CLAIM DEVELOPMENT



A claim should describe the core of the product in a few words and arouse emotions. Examples of a claim are:

- "Nothing is impossible" Adidas
- "Move forward." Toyota
- "just do it" Nike
- "Keep moving" Hervis
- "I love it" Mc Donalds
- "Taste the feeling" Coca Cola

What claims do you know?

On the following page you have the possibility to develop first ideas for yourself. Then exchange your ideas with the team: What do the others like?



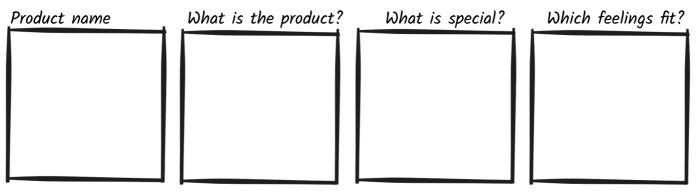


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CLAIM DEVELOPMENT

What makes your product special?



FIRST DRAFTS FOR SLOGANS

