.

We Come From Your World and Speak Your Language

With solid roots in utilities engineering and innovative leadership in fiber optic technology, FOCAS knows where you're coming from and where you want to go. We understand the challenges you face as a utility, the changes that have come with deregulation, and most importantly, the tremendous economic opportunities that have emerged as a result of those changes. With our superior cable product line and extensive installation and engineering experience, we've got your answer, whatever your present circumstances or future requirements.



Client: PolkaTots Baby Store

Project: Ad Headlines/Body Copy (3 concepts)

I did several projects for *PolkaTots*, a store with everything for the new baby. They did several direct mail pieces and brochures, and here's a sampling of headlines/body copy pairings I came up with.

**For Nurseries that Even Look Great at 1:45 a.m.
And 2:32 a.m., 4:06 a.m., 5:16 a.m...**

For nurseries you'll never get tired of, no matter how many times you visit in the night, come to PolkaTots, for the special touch you'll only find here.

Better Baby Beds for Nicer Nighty-Nights

Say that 10 times fast. Better yet, come by PolkaTots. This one-of-a-kind baby store has a selection of unique and special furniture, bedding, and accessories that'll leave you speechless.

Baby Love, Your Baby Love

If your very special baby brings a song to your heart, our very special store is singing your tune.

BOOK TITLING

A book title is a headline/name but a crucially important one that can make or break the commercial success of a book.

In the wake of self-publishing my third book, *The Well-Fed Self-Publisher: How to Turn One Book into a Full-Time Living*, I expanded my one-on-one coaching service to include self-publishers.

And in 2010, I formalized an offshoot from that practice – book tilting/subtitling and back-cover copywriting – services I'd been offering informally for years (beginning with the creation of my first book's title: *The Well-Fed Writer*).

The result: ***The Title Tailor***



To see multiple samples of that work, please visit:

<http://www.TitleTailor.com>