

Over and Over Again

by Liz Gibbons

Companies use taglines and slogans to evoke an image of their product or service in our minds. A tagline is a catchy phrase that encompasses a corporation's values and products and is created to last a long time. A slogan describes a specific product at a particular time in the brand's existence in a marketing campaign. The longevity of a slogan depends upon its success. With repetition of a tagline or slogan over and over again it becomes synonymous with a company or product.

Looking back on my childhood I remember sometimes eating "The Breakfast of Champions," Wheaties, for breakfast, while my parents drank their Maxwell House "good to the last drop" coffee. Lunch on Wednesday was often "Mmm mm good". My father did not like a meal of soup and sandwiches, so Wednesday noon, when he went to Optimist Club, our lunch was often a bowl of Campbell's soup and a sandwich plus dessert. Morton's salt was a staple in our kitchen because "when it rains it pours". Chewing gum was popular, and Doublemint Gum tempted us with its jingle "double your pleasure, double your fun" promoted by attractive twins. During World War II a new treat was colorful M & Ms which "melt in your mouth, not in your hand." They were developed to ship chocolate overseas to soldiers without it melting. Often on our travels out of town we would wonder in anticipation what the six Burma Shave signs we saw in the distance would say. Their rhymes would be something like this one: "With the vale/of toil/ and sin/your head grows bald/but not your chin – use/Burma Shave."

On camping trips a rare treat was to get a 6 oz. bottle of the "pause that refreshes," Coca Cola. At Christmas or for birthdays we often went to the Hallmark shop to buy cards "because we cared enough to send the very best."

My sons' pediatrician on one of our visits told me a story of a young boy he had recently examined. He found Rice Krispies in his ears. When he asked how they got there, the boy said he wanted to hear them "Snap, Crackle and Pop." When my sons were young we often used Smucker's jam on their toast or peanut butter and jelly sandwiches because "with a name like Smucker's it has to be good." Their battery powered toys were often fueled by Energizer batteries so they could "keep going, and going, and going."

It is a testament to the power of repetition that I can still easily connect the slogans and taglines to products that I haven't thought about for years.