

# Keller Center Research Report

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# Crafting Connections: The Impact of Slogans on Brand Identity Alignment

Mayukh Dass, PhD, Chiranjeev Kohli, PhD, and Manaswini Acharya, PhD

The role of brand identity in strengthening the brand-customer connection has become increasingly critical in the wake of the COVID-19 pandemic.<sup>1</sup> As consumers' perceptions of



brand messages evolve, advertisers respond by revisiting their messages and investing more heavily, with North American advertising spending projected to exceed \$370 billion by 2024.<sup>2</sup> In this context, brand name, logo, and slogan's semiotic components gain strategic importance in enhancing brand equity. This paper focuses on slogans and examines slogan-related factors that enhance alignment with brand identity.

The word "slogan," derived from the Celtic word "slaugh," meaning "war cry," underscores the influential role of words in slogans, perceived as powerful weapons in the competitive realm of brands.<sup>3</sup> In the advertising war among brands, slogans serve as short, memorable phrases that represent brands and aid customers in recalling brands.<sup>4</sup> In brand advertising, slogans play a substantial role, capturing the essence of brands and distinguishing them in a crowded market.<sup>5</sup> However, their effectiveness extends beyond mere recall; slogans enhance brand image and equity, reflecting the brand's identity and marketing efforts.<sup>6</sup>

## The Study and its Implications

The study at the core of this article investigates the nuanced art of slogan design, specifically exploring factors that influence the alignment between slogans and brand identity. Drawing from a comprehensive analysis of slogan data, the research identifies critical determinants of alignment. Message clarity and creativity enhance alignment, creating a cohesive brand narrative. However, the study issues a cautionary note against using jingles and rhymes, suggesting that these elements weaken the alignment between slogans and brand identity, despite of their extensive use by advertisers.

## Implications for the Real Estate Industry

Our findings have direct relevance in the context of the real estate business because property purchases involve substantial emotional and financial considerations. Real estate agents frequently want assistance in developing a brand identity that resonates with clients and

distinguishes them in a competitive market. Slogans, as short statements of a brand's core, are essential in molding perceptions and influencing buyer and seller decision-making.

### *Enhancing Message Clarity*

In the real estate sector, where transparency and clarity are paramount, the study emphasizes the critical role of message clarity in slogans. Real estate slogans that convey information clearly and concisely can instill confidence in clients. For instance, a slogan like "Your Dream Home, Our Commitment" communicates an explicit promise to potential buyers, aligning the brand with buyers' aspirations. Real estate professionals can leverage this insight to craft slogans that capture the essence of their services and provide a transparent and straightforward message to clients.

### *Using Creativity to Forge Connections*

In the real estate market, creativity in slogan design has emerged as a significant technique for forging client connections. Creative slogans can elicit good thoughts and make a lasting impact in a setting where emotions frequently determine property decisions. For example, a phrase like "Turning Houses into Homes, One Dream at a Time" gives a unique touch to the brand narrative, infusing warmth and relatability. Real estate professionals can use slogan development to elicit emotions, promote brand affinity, and establish a distinctive presence in clients' minds.

### *Caution Against Jingles and Rhyme*

In contrast to typical advertising methods, the study warns against employing jingles and rhymes in real estate slogans. Overly styled or gimmicky aspects may damage the brand's reputation in real estate, where professionalism and trust are essential. It is recommended that real estate professionals avoid jingles and rhymes that may damage the clarity and sophistication required in property transactions. Instead, the emphasis should be on balancing inventiveness and professionalism in slogan design.

## **Conclusion**

Our study on slogan design and brand alignment resonates strongly with the real estate industry's imperatives. As real estate professionals negotiate an environment impacted by shifting consumer perceptions and market realities, slogans emerge as a powerful tool for brand distinction and client engagement.



Using our findings, real estate professionals may improve their advertising methods, inject creativity into their brand narratives, and create genuine connections with buyers and sellers. The

symbiotic relationship between good slogan design, message clarity, and brand alignment provides a roadmap for improving buyer-seller interaction in real estate and elevating real estate relationships.

As the sector adapts to shifting tides, the wise implementation of these insights can contribute to a real estate landscape in which brands transmit trust and trustworthiness and truly resonate with their clients' ambitions and emotions. Effective slogan design becomes a compass in real estate, as each transaction is a unique journey, guiding professionals toward long-term success in the buyer-seller connection.

## **Recommended Reading**

Dass, Mayukh, Chiranjeev Kohli, and Manaswini Acharya (2023), "An Investigation into Slogan Design on Creating Slogan-Brand Alignment," *Journal of Advertising*, March, 43-60.

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## **About the Authors**

### **Mayukh Dass, PhD**

**Senior Associate Dean, Associate Dean of Graduate Programs, and James L. Johnson Chair in Business Administration, Texas Tech University**

Dr. Mayukh Dass' (PhD – University of Georgia) current research interests include strategic marketing alliances, digital firm strategies, and applications of artificial intelligence in businesses. He has published more than 50 articles in top academic journals, including the *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Decision Sciences*, *Decision Support Systems*, *Organizational Research Methods*, *Journal of Business Research*, and *Social*

*Networks*. He has chaired 13 dissertations and has also received external research grants from USDA and the Department of Education. Dr. Dass is a Texas Tech Teaching Academy member and has won numerous awards during his tenure.

**Chiranjeev S. Kohli, PhD**

**Professor of Marketing, Cal State Fullerton**

Dr. Chiranjeev Kohli's (PhD – Indiana University) areas of knowledge include branding, corporate identity, pricing, marketing research, marketing strategy, consumer behavior, and trademarks. His research has been published in numerous leading academic journals, and he received media attention for his work by National Public Radio. Dr. Kohli has consulted for major corporations such as Autodesk, Bionutrics, Canon USA, Hylands, Spherion, Taco Bell, and Verizon. Dr. Kohli has been honored with numerous teaching awards during his tenure. A comedian by avocation, he has also opened for Dennis Miller of "Saturday Night Live!"

**Manaswini Acharya, PhD**

**Doctoral Student**

**Texas Tech University**

Manaswini Acharya's research focuses on the intersection of branding, marketing strategy, and the technology-marketing interface, specifically for B2B firms. She aims to explore how these elements synergize to drive successful marketing campaigns and business growth in the B2B context.



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Baylor University | Keller Center for Research | Hankamer School of Business  
One Bear Place #98007 | Waco, TX 76798

[www.baylor.edu/kellercenter](http://www.baylor.edu/kellercenter) | [Keller\\_Center@baylor.edu](mailto:Keller_Center@baylor.edu)

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