

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?



CLAIM DEVELOPMENT



What makes your product special?

Product name

What is the product?

What is special?

Which feelings fit?

FIRST DRAFTS FOR SLOGANS

Idea 1

Idea 2

Idea 3

Idea 4

Idea 5

Idea 6

Idea 7

Idea 8

