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The Irrelevant Corporate Taglines!

Yes! Despite of taglines being a very vital element of branding and brand recall, even the 'big' players don't seem to be playing it right when it comes to their corporate taglines. The purpose of corporate taglines is not just to be catchy enough to grab the attention, but also to be relevant enough to tell people what the organization is associated with and stands for. However, some of the well-known players in the game seem to have corporate taglines that are too generalised or not even relevant to the industry they belong and represent.

The ultimate vision and philosophy behind the organization's existence and growth is also often considered in the taglines. But if it goes too much beyond the core purpose of the logic of having a tagline, even the best sounding taglines often seem idiotically irrelevant.

Let's try to logically and critically analyse the appropriateness of some of the corporate taglines that might not seem to be relevant enough!

Coco Cola – Open Happiness

(Well, I thought I always opened a soft drink bottle)



How can a soft drink bottle containing pressurised gas, sweet water, caffeine, vanilla and caramel colour possibly release happiness on opening it? Unless you are already happy enough to celebrate with it with coco-cola for some or the other reason, how can opening coco-cola be a happy exploration? As such, it never felt like our happiness was bound, till we opened it!

Airtel – Express Yourself

(Isn't right to expression, a fundamental right?)

A telecommunication and largely a communication based organisation can at the most provide you one of the many possible media for communicating, that too through devices like mobiles, computers, internet, etc. For an organisation like Airtel, to have a corporate tagline like this one is indeed too generalised.



AIG – We know Money

(As if others don't)



AIG or American International Group is an organisation dealing with finances and insurance matters. It's in fact, surprising to discover that such a reputed organisation would make such a common statement in its tagline, which almost any organisation in that industry must definitely possess.

British Petroleum – Beyond Petroleum

(Really?)

British Petroleum is an established name in petroleum products and its derivatives. Such a tagline seems to be a hypothesis to the very industry that British Petroleum belongs. It is big question, as what can British Petroleum be beyond Petroleum?



LG – Life's good

(Obviously, who said death's better?)



Consumers Electronics is a too narrow industry to contain all of the life's good! Also, electronic products are not even directly associated with the 'goodness' in and of life. Hence, this tagline is overall, inappropriate enough to be the corporate tagline of an organisation like LG.

McDowell's Signature – The New Sign of Success

(Alcoholically Successful?)

How can a brand of alcoholic beverages, possibly be an indicative of success? Not to undermine the fact that a large number of alcohol consumers is actually made up of losers! Such a tagline not only misguides the masses but also idiotically positions alcohol to be synonymous to success.



Toyota Innova – All you Desire

(Joking?)



In a world where wants are an infinitely never-ending process, to desire just an Innova is indeed a very simplistic and content level of lifestyle. However, it is a surprising level of underestimation of the human wants by the Toyota makers; if they consider Toyota Innova, to be all that (anyone can possibly) want.

Hyundai – Drive your Way

(Is there an option?)

How can someone possibly drive in any other way but his/her? An automobile brand like Hyundai, would give such an obvious statement to be its corporate tagline, is indeed surprising. Even if the intention was to talk about the freedom of driving Hyundai, our way; I really wonder as to which automobiles don't offer this freedom.



Maruti SX4 – Men are Back

(Did they go somewhere?)



Bringing a masculine context into the corporate tagline for a luxury car like Maruti SX4 wasn't much of a wise decision. Moreover, giving it a logically humoristic tagline like this one; is something that might appear absolutely unacceptable to men, who were always there!

HP Invent – Everything is Possible

(Just with electronics!)

Making such a universal statement, a corporate tagline is not just obviously known and inappropriate, but also too generalised to be representing the mission, vision or belief of Hewlett-Packard. As far as my understanding goes, HP hasn't given any 'impossible' product to consumer electronics which can stand for and justify the relevance of this tagline.



And the list goes on...

Just in case, if this appears to be a personal vengeance or defamation attempt for any particular organisation, I wish to make it clear that it was utterly a logical and unbiased attempt.

If you think, there are more cases of irrelevant taglines in the market; please feel free to add-on and give your feedbacks.

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