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**SEMANTIC AND PRAGMATIC
ASPECTS OF SLOGAN
TRANSLATION**

Methodological study book for higher school students

For students of *Translation* focusing on issues covered in *Verbal and non-verbal aspects of translation*

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1. General description of the methodological tool

The aim of this methodological instrument is to facilitate translation studies focusing on verbal vs. non-verbal translation aspects but generally covering a broader area of intercultural and semantic/pragmatic studies. The content of this tool is intended to expand the materials covered in the course ‘Verbal and non-verbal aspects of translation’ and to serve as a guideline for independent studies providing the focal points of the theoretical background and ample material for independent practice and field research. Methodologically, it takes the *skopos* theory as its background. This instrument contains the following parts:

- Introduction to the theoretical background (Part 2);
- A sample of researched cases (Part 3);
- A sample of slogan examples supplemented with instructions and tasks (Parts 5 and 6);
- A list of printed and online resources (Parts 4 and 7).

The second half of the 20th century is denoted as the age of the explosive increase of advertising. Current developments in the world economy have led to the appearance of multinational business entities operating in a number of regional and national markets. In order to succeed, these megabusinesses are required to adapt to local cultures and environments. Evidently, one of the key areas is the translation and adaptation of advertising slogans optimally appealing to the mindsets of the specific target audience which is further complicated by the strife to maintain the recognizability of specific branches of the worldwide campaign, especially in multicultural or border area environments.

Advertising largely relies on slogans; each company adopts a catching phrase to represent its line of products or a particular brand. It is very important to consider that slogans do not necessarily reflect the intent of an enterprise to attract new clients; one of their primary aims is to reflect the concept, spirit or some unique quality of an enterprise and thus just to “remind” of the brand and the product in order to “keep them going”.

In the process of intercultural advertising, producers strive to sell a standardized product to local customers who may exhibit substantial differences in terms of cultural behavior and attitudes. Yet, the objective is to use the same or relatively similar strategy which should be easily recognizable in any of the target countries/ cultures. As a result, the

strategy of intercultural advertising deals with the understanding of the ‘traditional’ clients’ behavioral patterns and the targeting of trans/international consumers. Due to the need to consider the semiotic factors of a promotion campaign, the optimal balance between textual (semantic and syntactic) equivalence and the cultural (pragmatic-semiotic) identity has to be found.

A catchy slogan is fundamental when seeking high efficiency of any advertising campaign. In the 1950s and 1960s, advertisements were mostly employed in a single geographical area; however, with the development and the increase of the importance of economic alliances, international trade organizations and internet-based businesses, two parallel processes have been taking place, first of all, many businesses started targeting more than one economic, cultural, national, etc. environment and secondly, multinational companies were made to adapt to local conditions in terms of traditions, ethics, morals, etc. This resulted not only in the increased competition (multiple companies representing the same industry branch started operating in the same economic environment) but also in adaptation of their global marketing strategies at regional levels. As a result, more and more slogans are being run in a number of languages.

This leads to a major challenge: a compromise is to be made between the global recognizability of a campaign and its suitability to the local cultural environment (cf. Jettmarová et al., 1995). Hence, the process of translation is usually seen as an act of communication (Pavlović, Jensen 2009), and translators are free to do whatever they like with the rendered text as long as the objectives are met (cf. Ying Cui 2009: 7).

This major development resulted in the increasing understanding that word-for-word translation is not always the best solution to achieve success regionally. It overlapped with the need for developing new theoretical outlines and practical tools for slogan translation. The *skopos* method with its emphasis on the impression produced by the text in the target language rather than on the adherence to the form and structure of the source variant is a commonly employed tool in this field. The *skopos* method complemented with quantitative research provided the methodological background for this methodological tool.

When implementing intercultural advertising and/or public relations (PR) campaigns, a number of subtleties concerning specific languages and cultures are faced. They are to be considered when seeking attention of the potential clientele while maintaining the global strategy of advertising activity. This compromise strategy forces authors of advertising

campaigns and image specialists to select such linguistic and extralinguistic elements, the entirety of which can reflect the core idea in a specific cultural environment.

The objective of an advertisement is to persuade the potential addressee into buying the advertised product. Evidently, the importance of textual equivalence in the 'old school' sense is minimal as the translator is expected to render the impact of the original version of the advertising slogan. As a result, in the research of slogan translation methodology, the *skopos* method does not focus on the 'plain text' of the original; on the contrary, it invites to reflect the impression produced by the original text by taking into consideration cultural or psychological factors before dealing with purely semantic elements.

2. Theoretical background

The theoretical research of advertisement texts within the linguistic (rather than marketing) framework can be traced back to the analyses of Geoffrey Leech, especially *English in Advertising* (Leech, 1966). Ray (1982) as well as many other analysts observes the unique qualities of the texts of commercials. The breakthrough in terms of the quantity of researches and the wide scope of research perspectives coincides with the ultimate globalization of the market taking place in the 1980s and 1990s. A number of pioneering publications of this period possess academic interest, for example, the ones by Wells, Burnett and Moriarty (1992) dealing with the strategies of textual expression in advertising or Snell-Hornby (1992) concentrating on the (inter)cultural issues of advertisement translation. The training and the work process of an advertisement translator is systematically defined in Jettmarová, Piotrowska and Zauberga (1997).

Publications of the 2000s mostly concentrate on specific linguistic aspects of multiculturalism in translation (e.g. Adab (2000), a number of papers published in *Adab and Valdés* (2004) and *Delabastita, D'hulst and Meylaerts* (2006) or monographs by Guidère (2000) and Torresi (2010)). The practical issues of translatability of language-specific cultural symbols, lexical units, expressions or wordplay are dealt with in Quillard (2001), Smith (2009) and Lee (2009). Jiang (2002/ 2003) claims that the academic field of advertisement translation pertains to the scope of pragmatics as all misunderstandings and translation failures stem from pragmatic failures, i.e. from the concentration on lexical, semantic, etc.

elements yet ignoring the contextual value of the slogan message and failing to achieve the pragmatic equivalence.

Advertisement translation may be indirectly regulated by the law and cultural traditions of a particular country, e.g. Smith and Klein-Braley (1997) highlight that the German law is more restrictive than the legislative systems of many other countries thus restricting some foreign slogans or even brand names such as *Diet Cola* which are perfectly legal in the source countries. According to them, in rendering of commercials to other languages, there are cases requiring additional context due to differences in terms of use of a specific concept. Smith and Klein-Braley also observe that one of the most dangerous things in slogan translation is taking the absence of undesired meanings in the target language text for granted which is likely to happen when only the “insiders” of the marketing system with adequate linguistic and cultural competences check the translations. As a result, they indirectly suggest that the advertisement translation is to be performed by concentrating on the addressee’s point of view. As a result, intercultural translation deals with law, religion, social-ethical norms and historical traditions. Guidère (2000) introduces the concept of conciliation denoting the strategy of the compromise between two languages and cultures.

If we actually try to discover the most significant turning point in the recent history of translation studies, it will probably be the 1970s and the 1980s when the emphasis of the researchers clearly shifted from the product which the addressees received to the addressees themselves. In other words, if the studies of the 1960s mostly focused on the equivalence of the original text and the translator’s output, the ‘new school’ investigated the functionalism of the target text. As a result, the optimal translation was considered to be not the one which is the most careful in providing the most careful equivalents to the entities of the original text but rather the one which reproduces the impact and impression made by the original text. Essentially, this shift may be compared with the advent of impressionism to the scene of fine arts.

A number of scholars, first of all, Hans Vermeer, Katharina Reiss, Christiane Nord, Justa Holz-Mänttari and Janet Fraser argued that the process of translation is like a communicative act, and that the purpose of translation justifies the translation process; thus the end justifies the means (cf. Nord 2001, 124). The *skopos* principle concentrates on the following issues: first of all there is no need to stick to linguistic equivalence; whatever fits the objective is fine. Hence, translation is no longer seen as transcoding but instead as an act of communication (Jensen, 2009). Besides, the translated advertisements should be both

textually and intertextually coherent so that the addressees understand and trust them. Third, the translator is required to consider habits, customs, morals, ethics and beliefs of the addressees and to respect them. In addition, it is necessary not to violate the laws and regulations of the target culture and finally, the stylistic requirement of advertisements should be met (cf. Ying Cui, 2009: 7). As a result, translation based on *skopos* principles is object-oriented; as the process of translation is seen as communication, and the expected functions of the target text in the target culture should be emphasized (cf. Lu Wang, Guodong Zhao, 2011) so that the audience takes action.

The main idea of the *skopos* theory may be defined by six rules (Reiss & Vermeer 1984: 119) which essentially constitute the manifest of the *skopos* theory partisans, namely:

1. The purpose of the target text is the main determinant for the selected translation methods and strategies. These methods and strategies are used to produce a functionally adequate or appropriate result. Here, the emphasis is prominently laid on the FUNCTIONALLY ADEQUATE result.

2. The target text is an offer of information in a target culture and the target language, which is based on an offer of information (the source text) in the source culture and the source language.

3. The target text is not clearly reversible, meaning that the function of the target text does not necessarily match the function of the source text. This means that e.g. a back-translation might not lead to a translation which is similar to the original source text.

4. Any target text must be internally coherent, which means that the target text must be coherent for the target text receivers. The receiver must be able to understand the target text, and the target text has to be meaningful in the communicative situation and target culture.

5. A target text must be coherent with the source text, which means that there must be coherence between the source text information received by the translator, the interpretation the translator makes of this information and the information that is encoded for the target text receivers i.e. intertextual coherence.

6. Rule six of the *skopos* theory is that the first five rules are in hierarchical order with the *skopos* rule being the predominate rule (Nord 1997: 29-31).

In short, the main idea of the strategy is that the translated product is required to perform the same objective as the source text, preferably if it is possible to do this by applying similar means and strategies.

Christina Schäffner defines the main principles of the theory and the outlook of Hans Vermeer as follows:

Skopos theory takes seriously factors which have always been stressed in action theory, and which were brought into sharp relief with the growing need in the latter half of the twentieth century for the translation of non-literary text types. In the translation of scientific and academic papers, instructions for use, tourist guides, contracts, etc., the contextual factors surrounding the translation cannot be ignored. These factors include the culture of the intended readers of the target text and of the client who has commissioned it, and, in particular, the function which the text is to perform in that culture for those readers. Skopos theory is directly oriented towards this function. Translation is viewed not as a process of trans coding, but as a specific form of human action. Like any other human action, translation has a purpose, and the word *skopos*, derived from Greek, is used as the technical term for the purpose of a translation. Skopos must be defined before translation can begin; in highlighting *skopos*, the theory adopts a prospective attitude to translation, as opposed to the retrospective attitude adopted in theories which focus on prescriptions derived from the source text. In addition to its purpose, any action has an outcome. [...]

Vermeer (1978: 100) postulates that as a general rule it must be the intended purpose of the target text that determines translation methods and strategies. From this postulate, he derives the *skopos* rule: Human action (and its subcategory: translation) is determined by its purpose (*skopos*), and therefore it is a function of its purpose. [...]

The main point of this functional approach is the following: it is not the source text as such, or its effects on the source-text recipient, or the function assigned to it by the author, that determines the translation process, as is postulated by EQUIVALENCE-based translation theories, but the prospective function or *skopos* of the target text as determined by the initiator's, i.e. client's, needs. Consequently, the *skopos* is largely constrained by the target text user (reader/listener) and his/her situation and cultural background. Two further general rules are the coherence rule and the fidelity rule. The coherence rule stipulates that the target text must be sufficiently coherent to allow the intended users to comprehend it, given their assumed background knowledge and situational circumstances. The starting point for a translation is a text as part of a world continuum, written in the source language. It has to be translated into a target language in such a way that it becomes part of a world continuum which can be interpreted by the recipients as coherent with their situation (Vermeer 1978: 100).

It is extremely complicated to provide a field investigation of the *skopos* theory as translators do not comment on their choices; they actually present the final product. Thus the work of the researcher is to discover the differences between the source and the target texts and to investigate whether changes were made due to purely lexical-syntactic features of the languages or the translator deviated because of his/her pragmatically based choices. As a result, even though the research is based on guessing, it is made with a strong degree of likelihood.

The principle of the preeminence of the impact produced by the translated text being adequate to the impact produced by the source text was developed by the German tradition of text translation starting with the mid-1980s. The most prominent contribution is usually attributed to Hans Vermeer and Katharina Reiss (Reiss, Vermeer 1984), Christiane Nord (Nord 1997, 2001), Justa Holz-Mänttari (Holz-Mänttari 1984) and Janet Fraser (Fraser 1996).

The key principles of the practical application of the *skopos* method focus on the idea that the purpose of the target text is the main determinant for the selected translation methods used to produce a functionally adequate or appropriate result and that the target text must be internally coherent for its receivers in the context of the communicative situation and the target culture as long as the target text is coherent with the source text (cf. Nord 1997: 29-31).

3. Examples of research/analysis

Due to semantic shifts, the presence or absence of specific grammatical elements, differences in syntactic structures and the lexical stock of any two or more languages, in many cases it is virtually impossible to produce “calques” of a slogan. There are two major ways to escape this issue; the first of which is to produce a slogan containing only “lexically primitive” words, i.e. words with the only or dominant meaning which inevitably possess analogues in any given language such as like, love, buy, etc.

The second strategy may be represented by the logistics company TNT headquartered in the Netherlands employing the slogan

Sure we can

It features three words taking three syllables in total; besides, all of its lexical units belong to the most common English words. If we try to render the message of the slogan into other most common European languages we are highly likely to lengthen it or to lose the double-meaning of it (inclusive versus exclusive). For example, if we translate it to French, a sacrifice has to be made with

Sans doute/Oui nous pouvons

(4 or 5 syllables, but by using ‘nous’ only the inclusive-versus-exclusive meaning is preserved) or

Sans doute/Oui on peut (3 or 4 syllables but the choice of ‘on’ gets only the customer-exclusive meaning preserved).

The advertisement strategy is based on the preference to the use of English without ever translating it.

The key word in the text is considered to be the one which is positioned in the text so that to focus the attention of the audience onto it.

In an advertising campaign of Apple, Inc. which is an American multinational technology company concentrating on computers and various portable consumer electronics, a number of interesting phenomena may be observed. By market capitalization, it is currently the largest company in the world. Apple runs a specific campaign for each of its products and translates its slogans into the language of the target audience.

Apple iPad mini 3 is a mini tablet computer which is promoted as ‘small wonder’ in English.

small wonder (English, *EN*)

grandiose (French, *FR*) /*literally*, majestic/

grandioso (Spanish, *SP*) /majestic/

grande em ponto pequeno (Portuguese, *PT*) /great in a point small/

una piccola meraviglia (Italian, *IT*) /a small miracle/

klein wonder (Dutch, *NL*) /a small miracle/

mažasis stebukliukas (Lithuanian, *LT*) /the small tiny miracle/

malý zázrak (Czech, *CZ* & Slovak, *SK*) /a small miracle/

o mare minune mică (Romanian, *RO*) /a great miracle small/

The main tasks issued to the translators most likely were as follows:

To maintain the contrast between the ‘smallness’ of the adjective ‘small’ and the grandeur manifested by the noun ‘wonder’

To keep the text short (approximately 4 syllables as in the original)

To preserve emphasis on the second part of the utterance

Of the eight translations, only Italian, Dutch, Czech, Slovak and Lithuanian texts preserve essentially the same lexical units directly rendered to the target language. At the same time, these four utterances preserve the contrast between the adjective and the noun. Meanwhile, the other variants are based on the contrast of adjective versus noun plus adjective (Portuguese and Romanian) or even without any contrast as if providing an exclamation. In other words, the four texts changing the syntactic structure present the general idea of lexical shift for the sake of maintaining the impression and hence employ only an

adjective (for example, Spanish) or add supplementary lexical units expected to provide an appropriate ‘explanation’ to the words sourced from the original. It is worth noting that a number of minor deviations from the original are involved due to lexical, syntactic or other features of the target languages. For example, the Lithuanian version uses the diminutive form of the noun and thus makes the smallness ‘double’. Unfortunately, this choice of the translator sounds almost grotesque since the word ‘stebuklas’ (miracle) in Lithuanian is hardly ever used in diminutive and the chosen form adds the meaning shade of insignificance or worthlessness instead of promoting something as small in terms of size yet great in terms of value. It is of interest to observe how similar the French and Spanish texts are considering the relative cultural closeness of the two nations. Most likely, in order not to overly extend the translated text and due to possessing a possibility of employing the bare adjective without a noun, the French and Spanish variants highlight the impression made by the object at the expense of its size. Actually, *grandioso/ grandiose* sounds much more powerful than the direct translation ‘*milagro pequeño*’ or ‘*petit miracle*’ which just does not sound ‘right’ in the target language and culture. It is also of interest to observe the choices in article use. Even though the word ‘wonder’ in English and Dutch is countable and thus requires the indefinite article, it is omitted in order to shift all the textual emphasis towards the noun. The Italian translator most probably considered that the noun ‘*meraviglia*’ is extremely strong in Italian, that is, ‘*meraviglia*’ is a word which is not similar to the English ‘wonder’ having the aspect of ‘surprise’ but it is much stronger and has the meaning shade of ‘something extraordinary’. As a result, the additional syntactic element does not challenge its semantic and pragmatic force.

The length of translations varies to a great extent: from the three syllables in French to the eight syllables in Portuguese. Evidently, all of the target languages possess means of presenting a three, four or five syllable long version of translation yet some translators believed that the extended version represents the idea expressed in the source text better.

In terms of the stressed part of the text, a phrase sounds better if the emphasis is laid on the second part. This may explain the choice of the Spanish translator to avoid the noun and to use the adjective only as in a noun phrase the noun comes before its adjective; thus ‘*milagro pequeño*’ would sound clumsy as the primary stress would fall on the second syllable while the secondary stress would fall on the fifth syllable and the phrase would sound clumsy. This is also the case in Portuguese, and the choice of the translator was to highlight the grandeur contrasting it with the physical smallness.

In the promotional campaign of MASTERCARD, shifts in structurally or semantically based change are highly prominent.

There are some things money can't buy. For everything else, there's MasterCard
(English)

Il y a des choses qui ne s'achètent pas. Pour tout le reste il y a MasterCard.
(French)

Ci sono cose che non si possono comprare, per tutto il resto c'è Master Card
(Italian)

Есть вещи, которые нельзя купить. Для всего остального есть MasterCard
(Russian)

Existem coisas que o dinheiro não compra. Para todas as outras existe
MasterCard. (Portuguese)

Hay ciertas cosas que el dinero no puede comprar. Para todo lo demás existe
MasterCard (Spanish)

The structure is very strictly preserved wherever possible. As there are no “there is/are” type patterns in Russian and Portuguese, exist/be-type verbs are used.

The word „money“ is used in English, Portuguese and Spanish texts, but only in Spanish and Portuguese it possesses the definite article. Meanwhile, only in English and Spanish there are determiners before the noun “things” (cosas/ coisas).

French and Italian texts use reflexive forms, but the use of the Italian reflexive form is based on a specific capability of potere (to be able to) to show the beneficiary, approximately “for myself, I am able to”.

English, Italian, Russian and Spanish texts feature a verb of possibility/ ability which is foregrounded while in the French text, the focus is on “to be bought”, and in Portuguese, the emphasis lies on “money”. The shifts of the emphasis stem from differences in semantics and syntax of the given languages leading to the presentation of slightly different messages.

Only the French text contains neither “money” nor a possibility word. This is because of the specific meaning of reflexive forms in the French language. Actually, the Lithuanian language provides a similar solution

“Yra nenuperkamų dalykų“

This is one of multiple examples in which minor aspects yield to the focal idea and shifts in emphasis are intended in order to preserve the integrity and idea of the thematic message.

The fourth largest bank in the world, HSBC, emphasizes its multiculturalism by employing the slogan

HSBC, the World's Local Bank

Throughout the extensive territory of the use of the slogan, variations can be observed. For example, in the French-speaking markets, the following translation is used:

HSBC, Votre banque, partout dans le monde

/Literally: HSBC, Your bank, everywhere in the world/

Meanwhile, the Spanish version is individualized country-wise and can be illustrated by the following examples:

En Uruguay y en el mundo, HSBC

En Argentina y en el mundo, HSBC, etc.

/Literally: in Uruguay /or another country/ and in the world, HSBC/

Evidently, the two variants exhibit a number of differences. First of all, the French text includes a personal address while the English text produces a statement in a direct sentence. The French text contains two structural parts and addresses the potential audience with ‘votre’ (your) in the first part. Secondly, there is a difference in the location approach: in the French text, the bank that is next to the addressee is present and operates everywhere in the world. Meanwhile, in the English text, the possessive case is used and the bank presumably belongs to the world (in opposition to belonging or pertaining to the addressee as manifested in the French text). Thirdly, in the English text, the bank is ‘local’ everywhere by possessing local knowledge and operating more efficiently as a result. In the French text, on the contrary, there is no reference to the cultural knowledge the bank possesses.

The three primary differences stem from specific linguistic features of the two languages. The possessive case in French is expressed only by using prepositions (e.g. ‘*du monde*’), and, by default, a possessive-meaning noun cannot be used at the beginning of a phrase. This automatically cancels the possibility of adherence to the original syntactic structure. Furthermore, as mentioned above, the noun-adjective order is different in English and French: while in English it is adjective-noun, in French it is noun-adjective. Consequently, the English “local bank” becomes ‘*banque locale*’. The English text lays emphasis on the adjective “local” whereas in the French text, the syntactic structure does not allow its repetition. Consequently, the slogan is completely restructured.

As well as the French version, the Spanish slogan version takes away the emphasis from the world. The Spanish language is similar to the French language in terms of the syntactic expression of the possessive case and the word order in a phrase, and this example evidently shows that HSBC cardinally changes the English pattern to adapt to the Spanish structure; at the same time, in languages with similar syntactic structures, the same pattern is likely to be observed.

Due to specific cultural adaptation, the Spanish versions contain the name of the country. This may be explained by the fact that HSBC entered these markets relatively recently, and there is need to emphasize that the new brand seeks to be an integral part of the local market and business culture. Another explanation for this choice may be that in Latin America it is quite common for companies to emphasize its cultural dependence. While the French version contains a direct address to the audience (*votre*), the Spanish text focuses on the geographical and cultural reference to the addressee emphasizing its operation not only in the target country (cultural environment) but also in the economic areas. It is essential to note that the French and Spanish language versions shift their emphasis from the bank possessing local knowledge everywhere it operates to the mere fact of presence in the whole world. This may only be explained by the advertiser’s belief that the relevant addressees are unlikely to feature local competence on the list of top priorities.

The presented examples illustrate the patterns of translatability as developed by Van den Broeck and Lefevere who sought to define factors affecting the likelihood of the existence or absence of word-for-word translation:

- The larger the unit of translation, the larger the translatability would be, and vice versa.
- The smaller the amount of information, the less complex the structure would be and the greater the translatability, and vice versa.
- Translatability is greater when there is a degree of contact between the source language and target language.

- Translatability is greater when the source language and target language are on an equal cultural level of development.

All in all, in terms of the three criteria it is evident that the translators deliberately deviated from the source text to reflect the textual impact rather than strictly the semantic values of the source text.

It is evident that translation word-for-word does not necessarily contradict the *skopos* theory-based translation as the versions of a phrase in different languages may have similar impact. However, it seems that the issue of ‘lexical identity’ is at its strongest in slogan translation as they have prominently more lexical deviations in translation comparing with the translation of other genres, for example, fiction. A hypothesis that the scope of lexical changes in advertisement text translation is inversely proportional to the textual length in terms of lexical units may be suggested at this stage.

It is evident that with the increase of the text length, the percentage of pragmatically motivated changes decreases. In other words, it is always simpler to translate a longer text word-for-word than a shorter text. Those slogans which do not constitute a full sentence tend to feature various elements ‘beyond the text’ that are perceived intuitively whereas full sentences are more frequently plain statements which, if translated word-for-word, present the same level of impact. The quantitative values highlight the same point which is prominent in qualitative analysis: the shorter is an emphatic text, the more deviations are likely to be encountered when seeking to represent the idea of the source text.

Advertisement slogan translation is predominantly target-oriented. The differences of the semantic scope of lexical units, the undesired development of secondary meanings and a variety of issues related with cultural differences contribute to the shift from the word-per-word translation to the impact-based rendering. The choice of target-oriented translation depends on the length of the source text: the shorter the original text is the more prominent is the stress on the lexical detachment of the target text from its source thus proving that the *skopos* theory may serve as the theoretical background for advertisement translation.

4. Description of Internet resources for further studies

<http://www.scribd.com/doc/80648000/Translation-Theory-and-the-NON-Literary-Text>

This is a useful Power Point-based presentation on the translation of non-fictional texts done in simple terms; it is a very good initial tool for those willing to get introduced to the field of studies.

<http://www.adslogans.co.uk/ans/index.html>

adslogans.co.uk is a phenomenally instructive tool explaining how advertisements are designed, what makes them successful and what the most common mistakes are. It is illustrated with numerous examples.

http://www.asa.org.uk/News-resources/~media/Files/ASA/Adcheck/ASA-AdCheck_Complete.ashx

ad.check is a very down-to-earth internet resource describing in simple terms how advertisements are created and are expected to work. It describes itself as

“Ad:Check provides teachers with a creative and educationally robust set of resources for use in the classroom, supplying them with the tools they need to raise awareness of how advertising is regulated in the UK and why it should be regulated. Along the way we hope to promote a broad understanding of the advertising standards used and applied in the UK. This will enable students to feel equipped with the knowledge and understanding they need to be able to make critical assessments of the ads they see around them, and, if they feel the need, raise their concerns about the ads they see and hear with the Advertising Standards Authority (ASA). The resource takes a “Big Question” approach to investigate the role of the ASA in advertising regulation, by providing lesson plans linked to real-life ASA case studies to explore why we need advertising, the remit of the ASA, and the Advertising Codes that govern what we see and hear. The resource also contains banks of additional ads with commentaries explaining the issues they raise. These Ad banks have been collated to illustrate three key areas of the ASA’s work in ensuring that advertising does not mislead, harm or offend, and teachers can draw on any of these examples to customise and develop the lessons in the resource if they wish.”

It provides numerous ‘check’ type tables and its instruction is easy to read as it is frequently based on the yes/no answer principle.

5. QUESTIONS FOR INDEPENDENT ANALYSIS

1. Produce a sample of at least 10 slogans employed by multinational enterprises which are used in the Lithuanian language. Find their original versions.

*Establish the strategies of translation

*Evaluate the efficiency of the translator's work

*If other opportunities are available, present your own version(s) of translation into Lithuanian

*Indicate differences between the 'official' translation and your own translation.

Motivate why your choices are preferable or optional.

2. By employing www.adcenter.com resource, produce a sample of slogans in English that are available in your second/third foreign languages.

*Establish the strategies of translation.

*Indicate the motifs behind the translators' choices.

*Show the extent of use of the *skopos* theory strategy.

3. Randomly select 30 English slogans expressed in incomplete sentences and 30 slogans expressed as complete sentences.

* Compare their structure in terms of parts of speech

* Compare their structure in terms of parts of sentence
(use of pie charts is recommended)

* Draw conclusions

* A comparison of the two distributions may also be conducted in Lithuanian.

Compare the results of the researches in English and Lithuanian.

4. Randomly select 100 slogans. Randomly select text in English (each containing approximately 500 words) of the following fields:

- contemporary fiction

- academic text

- quality newspaper news text

* Compare the four samples in terms of percentages of parts of speech
(use of pie charts is recommended)

* Draw conclusions

5a. Randomly select 100 slogans. List and count their verb forms (verb tense forms, imperatives, participles). Make quantitative generalizations (use of pie charts is recommended). Draw conclusions.

5b. Produce a sample of at least 50 slogans. Produce a pie chart of verb forms.

5c. Compare the distribution of grammatical moods in Lithuanian and English (use of charts is recommended).

6. Randomly select 10 or more slogans.

* Establish the cultural realia used or referred to in these slogans.

*Produce word-for-word translations and *skopos* strategy-based translations of these slogans. Exchange your translations with another student.

* Identify the more successful versions and motivate your preferences.

In order to facilitate the work with the keywords, a list of the most frequently used words in advertisements is added. This group of the most frequently used words in advertisements essentially overlaps the list of the most frequently used key words in slogans as these are the words that highlight the focal idea of a slogan. They are actually so frequent namely because they efficiently serve as keywords.

1. You 11.15%
2. Your 7.94%
3. We 6.03%
4. World 4.18%
5. Best 2.67%
6. More 2.54%
7. Good 2.43%
8. Better 2.12%
9. New 1.90%
10. Taste 1.85%
11. People 1.54%
12. Our 1.49%
13. First 1.42%
14. Like 1.41%
15. Don't 1.36%

- | | | | |
|-----|---------|-------|-------|
| 16. | Most | 1.19% | |
| 17. | Only | 1.16% | |
| 18. | Quality | 1.15% | |
| 19. | Great | 1.13% | |
| 20. | Choice | | 1.08% |

[<http://www.adslogans.co.uk/site/pages/slogan-features/new-slogans.php>]

6. Sample list of advertisements

A sample list of approximately 1,000 slogans is presented for independent analysis. It is derived from three internet sources:

<http://www.adslogans.co.uk>

<http://www.taglineguru.com/sloganlist.html>

http://www.crews.org/curriculum/ex/compsci/8thgrade/company_slogans.htm

“A can a week, that’s all we ask.”	California Almond Growers
“Calgon, take me away.”	Calgon Toiletries
“Don’t be vague, ask for Haig.”	Haig Scotch Whiskey
“For fast, fast, fast relief.”	Anacin
“Healthy, beautiful smiles for life.”	Crest
“Hope, triumph, and the miracle of medicine.”	Bristol-Myers Squibb Co.
“If I’ve only one life, let me live it as a blonde.”	Clairol
“If you want to capture someone’s attention, whisper.”	Coty Perfume
“It keeps going, and going, and going...”	Energizer Batteries
“Look sharp, feel sharp.”	Gillette
“Look, Ma, no cavities!”	Crest
“Mama mia, thatsa spicy meatball.”	Alka-Seltzer
“My wife, I think I’ll keep her.”	Geritol
“Pardon me, do you have any Grey Poupon?”	Grey Poupon
“Relax, it’s FedEx.”	FedEx
“What happens here, stays here.”	Las Vegas Convention and Visitors Authority
“When EF Hutton talks, people listen.”	EF Hutton
“When it absolutely, positively has to be there overnight.”	FedEx
“When you’ve got it, flaunt it.”	Braniff Airlines
...and You're Done	Amazon.com

100% juice for 100% kids	Juicy Juice
15 Minutes Could Save You 15% or More on Car Insurance	GEICO
57 varieties	H.J. Heinz
99.44% pure	Ivory Soap
A bear for a wear	Gillette
A better yield in every field	York Chemical Co (fertilizers)
A blending of art and machine	Jaguar
A brace for good taste	Sears Roebuck (suspenders)
A deal with Diel means a good deal	Diel (watches)
A diamond is forever	DeBeers
A Disruptive Web Presence	RF Cafe
A drink's too wet without one	Rich Tea
A drop of the soft stuff	Bailey's
A finger of fudge is just enough to give your kids a treat	Cadbury's Fudge
A great fibre provider	Kellogg's All Bran
A Greater Measure of Confidence	Keithley
A Guinness at one is good for one	Guinness
A home's not home without Homewheat!	McVities Homewheat
A little dab'll do ya	Brylcreem
A Loaf of Bread in Every Arm'	Panera Bread
A name on the door means a Bigelow on the floor	Bigelow
A pint of magic	John Smith's
A pip of a chip	Jay's (potato chips)
A Promise for Life	Abbott Laboratories
A sight to gladden the heart of a man!	Glaxo
A silly millimeter longer	Chesterfield Cigarettes
A Virtual World of Live Pictures	Kodak
A vital part of your world	Tyco
A whole bowl of good stuff	Nestle Cereals
Accelerating The Broadband Revolution	PMC-Sierra
Ace is the place with the helpful hardware man	Ace Hardware
Adds brightness to whiteness	Omo
Advice worth following	The Money Advice Service
Aids. Don't die of ignorance	Health Education Authority
Ajax has the power	Ajax
All that glitters is not gold	Blackthorn Gold
All the news that's fit to print	The New York Times
Always a bridesmaid, but never a bride	Listerine
Always low prices. Always	Wal-Mart
Always On Time... Or You Don't Pay A Dime	One Hour Heating & Air Conditioning
Always there in a pinch	Skoal
America Comes Home to AIMCO	AIMCO

America's most famous dessert	Jell-O
American by birth. Rebel by choice	Harley Davidson
America's Import	Chrysler 200
America's storyteller	Kodak
An inch of Pinch, please	Pinch
And America spells cheese...K-R-A-F-T	Kraft
Anything else just isn't tennis	Robinson's Barley Water
Aren't you glad you use Dial? Don't you wish everybody did?	Dial Soap
Ask about it at work	Aflac
Ask the man who owns one	Packard
At Air Canada We Are Not Happy Until You Are Happy	ACE Aviation Holdings
At Linksys - We are making connectivity easier	Linksys
At the heart of the image	Nikon
Away go troubles down the drain	Roto-Rooter
Babies are our business	Gerber
Bad news for tooth fairies	Listerine
Baking a difference	Kingsmill
Banish the bland	Encona
Bayer works wonders	Bayer Aspirin
Be all that you can be	U.S. Army
Be more tea	Lipton
Be sociable, have a Pepsi	Pepsi Cola
Be sure with Pure	Pure oli
Be wiser. Buy Keiser	Keiser
Because I'm worth it	L'Oréal
Because so much is riding on your tires	Michelin
Because you're still someone's baby	Johnson's Baby
Beecham's brings you back	Beecham's
Beef. It's what's for dinner	National Cattlemen's Beef Association
Behold the power of cheese	American Dairy Association
Believe	Yahoo! Personals
Bet you can't eat just one	Crawford's Cheddars
Betcha can't eat just one	Lay's Potato Chips
Better Built, Better Backed	Mitsubishi
Better by Adobe.	Adobe
Better living through chemistry	DuPont
Better snacking	Sunkist
Better sound through research	BOSE
Better Sound Through Research	Bose Corporation
Better than plaster to withstand disaster	The Upson Co (building supplies)
Between love and madness lies obsession.	Calvin Klein
Beyond fruit	Rowntree's Fruit Pastilles
Beyond Petroleum	BP (British Petroleum)
Big pickle crunch in every bite	Vlasic

Bigger than the average soup	Heinz Big Soup
Blast of with Sugar Jets	Sugar Jets
Bless my Hartley's, that's fruity	Hartley's
Bonz are better than bones	Bonz (dog food)
Born to be loved	Cabbage Patch Dolls
Born to play	Nintendo
Both taste scumdidlyumptious	KoolAid
Break out of the ordinary	Nestles Butterfinger
Break through	Cadillac
Bring out the Best Foods and bring out the best	Best Foods (Hellmann's Mayonnaise)
Bring the colour	Very
Bring the continent into your kitchen	Maggi
Brings peace to mealtimes	Richmond
Brylcreem makes the most of a man	Brylcreem
Building houses to make homes in.	Barratt Homes
Building Networks for People	D-Link
Built for the road ahead	Ford
Built for the Road Ahead	Ford
Business Mechanisms to Accelerate Change	IRobot
Business Without Boundaries	Nortel Networks
Buy nothing until you buy Vogue	Vogue
Call for Philip Morris	Philip Morris
Can You Hear Me Now? Good	Verizon Wireless
Can you hear me now?...Good!	Verizon Wireless
Candy's dandy - keep it handy	Candy
Cars with flair	Renault
Catch our smile	Pacific Southwest Airlines
Celebrate the moments of your life	General Foods
Changes everything	One touch
Changes for the Better	Mitsubishi Semiconductor
CHC Moves the Industry That Moves the World	CHC Helicopter
Cheese to die for	Madewell
Chew for victory	Chewits
Chocolate that demands respect	Pick up!
Choose freedom	Toshiba
Circuit Design for the RF Impaired	ATG Design Services
Clean fun. Clean kids. Clean bath	Matey
Clunk Click every trip	COI
Coca-Cola refreshes you best	Coca-Cola
Coke is it!	Coca-Cola
Colour TV that answers you back	Pye
Come alive! You're in the Pepsi generation	Pepsi
Come on over	Wimper
Come rain or fog, there's no shaker clog	International Salt Co
Come to Marlboro Country	Marlboro

Come to where the flavour is. Come to Marlboro Country	Marlboro
Comes up peanuts slice after slice	Marathon
Committed to Bringing Out the Best in Medicine	Merck & Co
Committed to People, Committed to the Future	Toshiba
Competition. Bad for them. Great for you	DHL
Confidently Kotex	Kotex
Connecting people	Nokia
Connecting People	Nokia
Consider It Solved	Emerson Electric Company
Cookability ... that's the beauty of gas	British Gas
Cooks who know trust Crisco	Crisco Vegetable Shortening
Cotton. The fabric of our lives	Cotton Incorporated
Cover the Earth	Sherwin-Williams
Cover the earth.	Sherwin Williams
Créateur d'Automobiles	Renault
Creating value through true convergence	Lucent Technologies
Cross over to a better figure	Playtex, Cross Your Heart
Cup hands here comes Cadbury's	Cadbury's Chocolate Drink
Custom Fabrication for Interplanetary Living	The Spaceship Factory
Decide with Confidence	Dun & Bradstreet
Delivering Results That Endure	Booz Allen Hamilton
Denim. For men who don't have to try too hard	Denim
Did somebody say McDonald's?	McDonald's
Did you Maclean your teeth today?	Macleans
Digital DNA	Motorola
Discover What's Possible	Anritsu
Do it before you chew it	Chewits
Do More	American Express
Do More	American Express
Do say du Maurier	DuMaurier (cigarettes)
Do the Dew	Mountain Dew
Do What Tastes Right	Wendy's
Does she or doesn't she?	Clairol
Doesn't your dog deserve Alpo?	Alpo Dog Food
Doing what we do best	American Airlines
Don't dream it. Drive it	Jaguar
Don't get mad. Get GLAD	GLAD
Don't just travel. Travel right	Expedia.com
Don't leave home without it	American Express
Don't be a pale face	Coppertone
Don't forget the fruit gums mum!	Rowntree's Fruit Gums
Don't get bit, get Flit	Flit (insecticide)
Don't say brown, say Hovis.	Hovis (bread)

Don't say glue, say Yoo-Hoo	UHU (glue)
Double your pleasure, double your fun	Wrigley's Doublemint Gum
Down on the Farm	Bob Evans Restaurants
Dreams Made Real	Agilent
Drinks never taste thin with Gordon's gin	Gordon's
Drivers wanted	Volkswagen
Driving the Communication Revolution	Cypress Semiconductor
Duz does everything	Duz (soap powder)
Easy as Dell	Dell Computer
Easy peasy lemon Squezy	Squezy
Easy to use ... easy to own ... that's Argus!	Argus (camera)
Easy to use, just shake in your shoes	Allen's Foot Ease
Eat fresh	Subway
Eat Positive	Kashi
Elegance in action	Dodge
Empowered by Innovation	NEC Corporation
Empowering Change	Credit Suisse First Boston
Empowering the Internet generation	Cisco Systems
Energy for Life	Flahavans
Engaging People	LevelVision LLC
Engineered for Life	ITT
Enjoy the ride	Nissan
Every bubble's passed its fizzical!	Corona
Every Day You Get Our Best!	Wegmans Food Markets
Every house needs Westinghouse	Westinghouse
Every kiss begins with Kay	Kay Jewelers
Every sip blended to a T	Tetley
Everything we do is driven by you	Ford
Everything you always wanted in a beer. And less	Miller Lite
Everything you love about coffee	Sanka
Everything you want from a store, and a little bit more	Safeway
Evolve Wisely	Peregrine Systems
Excellence Endures	Borland
Excellence, Teamwork and Leadership	PricewaterhouseCoopers
Expect Great Things	Kohl's
Expect more. Pay less.	Target
Expect Something Extra	CVS/pharmacy
Expect something more	AAA
Experience a different world	FT Weekend
Experience success	Salesforce.com
Experience the Difference	AMC Theatres
Extinct is forever	Friends of the Animals
Extra-ordinarily tasty	Walkers SunBites
Fahrvergnugen	Volkswagen
Fair and balanced	Fox News

Famously fresh	Planter's Peanuts
Feed the man	Ginsters
Feel loved again	Ovo
Feel salon beautiful every day	Helene Curtis
Few things in life work as well as a Volkswagen	Volkswagen
Figure protecting while you're expecting	Nu-Life
Fill it to the rim with Brim	Brim Decaffeinated Coffee
Find cars without the carfuffle	Motors.co.uk
Find your success	Gumtree
Finger-lickin' good!	Kentucky Fried Chicken
Fit a tyre you can trust	Goodyear
Fitness that fits	Wii Fit U
Flash brings the sunshine in	Flash
Flatters where it matters	Adola (brassieres)
Flick your Bic!	Bic
Fly Like An Eagle	United States Postal Service
Fly the friendly skies	United airlines
Fly the friendly skies (of United)	United Airlines
Folks who know cheese say Borden's please	Borden's
Follow the bear	Hofmeister
Food to feel good about	Kerry LowLow
For "dream hands", cream your hands	Paquins (hand cream)
For a living planet	World Wildlife Fund
For a lot more than lunch	Franko-American
For all you are	TENA
For all you do, this Bud's for you	Budweiser
For breath sublime - Samovar Vodka truly fine	Samovar Vodka
For grown up people who'd rather not grow anymore	Kellogg's Special K
For life	Volvo
For matching lips and fingertips	Revlon (cosmetics)
For negative people	CameraWorld
For people who love chips but hate cooking	Tefal
For the Big Jobs	Bisley Workwear
For the girl who knows	R&K Originals
For the life you don't yet know	Allied Dunbar
For the person who has everything, we have everything else	The Sharper Image
For the ride	Triumph
For true romantics	Babycham
For virtually spotless dishes	Cascade
For when the gang gets together	Cracker Jack
For women who choose to please themselves	Camay
For Your Precious Moments	Pentax
Ford has a better idea	Ford

Fore brings out the best in a man	Fore
Forever New Frontiers	Boeing
Forever yours	Melbourne (Australia)
Fosters – Australian for beer	Fosters Australian Beer
Free the Joy	Cadbury's Dairy Milk
Fresh ideas in fresh soup	Covent Garden Soup Co
Friends don't let friends drive drunk	U.S. Dept. of Transportation
From the land of sky-blue waters	Hamm's Beer
Full of Eastern promise	Fry's Turkish Delight
Funny name. Serious sandwich	Schlitzky's Deli
Get a piece of the rock	Prudential
Get away in a Triumph Herald	Triumph Herald
Get busy with the fizzy	Soda Stream
Get chummy with Rummy	Rummy (soft drinks)
Get In the Game	ATI Technologies
Get it on	Heinz
Get More out of Now	Dell Computer
Get out there	Royal Caribbean Cruise Lines
Get some cup therapy	Nestle Butterfinger
Get the feeling	Toyota
Get the most from your post	Royal Mail
Get Watching	Netflix
Get your own box	Cheez-It
Get your whites right	Persil
Get. Watch. Do What You Want	Adelphia
Getting busy with fizzy	SodaStream
Give a hoot, don't pollute	U.S. Forest Service
Give her a Hoover and you give her the best	Hoover
Give it the Cookeen lift	Cookeen
Give me a break! Give me a break!	Kit-Kat Bar
Give potatoes a day off	Kellogg's Super Noodles
Global Leader in Thin Computing	Wyse
Go Greyhound, and leave the driving to us!	Greyhound
Go well, go Shell	Shell Oil
Goes a long, long way	Andrex
Good Food. Good Life	Nestlé
Good taste is easy to recognize	Fancy Feast
Good to the last drop	Maxwell House
Got milk?	California Milk Processor Board
Grab life by the mug	Nescafe Original
Grab the Southwest by the bottle	Pace Picante Sauce
Growing and Protecting Your Wealth	Prudential Financial
Grows more beautiful with use	Wallace Silversmiths
Hair that gets results	Old Spice
Hand-picked by hand	Strongbow
Hands up if you use Right Guard	Right Guard
Harp puts out the fire	Harp

Have a coke and smile	Coca-Cola
Have a Pepsi day	Pepsi
Have it your way	Burger King
Have You Met Life Today	Metropolitan Life Insurance Company
Have you rumbled it?	Rumbelows
Head for the border	Taco Bell
Hear what you want	Beats by Dr Dre
Heinz. 57 times better	Heinz
Hello. Moto	Motorola
Help him to get out and about again with Lucozade	Lucozade
Helping Make Your Life Easier	Albertsons
Helping RF Designers one Bite at a time	RF Bites
Helps a good mum become a super mum	Stork
Here for you	National Careers Service
Here's to good friends.... Tonight, tonight, let it be Lowenbrau.	Lowenbrau Beer
Hertz puts you in the driver's seat	Hertz
Hey Mabel, Black Label!	Black Label
Hey! How about a nice Hawaiian Punch?	Hawaiian Punch
Hey, Mikey...he likes it!	Life Cereal
High Performance. Delivered	Accenture
Higher standards	Bank of America
Higher Standards. Lower Prices	Meijer
His master's voice	Victor Talking Machine Co.
Home loving paint	Crown
Homestyle Cooking Done Right	Cracker Barrel
How Are You?	Vodafone
How Big Can You Dream?	Cadence
How Communication Happens	Agere Systems
How do you feed a hungry man?	Swanson Hungry-Man
How do you spell relief? R-O-L-A-I-D-S.	Rolaids
How Matters	Chobani
How well do you share?	Ricoh
How will you eat yours?	Cadbury's Creme Egg
I am stuck on Band-Aids 'cause Band-Aids stuck on me	Band-Aids
I can bring home the bacon...	Enjoli
I can't believe I ate the whole thing.	Alka-Seltzer
I coulda had a V-8!	
I coulda had a V-8!	V-8
I liked it so much I bought the company	Remington
I love New York	New York State Division of Tourism
I love what you do for me...Toyota.	Toyota
I never knew it had so much in it	TV Times
I told 'em, Oldham	Oldham
I want my Mayo	Maypo

I wish I were an Oscar Mayer Wiener	Oscar Mayer
I'd like to teach the world to sing in perfect harmony...	Coca-Cola
I'd rather fight than switch	Tareyton Cigarettes
I'd walk a mile for a camel.	Camel
I'm a pepper, he's a pepper, she's a pepper...	DrPepper
I'm Chiquita Banana and I've come to say – bananas have to ripen in a certain way	Chiquita Banana
I'm lovin' it	McDonald's
I've fallen and I can't get up	Life Call
Ideas for Life	Panasonic
Ideas in action	ICI
Ideas That Last	A.T. Kearney
If it doesn't have holes, it isn't a JCloth	Jcloth
If it's gotta be clean, it's gotta be Tide	Tide
If it's not SuperSoil, it's just plain old dirt	SuperSoil
If it's Hood, it's good	Hood (tyres)
If it's not Bird's, you're a custard short of a pudding	Bird's Custard
If unique is what you seek	Colt 45
If you've got the time, we've got the beer	Miller beer
Imagination at work	General Electric
Imagination at Work	General Electric
Imagine	Samsung Electronics
Imagine it. Done	Unisys
Improving Home Improvement	Lowe's
In a class of its own	Laker Airways
In a World of Technology, People Make the Difference	Ameritech
In the air - it's Convair	Convair
In the Inch War, Ryvita helps you win	Ryvita
In the valley of the jolly--ho-ho-ho!--Green Giant	Green Giant
Information Driven	Oracle
Ingredients for life	Safeway
Innovating for a Safer World	BAE Systems
Innovation	3M
Innovation and Excellence	Datel (C&D Tech)
Innovation and Excellence in RF & Microwave	GigaLane
Innovator in Electronics	muRata
Inspiration comes standard	Chrysler
Inspiration Technology	Compaq (HP)
Inspire the Next	Hitachi
Intel Inside	Intel
Intel Inside	Intel
Intel inside logo (four-note theme)	Intel

Invent	Hewlett Packard
Invent	Hewlett-Packard
Invest with confidence	T. Rowe Price
Is it live or is it Memorex?	Memorex
Is she or isn't she?	Harmony
It just tastes better	Burger King
It lox the sox	Pittsburgh Garters
It takes a tough man to make a tender chicken	Perdue Chicken
It's a great time to be alive	Guidant
It's everywhere you want to be	VISA
It's hospital recommended	Tylenol
It's Miller time!	Miller Beer
It's not a job. It's an adventure	U.S. Peace Corps
It's not a job. It's an adventure	US Navy
It's not just for breakfast anymore	Florida Orange Juice Growers Association
It's not nice to fool Mother Nature	Chiffon Margarine
It's not your father's Oldsmobile anymore	Oldsmobile
It's Shake and Bake, and I helped	Shake and Bake
It's slinky, it's slinky, oh what a wonderful toy	Slinky
It's the real thing	Coca-Cola
It's time for clarity	KPMG
It's a lot less bover than a Hover	Qualcast Concorde
"Its All About"	ACCBank
It's all Inside	J.C. Penney
It's an unexpected pleasure	Michelob
It's better, not bitter	Carling's Ale
It's frothy man	Cresta
It's so big, you've got to grin to get it in	Wagon Wheels
It's the brew for me in '43	William Gratz
It's the Cola	Pepsi
It's the knit with the fit where you sit	Industrial Rayon (underwear)
It's the sun that makes it Sunblest	Sunblest
It's time to expect more from a car	Nissan
It's ugly, but it gets you there	Volkswagen
It's Your World. Take Control	AMX
Jack's back!	Jack in the Box
Jell-O makes me mellow and the wiggle makes me giggle	Jell-O
Just add children	Fisher Price
Just do it	Nike
Just do it	Nike
Just for the fun of it, Diet Coke	Diet Coke
Just for the taste of it, Diet Coke	Diet Coke
Just good stuff	Onken
Just listen to this!	Altec Lansing
Just slightly ahead of our time	Panasonic

Just smooth, very smooth	Johnnie Walker
Just what you need. And nothing you don't	Lada
Just what you needed	Circuit City
Keep hunger locked up 'til lunch	Shreddies
Keep on Thinking	Infineon
Kendals is your store	Kendals
Kent smokes ... and that's where it's at	Kent
Kid tested. Mother approved	Kix Cereal
Kids will eat it till the cows come home	Kraft Dairylea
Kiss your frogs goodbye	Hacks
Know How	Canon
Labour isn't working	The Conservative Party
Lager born of genius	Enigma
Leading the Digital Entertainment Revolution	Cirrus Logic
Leave the driving to us	Greyhound
Leaves you breathless	Smirnoff
Legendary reliability.	APC
Let the ride decide	Packard
Let your fingers do the walking	Yellow Pages
Lets you laugh at the weather	London Fog
Life feels better when you have a plan.	Scottish Widows
Life is hard. Don't go soft	Samsonite
Life is swell when you keep well	Bran Flakes
Life More Interesting	Pier 1 Imports
Life's messy. Clean it up!	Bissell
Life's A Party! We're Makin' It Fun	Spencer Gifts
Life's too short to wear a boring car	FIAT 500
Lifts and separates	Playtex Cross-Your-Heart Bra
Light is Faster, but We are Safer	Global Jet Airlines
Light it up	Infiniti Q50
Like a good neighbor, State Farm is there	State Farm
Like a rock	Chevy Trucks
Listen and You Will See	Bowers & Wilkins
Listening, Answering	BellSouth
Live Head First	Head & Shoulders
Live richly	Citi
Live Richly	Citigroup
Live smooth	Cobra
Local banking for Britain	TSG
Look for the golden arches	McDonald's
Look in at the local	Pubs
Loomed to be Heirloomed	Heirloom
Lose the carbs. Not the taste	Michelob Ultra
Love it for life	Dannon Yogurt
Lucky Strike means fine tobacco	Lucky Strike
M'm! M'm! Good!	Campbell's Soup

M'm, m'm, m'm, m'm, m'm...toasty!	Quiznos
Machines with legs	Indesit Omeag
Made from the best stuff on Earth	Snapple
Made in Medomsley Road, Consett	Phileas Fogg
Made in Scotland from girders	Irn-Bru
Magically delicious	Lucky Charms
Make a date with Rocket 8	Oldsmobile
Make dinner taste better	Ragu
Make friends with Martell	Martell (brandy)
Make Love. Not War	Axe Peace
Make Progress Every Day	Verizon
Make someone happy with a phone call	BT British Telecom
Make the Most of Now	Vodafone
Making great things possible	Globe Telecom
Manly yes, but I like it, too	Irish Spring Soap
Materials that Create Solutions	Griff Specialty Paper and Film
May We Have the Next Dents, Please?	Palo Alto Auto & Body
Maybe she's born with it. Maybe it's Maybelline	Maybelline
Maybe, just maybe	National Lottery
Meals that say it all	Colman's
Medicine with muscle	Motrin
Melts in your mouth, not in your hands	M&Ms
Men who know back Osco	Osco (motor electrics)
Meow, meow, meow, meow....	Meow Mix (Ralston)
Merrill-Lynch is bullish on America	Merrill-Lynch
MGM means great movies	MGM
Mix with Cinzano and you mix with the best	Cinzano
More Intelligence Solutions	ST Microelectronics
More people by far use Hertz Rent a Car	Hertz
More than just a bank	NatWest Bank
Mr. Clean will clean your whole house and everything that's in it	Mr. Clean
Murray Mints. Too good to hurry mints	Murray Mints
My bologna has a first name, it's O-S-C-A-R	Oscar Mayer
My goodness, such goodness	Welch (soft drinks)
My life. My card	American Express
Nationwide is on your side	Nationwide Insurance
Naughty but nice	Fresh Cream Cakes
N-E-S-T-L-E-S, Nestles makes the very best...chocolate	Nestle
Network Assurance	Astaro
Never follow	Audi
Never let 'em see you sweat	Gillette Dry idea
Nice people to do business with	Currie Motors
Nip it with Sip It	Sip It (cough medicine)
No butts, it's got to be butter	Milk Marketing Board

No ordinary battery looks like it or last like it.	Duracell
No rules. Just right	Outback Steakhouse
"No slogan"	Acorn Computers
Nobody does chicken like KFC	Kentucky Fried Chicken
Nobody doesn't like Sara Lee	Sara Lee Foods
Nobody's second class on Southern	Southern Airways
Nothin' says lovin' like somethin' from the oven	Pillsbury
Nothing comes between me and my Calvins.	Calvin Klein Jeans
Nothing else quite hits the mark	Strongbow
Nothing runs like a Deere	John Deere
Nothing sucks like an Electrolux	Electrolux
Nothing's as crammed as a Toffee Crisp	Toffee Crisp
Now that hands that do dishes can feel as soft as your face with mild green Fairy Liquid	Fairy Liquid
Now that's Progressive	Progressive
Now, that's better	SPRINT PCS
Obey your thirst	Sprite
Often imitated. Never duplicated	Davis
Oh Thank Heaven for 7-Eleven	7-Eleven
Oh What a Feeling	Toyota
Okaze' your plates, Okaze' your breath	Okaze (denture cleaner)
On Demand Business	IBM
On every street, you'll find this treat	Old Gold
On the legs that are on the go	Cannon
Once driven, forever smitten	Vauxhall
One Client at a Time	Morgan Stanley
One instinctively knows when something is right	Croft Original
One of the salad wonders of the world	Kraft
One slice is never enough	Vienetta
One world. One Vision	ACN Inc.
Only fit for a king. Nine Lives	Nine Lives Cat Food
Only you can prevent forest fires	U.S. Forest Service
Operate at Your Optimum	Pragma
Ore-Ida! It's all-righta!	Ore-Ida
Oshkosh, b'gosh	Oshkosh (work wear)
Our business is the American dream	FannieMae
Our Client's Interests Always Come First	Goldman Sachs
Our Customers Connect With Us™	MegaPhase
Our priority is you	Lloyds Pharmacy
Our repairmen are the loneliest guys in town	Maytag Appliances
Out of love to automobiles	Volkswagen
Oxo gives a meal man appeal	Oxo
Panasonic Ideas for Life	Matsushita Electric Industrial
Passion for the road	Mazda

Patient Focused, Customer Centered, Caregiver Inspired	American Medical Response
Paul Masson will sell no wine before its time	Paul Masson
People like Polo	Plo
People Making Technology Work	Affiliated Computer Services
People Powered Pizza	Domino's Pizza
Pepperidge Farm remembers	Pepperidge Farm
Pepsi for those who think young	Pepsi
Pepsi hits the spot	Pepsi
Pepsi, for those who think young	Pepsi
Pepsi-Cola hits the spot	Pepsi
Permitting Travel to Space, Travel in Space, and Travel Through Space	Pioneer Rocketplane
Photonics in the Fast Lane	Thor Labs
Play. Laugh. Grow.	Fisher-Price
Players please	Players (cigarettes)
Please don't squeeze the Charmin	Charmin
Pleasing people the world over	Holiday Inn
Plop plop, fizz fizz, oh what a relief it is	Alka-Seltzer
Pop start your day	Kellogg's Pop Tarts
Pork. The other white meat	National Pork Board
Positively scruncherous	Smiths, Quavers
Postman's, the gloves Milady loves	Postman's (gloves)
Power of Dreams	Honda
Powered by Intellect Driven by Values	Infosys
Powering DSP Development	Blackhawk
Powering What's Next	IDT
Precisely	PerkinElmer
Promise her anything, but give her Arpège	Lanvin, Arpège
Pukka people pick a pot of Patak's.	Patak's
Pure cane sugar from Hawaii	C&H
Pure clean, pure Ivory	Ivory Soap
Pushing Limits	Rohde & Schwarz
Put a tiger in your tank	Esso (Exxon)
Quality in everything we do	Ernst & Young
Quality is job one	Ford
Quite simply, it's dimply	Kitten Soft
RAID kills bugs dead	RAID
Raise your hand if you're sure	Sure
Raising the Bar	Cingular Wireless
Reach for the sword	Dettox
Reach out and touch someone	AT&T
Real Estate for Your World	Century 21
Reflection ... of perfection	Seagram's 7 Crown (whisky)
Refreshingly Different	Hampton by Hilton
Relax in casual slax	B F Spencer
Relax, It's FedEx	FedEx

Rely on the tiger	Exxon
Removes the grime in half the time	The Hanzo Co
Renault build a better car	Renault
Resourceful By Nature	Archer Daniels Midland
Rest assured. Be insured	Orth and Krenzke
Restoring the joy of motion	DePuy Orthopedics
RF On Fiber	Fiber-Span, LLC
Rice-a-Roni, the San Francisco treat	Rice-a-Roni
Ride the light	Qwest
Right Store, Right Price	Kroger
Ring around the collar	Wisk Laundry Detergent
Rise as One	Budweiser
Satisfy your hunger monkey	Rustlers
Say it with flowers	FTD
Say it with Roses	Roses
Say Seagram's and be sure	Seagram's
Schhh ... tonic water by you-know-who	Schweppes
Science for a Better Life	Bayer USA
Science for womankind	Creda
Scream for cream	Fresh Dairy Cream
Security Made Simple	Aluria Software
See the pounds go with Sego	Sego
See the USA in your Chevrolet	Chevrolet
See you in Courts	Courts
See your way forward	Epiphany
Seize the flavour	Knorr Flavour Pots
Sense and Simplicity	Philips
Sense of Urgency	Apache Corporation
Serving Information. Simply	3PARdata Inc.
Setting the Standard in Device Programming	BP Microsystems
Setting the Standards	Airbus
Share moments. Share life	Kodak
Sharing The Good Things Everyday	Martha Stewart Living
Sheer driving pleasure.	BMW
SHIFT_	Nissan Motors
Shouldn't your baby be a Gerber baby?	Gerber
Shreddies ... and you're ready!	Shreddies
Silly rabbit, trix are for kids	TrixCereal
Simple Solutions for Complex Connections	VidaRF
Simply, Powerful Software	Claris
Singapore girl, you're a great way to fly	Singapore Airlines
Sixpence worth of heaven	Cadbury's Flake
Sleep sweeter, Bournvita	Bournvita
Slightly ahead of its time	Panasonic
Small fry love Birds Eye	Birds Eye
Small ones are more juicy	Outspan
Smile. It's Tate & Lyle	Tate & Lyle

Smoke Omar for aroma	Omar (cigarettes)
Snap! Crackle! Pop! Rice Krispies	Kellogg's Rice Krispies
So Farley's so good	Farley's
So good to grow up with	Heinz
So much more than a toy	Meccano
So simple anyone can use it	Olympus Trip
Software for the Open Enterprise	Novell
Software powers the Internet	Oracle
Solutions for a small planet	IBM
Some cars fake it. These make it	Chevrolet
Some of our best men are women	U.S. Army
Someone isn't using Amplex	Amplex (deodorant)
Something special in the air	American Airlines
Something to smile about	Quaker Oatmeal
Sometimes you feel like a nut, sometimes you don't	Peter Paul Mounds/Almond Joy
Sorry, Charlie. Starkist wants tuna that tastes good, not tuna with good taste	Starkist Tuna
Sound Innovation	Plantronics
Sparkling bright and frosty light	Tech (beer)
Specialty Materials That Make Our World	Allegheny Technologies
Spirit of service	Qwest
Splendid blended	Cadbury's
Spread the happy	Nutella
Start aging smart	Kellogg's Smart Start
Start your day the Kellogg's way	Kellogg's CornFlakes
Steel Solutions for a Better World	Arcelor
Stop and smell the chicken	KFC
Strength On Your Side	General Dynamics
Strong enough for a man, but made for a woman	Secret Deodorant
Stronger than dirt	Ajax
Sunblest. The sign of a good bread	Sunblest
Sweet	McVities
Switch on the future	Hoover
Take a bite out of crime	National Crime Prevention Council
Take it all off	Noxzema
Take Me To The Hilton	Hilton Hotels
Take tea and see	Tea Council
Takes a licking and keeps on ticking	Timex
Takes the guessing out of dressing	Wembley Ties
Taking care of business	Office Depot
Taking on the world's toughest energy challenges	ExxonMobil
Taking You Forward	Ericsson
Talk it over with the man from Prudential. He lives nearby	Prudential

Talk. They'll listen	Philip Morris
Taste. Not waist	Weight Watchers
Tastes great, less filling	Miller Lite
Tastes so good cats ask for it by name.	Meow Mix
Tastes so good you won't believe it	Krona
Tea you can really taste	PG Tips
Technology at the Speed of Life	Intersil
Technology for Innovators	Texas Instruments
Tell Sid	British Gas
Tested by dummies, driven by the intelligent	Volvo
Thank you for your support	Bartles & Jaymes
That was easy	Staples
That Was Easy	Staples
That'll be the Daewoo	Daewoo
That's Jus how i Rol	Jus-Rol
The added touch that means so much	Lea & Perrin's (sauces)
The antidote for civilization	ClubMed
The authentic western jeans	Wrangler
The beer for good cheer	Potosi Brewing Co
The beer that made Milwaukee famous	Schlitz
The best a man can get	Gillette
The best kept automotive secret in America	Peugeot
The best part of waking up is Folger's in your cup	Folger's Coffee
The best tires in the world have Goodyear written all over them	Goodyear
The Big Picture	InFocus
The breakfast of champions	Wheaties
The candy with the hole	Life Savers
The card that puts you in charge	American Express
The champagne of bottled beer	Miller High Life
The champagne of ginger ales	Canada Dry (soft drinks)
The Company for Women	Avon Products, Inc.
The Company of Champions	General Mills
The cost of calling keeps on falling	BT
The difference is Debenhams	Debenhams
The Document Company	Xerox
The effect is shattering	Smirnoff
The Enterprise Mobility Company	Symbol Technologies
The Essentials of Imaging	Konica Minolta
The Family Company	Johnson & Johnson
The few, the proud, the Marines	U.S. Marines
The flavor says butter	Parkay Margarine
The flavour of a Quaver is never known to waver	Quavers
The Food of Life	Birds Eye
The fun develops instantly	Polaroid

The Future in Motion	Continental
The future is beautiful	Vauxhall Insignia
The Future of Memory	Micrel
The gentle giant	Sensodyne
The happiest people you meet in the morning get their sunshine out of a box. And the box is Kellogg's	Kellogg's Corn Flakes
The happiest place on earth.	Disneyland
The incredible, edible egg	American Egg Board
The Infinite Bandwidth Company	Micron
The international symbol for yes	Diners Club
The Internet Superstore	Buy.com
The juice is loose	Starburst
The key to comfort	Potterton (boilers)
The king of beers	Budweiser
The Leader in Small Space and Rocket Systems	Ball Corporation
The Leader in Small Space and Rocket Systems	Orbital Sciences Corporation
The mark of a man	OldSpice
The Milky Bars are on me	Milky Bar
The mind is a terrible thing to waste	United Negro College Fund
The Miracles of Science	DuPont
The Mirror. Tells it like it is	Daily Mirror
The most trusted name in news	CNN
The nation's innkeeper	Holiday Inn
The Network Is The Computer	Sun Microsystems
The next stage	Wells Fargo
The nighttime sniffing sneezing coughing aching stuffy head fever so you can rest medicine.	NyQuil
The pause that refreshes	Coca-Cola
The perfect beer for whatever happens	Bud Light
The Perfect Experience	JVC
The Possibilities are Infinite	Fujitsu
The power of all of us	eBay
The Power of Choice	IFI
The power of dreams	Honda
The Power of You	Time Warner Cable
The power to be your best	Apple Computer
The Programmable Logic Company	Xilinx
The quality goes in before the name goes on	Zenith
The quicker picker-upper	Bounty
The relentless pursuit of perfection	Lexus
The relief goes on.	Allegra
The Right Kind of Food Company	ConAgra Foods, Inc
The right relationship is everything	JPMorgan Chase Bank

The Right Technology, Right Away	CDW
The road will never be the same	Acura
The Sight & Sound of Information	National Semiconductor
The silver bullet	Coors
The soap of beautiful women	Camay
The source for computing and technology	CNET
The Source of Innovation and Discovery	Silicon Graphics
The spirit of '76	Unocal
The taste of a new generation	Pepsi
The tea you can really taste.	PG Tips
The tingling fresh toothpaste for teeth and gums	Gibbs SR
The too good to hurry mint	Murray Mints
The toughest job you'll ever love	U.S. Peace Corps
The ultimate driving machine	BMW
The Ultimate Driving Machine	BMW
The ultimate source for miniature frequency synthesizers	EM Research
The uncola	7-up
The way it's meant to be played	NVIDIA
The way of Wagamama	Wagamama
The way to fly	British Airways
The Wonderful Everyday	IKEA
The wonderful lamp	Osram
The Works	Officeworks1
The world agrees on 'Gilbey's please'	Gilbey's
The World Leader in DSP and Analog	Texas Instruments
The world on time	FedEx
The world's favourite airline	British Airways
The world's networking company	AT&T
The World's Online Marketplace	eBay
There are some things that money can't buy. For everything else there's MasterCard	MasterCard
There Is No Substitute	Porsche
There's no equal	Sweet 'N Low
There's always room for J-E-L-L-O	Jell-O
They're g-r-r-r-eat!	Kellog's Frosted Flakes
They'll know you've arrived when you drive up in an Edsel.	Edsel
Things go better with Coke	Coca-Cola
Think different	Apple Computer
Think of it as meaty butter	Hamspread
Think outside the box	Apple Computer
Think outside the bun	Taco Bell
Think small	Volkswagen
This Is Momentum	United Technologies Corporation
This is the age of the train	British Rail

This is the Power of the Network. Now	Cisco Systems
This is your brain. This is your brain on drugs	Partnership for a Drug-Free America
Thousands of Possibilities. Get Yours	Best Buy
Thrive	Kaiser Permanente
Time for you	P&O
Time to fly	United Airlines
Time to make the doughnuts	Dunkin Donuts
To Make Superior Data Management Available and Affordable for All	MySQL
Top people take The Times	The Times
Totally Beachin' Holidays	On the beach
Touching Lives, Improving Life	Procter & Gamble
Transportation for all the nation	Greyhound
Travel Without Frontiers	CityJet
Trust the power within	Duracell
Trusted to Deliver Excellence	Rolls-Royce
Try it, you'll like it	Alka-Seltzer
Try Spry, here's why	Spry (cooking oil)
Try the D treatment	Brooke Bond D
Tum, tum, tum, tum, Tums	Tums
Tunes help you breathe more easily	Tunes
Turning partnership into energy	ChevronTexaco
Two all-beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun	McDonald's
Two words to the wise	Georgia Federal
Uh, oh, Spaghettios.	Spaghettios
Uncommon Wisdom	Wachovia
Unleash Flavour	Schwartz Flavour Shots
Until Every One Comes Home...	USO
Up, up and away with TWA	TWA
Veterans Way Bicycles, Making It Happen	Veterans Way Bicycles
Viceroy gets the votes from happy throats	Viceroy
Virginia is for lovers	The Virginia Tourism Commission
Visine gets the red out	Visine
Vision. Taken Seriously	Vision Express
Wake up and drive	Mitsubishi Motors
Wassup?!	Budweiser
Watch On	Sky Go
Watch Yourself Change	Weight Watchers
We all adore a Kia-Ora	Kia-Ora
We answer to a higher authority	Hebrew National
We are Canada's Merchants	Hudson's Bay Company
We are Honeywell	Honeywell
We bring good things to life	General Electric
We fit America	Fruit of the Loom
We got it. We get it	CompUSA

We Help You Invent the Future	Dow Corning
We know money	AIG
We love to fly and it shows	Delta Airlines
We Make IT Happen	IBM
We Make It Happen	Unisys
We make the money the old-fashioned way. We earn it	Smith Barney
We mean clean	Bissell
We move the world	DHL
We Never Forget Who We're Working For	Lockheed Martin
We never forget you have a choice	British Caledonian
We never stop working for you	Verizon Wireless
We polish your holiday until it shines	Horizon
We See Your Financial Life in Total	Merrill Lynch
We try harder	Avis
We turn on ideas.	Seagate
We will sell no wine before its time	Paul Masson
We're behind you every step of the way	Huggies
We're cooking now	Denny's
We're looking for a few good men	U.S. Marines
We're moving beyond documents	Xerox
We've got a taste for you	Coca-Cola
Welcome to St Ives	St Ives
We'll Give You an Edge	Principal Financial Group
We're number one	Hertz
Western Airlines the only way to fly	Western Airlines
Westminster socks score with men	Westminster (socks)
We've got it good	Kmart
What are you breathing?	Hall's
What Can Brown Do for You?	United Parcel Service
What would you do for a Klondike bar?	Klondike Bar
What's in your wallet?	Capital One
What's the best tuna? Chicken of the Sea	Chicken of the Sea
What's in your wallet?	Capital One
What's your favourite favourite?	Quality Street
When banks compete, you win	LendingTree
When E.F. Hutton talks, people listen	E.F.Hutton
When it rains, it pours	Morton Salt
When only the best will do	Benson & Hedges
When Performance Matters	XMA Corporation
When snow says no, Goodyear says Go!	Goodyear
When you care enough to send the very best	Hallmark
When you mix with Cinzano you mix with the best.	Cinzano
When you say Budweiser, you've said it all	Budweiser
When you're crazy for chicken	El Pollo Loco
When you're out of Schlitz, you're out of	Schlitz Beer

beer	
Where do you want to go today?	Microsoft
Where It All Comes Together	VeriSign
Where Movies Live	Village Cinemas1
Where technology means business	ZdnET
Where the pets go	Petco
Where Vision Gets Built	Lehman Brothers
Where's the beef?	Wendy's
Where's the cream filling?	Hostess Cakes
Whoever minds how he dines demands Heinz.	Heinz
Why Pay More?	BI-LO
Will you be ready?	Cialis
Winning Happens	Powerball
Winston tastes good like a cigarette should	Winston
Wireless Made Simple	Linx Technologies
Wise mothers choose Red Goose Shoes	Red Goose (shoes)
Wishbone Wick does the trick	Wishbone Wick (air freshener)
With a name like Smucker's, it has to be good	Smucker's
With Us, It's Personal	Rite Aid
Works like a dream	Ambien
World Class Aerospace Solutions	Marshall Aerospace
Yellow. The new Brown	DHL
Yes	Optus1
Yes you can	Sprint Nextel Corporation
You are now free to move about the country	Southwest Airlines
You can do anything with Sharpie	Sharpie
You Can Do It. We Can Help	The Home Depot
You Can Do This	Apollo Group
You can put your confidence in General Electric	General Electric
You can taste the trouble they take	Findus
You can trust your car to the men who wear the star	Texaco
You can't have too much	Prestige
You could learn a lot from a dummy. Buckle up!	National Highway Traffic Safety Administration
You deserve a break today	McDonald's
You Don't Need Wires to Communicate	JRC
You get a lot to like	Marlboro
You gotta get it to get it	Netflix
You only get an 'oooh' with Typhoo	Typhoo
You push the limits. We measure it	RCAT Systems
You quiero Taco Bell	Taco Bell
You'll love the way we fly	Delta Airlines
You'll wonder where the yellow went when	Pepsodent

you brush your teeth with Pepsodent	
You're in good hands with Allstate	Allstate Insurance
You're not fully clean until you're Zestfully clean	Zest soap
You've come a long way, baby	Virginia Slims Cigarettes
You've got questions, we've got answers	Radio Shack
Your best beautiful	Olay
Your caring sharing Co-Op	Co-Op
Your challenge is our progress	I.F. Engineering Corp
Your family. Your time	Centerparcs
Your life is a story. Change it with Dulux	Dulux
Your Onramp to the Information Superhighway	RF Cafe
Your Partner In Antenna Technology	mWAVE Industries, LLC
Your potential. Our passion	Microsoft
Your World. Delivered	AT&T
You're a Skolar	Skol
You're better off talking to Barclays	Barclays
You're in Good Hands	Allstate Corporation
You're never alone with a Strand	Strand
You've got to admire their sauce	HP Sauce
Zip in every sip	Viva Cola (soft drinks)
Zoom, zoom, zoom	Mazda

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<http://www.adslogans.co.uk>

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