

Linguistic Strategies of Composing Brand Slogans in English to Communicate with Non-Native English-Speaking Consumers

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Abstract

It is indispensable for companies to have brand slogans in English to advertise their CI and communicate well with consumers in the global market. However, most phrases are written in English and sometimes may lead to miscommunication with non-native English speakers. This study will examine how non-English speaking young Japanese people recognize and memorize famous brand slogans. We will analyze the result from multiple linguistic aspects, such as semiotic, semantics, and phonetics. The last part of this paper presents some versatile guidelines for composing a new English brand slogan targeting all the consumers in the world.

Key Words

advertisement, brand slogan, recognition rate, linguistic advantage

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1. Introduction

Many companies devise advertising strategies to realize their corporate identity (CI)¹ and choose an ultimate series of words to prove their existence in the global market. A brand slogan² is a short phrase that expresses specialty, identity, and individuality. When the business expands globally, a company needs to compose its brand slogans in English, not in other local languages, to communicate with potential worldwide customers.

It is relatively easy to communicate with English-native speaking targets displaying a slogan written in English. In contrast, a company may find difficulties letting non-native English-speaking customers interpret and memorize their brand slogans. This paper discusses how a global enterprise can create a better brand slogan to impress non-English speakers by sharply telling the essence of their business in

1 The basic policy of how a company characterizes itself and communicates with consumers is called Corporate Identity, often abbreviated as CI. Fukami (1991) defines "corporate identity as a coined word" and "in a word, proof of the existence of a company that makes its actions and values unique concerning other companies." (p. 15)

2 Some people will name it a tagline, but in this paper, we will call it a brand slogan.

English from linguistics, referring to the result of a questionnaire collected among young Japanese university students.

2. Roles of Brand Slogans

Uejo (2005) points out that the brand slogan is becoming more critical, especially for companies expanding into a wide range of fields due to image unification. It is because “by appealing the corporate philosophy and corporate activities under one slogan, it is possible to unify the image, thought, expression, and so on.” (p. 102)

In TV commercials, a short phrase may be displayed along with its company’s logo for about 0.5 to 1 second at the beginning or end of the main story. By repeatedly broadcasting their slogans, it is possible to imprint the brands’ image on consumers. Then, when consumers stand in front of the shelves of supermarkets, drug stores, convenience stores, vending machines, or browse an online shopping site, they may be guided by the brand slogan to take action to purchase products consciously or unconsciously.

As a wide variety of products distributing in the market, consumers should buy the necessary items for daily life in quantity and carry out qualitative consumption activities in search of higher quality products and convincing services. When picking up a product on the store shelves, you may decide whether to buy it depending on whether it is launched by a well-known manufacturer or from an unnamed manufacturer. No matter how cheap it is, people generally hesitate to buy products from unknown companies. On the other hand, even if you don’t thoroughly scrutinize the product, saying, “there should be no problem with this manufacturer’s product,” it is often the case that you make a purchase decision with a great deal of trust in the brand. (Iida 2010:195) By encountering a typical advertisement, you may feel a sense of familiarity and make a purchase. (Li & Miniard 2006:103) Therefore, slogans should be designed carefully to communicate with all consumers in the global market.

As Applegate (2005) points, that “writing slogans can be more difficult than writing headlines because headlines can be longer and consequently say more about the product and advertiser.” (p. 52). We need to note that a brand slogan’s life cycle is much longer than that of a headline which could be used for years, decades, or a century to identify the brand. Apple’s classic slogan “Think Different.” is a famous phrase that has gained enthusiastic support among artists and creators worldwide. The idea of “having a different idea from others” captures the hearts of those who are in a position to create things. Another example is Nike’s “Just Do It.” which is also a consumer-stimulating phrase. It’s a bit of a challenging command when you say “do it anyway,” but when it’s sent through an advertisement, it transforms into a phrase that responds to people who lack exercise or tend to become sweet to themselves. These are well-written slogans that stick to our heads, even to non-native English speakers, as they are expressed in relatively basic vocabulary without giving any syntactical burden to interpret.

In addition, “it is vital that the readers shall grasp, in a split second, whatever it is that you want them to know. You can’t afford to waste a single syllable just to impress them with your intellectual culture.” as Caples (1997:137) suggests, the messages should all be short. The more you convey, the stronger the power to communicate. We need to examine what kind of slogans are performing well.

3. Experiment

Most of the major global companies with brand slogans write them in English. It will effectively communicate with English-speaking people and in countries and regions where English is a primary language. But what elements do the slogans need to effectively impress the brand in places like Japan, where English is not their mother tongue?

In January 2019, the author conducted a face-to-face paper-based questionnaire of 32 volunteers recruited in the Faculty of Commerce, Chuo University in Hachioji, Tokyo. The content of the survey was straightforward: showing a list of ten slogans of well-known companies and having them match to which company they belong. They had some dummy options and were allowed to leave the blank unanswered when they had no idea. There was no limitation in answering time.³ The responding students were 18 to 21 years old, majoring in accounting, trading, and business administration. They all have Japanese as their mother tongue, no experience living abroad for longer than three months, and their average English level was in A1 of CEFR.⁴

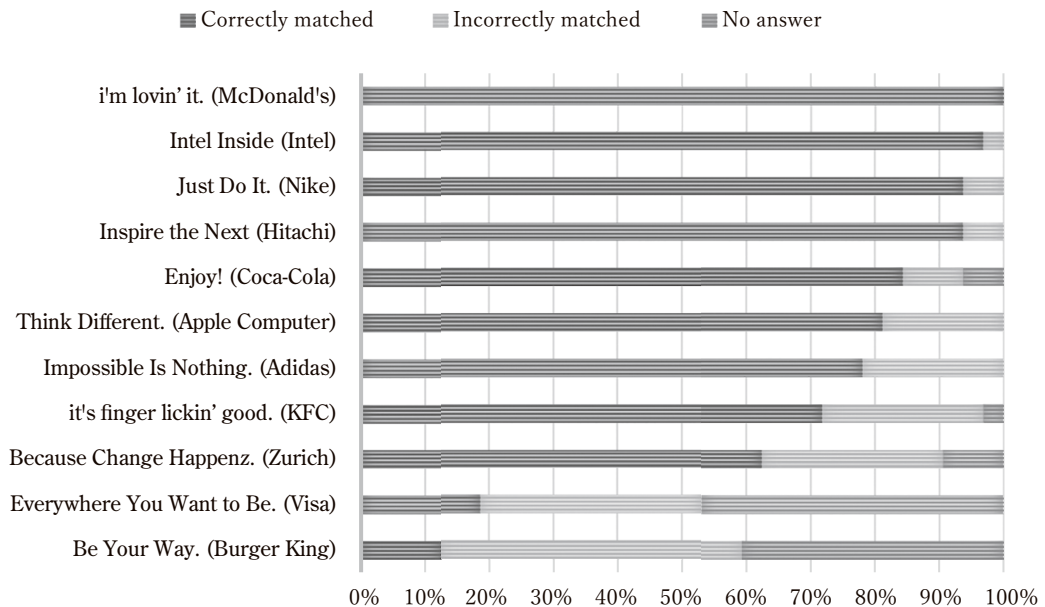


Figure 1 : Matching Company Names with Brand Slogans

³ The author interviewed a handful of students who positively participated in this survey after they completed their task to collect reasons of their choices.

⁴ The breakdown of responders was as follows: 18 freshmen (11 males and 7 females) and 14 second graders (9 males and 5 females). The freshmen who had GTEC scores taken in April 2018 had the listening section 110.2 points and the reading 102.1 points, respectively, as average (total 212.3 points). Second graders had their GTEC scores conducted in April 2017, and their average score of the listening section was 112.6 points and the reading section 108.1 points, respectively (total average 220.7 points). Both average scores were in the A1 Level of CEFR. The number of their vocabulary was estimated at around 1,800–2,000.

3.1. Highly recognized brands

The results of the questionnaire are in Figure 1. Most of the subjects had read a few materials related to advertising in the required English classes taught by the author. Still, they had no experience of learning the field of advertising specifically.

3.2. Semiotic advantages

According to the result in Figure 1, McDonald's and Intel have the most well-known slogans. Intel has the company name in the line, so there is no room for mistake, while McDonald's was 100% recognized. When we asked the subjects for successfully identifying it, the overwhelming reason was, "I always watch it in TV commercials." The colloquial and straightforward expressions were judged as easy ones for non-native English speakers to memorize.

It was interesting that one of the comments from the second-grader subjects. This female student said that she had been wondering about McDonald's having an apostrophe at the end of the company name for some time, not be pronounced in Japanese. She was impressed that their slogan made her feel that it had a high affinity because it contained two apostrophes "i'm lovin' it." We can say that the visual element of McDonald's slogan works for better cognition as a symbol beyond language.

McDonald's is not the only one with an apostrophe as its slogan. One of the alternatives was KFC's "it's finger lickin' good"⁵: this also accompanied two apostrophes, which could be confused with the McDonald's apostrophe. However, it was rather obvious semantically.⁶ The experience of licking fingers rarely happens in eating hamburgers; we eat by hand but eat fried chicken.

Burger King is a brand of hamburger chain restaurant that is popular overseas. "Be Your Way," Burger King's slogan awareness was significantly low, 12.5%, compared to McDonald's.⁷ Thirteen students left this question unanswered, which means they had no idea nor clue for identification. There is little information to identify individuality and no branding keyword, hard to memorize, so their slogan had hardly penetrated non-English-speaking people.

Next, let's take a look at the sports business world. Nike's slogan, "Just Do It." is said to be the most commercially successful phrase globally (Salem 2012).⁸ The slogan was well known to those interested in sports and sneaker brands, but the confusion between Nike and Adidas was noticeable for those not so interested in sports gear. When we think about Adidas, saying everything is possible is not a

5 This slogan of KFC has been in place for about 60 years across the global markets, including Japan. However, in August 2020, KFC decided to temporarily stop using this slogan due to the pandemic of Covid-19.

6 Although "lickin" is a problematic vocabulary for non-native speakers in A1 level, it seems that the sound and spelling close to "chicken [ˈʃɪkɪn]" gave a fantastic hint. Many of our subjects could associate with KFC's business, selling fried chicken, without knowing the exact meaning of the verb "lickin [ˈlɪkɪŋ]."

7 Burger King used the slogan "Have It Your Way" for about 40 years, and they renewed their slogan to "Be Your Way" in May 2014.

8 Nike is a corporation with headquarters in Oregon, the U.S.A., founded by Phil Knight and Bill Bowerman in 1964. The slogan "Just do it" was introduced 1988. Dan Wieden, who was an advertising executive, copywriter and co-founded Wieden + Kennedy. He coined the Nike tagline "Just Do It." It is commented in the video "Dan Wieden (Part 1) : We started by ignoring the rules of advertising" (<https://www.youtube.com/watch?v=MEt-SykQGMgI>) that he was inspired by the last words of a convicted killer before his execution.

surprising proposal. Although the Adidas slogan conveys that nothing is impossible, it is written in syntactically confusing word order, not “Nothing Is Impossible.” Plus, the two symbolic letters representing the name of a rival company Nike in “Nothing Is Impossible.” become conspicuous in their slogan. So, it was wise for them to take the linguistic strategy of changing the word order to let people pause to interpret its message.

Apple Computer’s slogan “Think Different.” won more than 80% of recognition. This slogan originated from an advertisement launched by Apple Computer in 1997, challenging IBM, which was overwhelmingly dominant in the PC market, and giving a message to persuade people to use computers with totally innovative ideas. It was a very provocative advertisement at that time. IBM had a one-word slogan, “Think.”, and Apple, created by Steve Jobs, the founder, added the word “different” to it.⁹ Although Apple Computer stopped using this phrase as the main slogan of their campaign in 2002, it still lives in people’s impression, and our data proves that more than 80% of non-English native speakers could recognize it as Apple’s slogan.

Zurich’s “Because Change Happenz,” which was expected to be difficult, had a 62.5% accuracy rate in matching. Being an insurance company, the slogan that expresses responding flexibly to changes is easy to understand. Still, it lacks individuality because it applies to the motto of any company. However, Zurich is reminiscent of the initials of his company name by changing the last letter from “s” to “z.” Let us note that our subjects commented that they could identify the company name because they felt that “happenz looked somehow German-like.” “Z” is one of the most prominent alphabets in the slogan.¹⁰ The letter “z” works well in brand slogans beside German. For example, the Japanese automobile company Mazda has used the slogan “Zoom-Zoom” to impress the z at the center of the company name.¹¹

From that point of view, Visa’s slogan could be devised to make people remember it more. In this survey, we asked the subjects to identify “Everywhere You Want to Be.” which was adopted in 2014, relatively new, but only 18.75% of the respondents could correctly match the company. It may be because students are not thoroughly familiarizing themselves with credit cards; however, the significant factor here is that the company name and slogan are not closely related. We are allowed to say Zurich has succeeded in dramatically increasing awareness by changing one letter of the alphabet. Visa should devise a way to remind us of the company name “V” following Zurich; they can write a slogan like “Everywhere You Want to V.”, for example, to be more recognizable among non-English native speakers.

9 IBM’s slogan “Think.” is more famous among elder people, and some may derive from it and follow a path associated with Apple’s “Think Different.” But even if the younger generation doesn’t know about IBM, there’s a quick way to find Apple’s slogan.

10 It shares the same effect with the catchphrase “Beanz Meanz Heinz” promoting Heinz’s baked beans. We will refer to this example in the following section.

11 In addition to the existence of the letter “z”, Mazda’s slogan impresses people with the alphabet m of the company name by playing with the onomatopoeia that the car runs, too. Furthermore, the four “o” letters remind us of the four wheels of an automobile.

3.3. Uppercase and lowercase letters

The impression of a cooperate message depends on whether a slogan appears in uppercase or lowercase letters. Although the writing system does not always affect the sound or meaning, it can enhance visual communication with non-native English speakers. McDonald's "i'm lovin' it.", with 100% awareness, uses only lowercase letters. This slogan has been in use since 2003, derived from a passage in the title of Justin Timberlake's song, "I'm Lovin' It," written in capital letters at the time. However, McDonald's later made the slogan all lowercase for their slogans. We can assume that one of the reasons for this shift was that Apple's products, such as iPod, iMac, and iBook, became big hits in the early 2000s, and the product name using "i" started looking cool.

KFC also has a lowercase slogan, "it's finger lickin' good." The idea telling that even the licked finger is delicious has been used since 1959. The advertisement at that time had a line in uppercase alphabets "It's Finger Lickin' Good" From 2005, it was rewritten to the current "it's finger lickin' good."

The letter "i" can be associated with a person's pictogram or the upside-down exclamation mark "!" by starting the slogan with a lowercase "i." Thus it might be preferred in fast food restaurants where friendly communication is treasured.

There will be a question why not write Nike's "just do it." and Adidas' "impossible is nothing" slogans in lowercase only. It is because both companies want to show off their spiritual strength in sports brands, even at the expense of familiarity, using capital letters and sometimes all letters "JUST DO IT." and "IMPOSSIBLE IS NOTHING" as if they are screaming.

Slogans written in four or more words are sometimes hard to read for non-English speakers when a company uses initial uppercase letters for each word. For example, American Express's "Don't leave home without it." slogan speaks kindly to its users. Yet, when you write this as "Don't Leave Home Without It." or "DON'T LEAVE HOME WITHOUT IT.", it conveys a strong ban and will cause repulsion.¹²

3.4. Number of words

For non-native English speakers, interpreting and memorizing long English phrases can be a burden to communicate. We would examine the appropriate number of words that make up a brand slogan.

The shortest phrase given in our survey was the single-word Coca-Cola's "Enjoy!", a slogan sitting above the Coca-Cola logo since 1969. It is frequently displayed on vending machines and trucks carrying beverages, although we often don't see it in current adverting campaigns. According to the results we obtained, "Enjoy!" the awareness rate was 84.3%, not alarming. However, two respondents confused it with Pepsi Cola, another person misunderstood it as Nissin Cup Noodle, and two persons left it unanswered. The one-word slogan could be an oversimplified communication format unless the logo or company name is well acknowledged in the business world.

In our survey, we found that the average number of words in the slogans of the seven companies with awareness above 78% was 2.85. It which was slightly lower than the average of 3.0 words, with

¹² In the advertising campaigns in the 1980s and 90s, the variants of American Express' uppercase catchphrases existed: "Don't Leave Home Without It!" and "DON'T LEAVE HOME WITHOUT IT."

slogans matching below 62%. In terms of the number of words, a line of about 2 to 3 words is a number that non-native speakers of English can easily understand and memorize, including clues to company names.

3.5. Vocabulary level

The ten slogans asked in this survey did not contain words that were difficult for non-native English speakers. Despite studying business, it was KFC's "it's finger lickin' good" that confused CEFR-A1-level Japanese college students, but there were no words that should be looked up in a dictionary or sounded nonsense to them.

Even if words seem easy for native English speakers, many of them cannot be conveyed to non-native English speakers. We cannot be too careful when adopting them in a slogan of a global company.¹³ For example, even if "i'm lovin' it." slogan gains 100% recognition, the keyword "love" is unreplaceable with "adore" or "cherish": the degree of interpretation may drop significantly because these are beyond the frame of the everyday use of a foreign language of non-native English speakers. Similarly, suppose Intel had a verb "installed," which describes their business more directly, instead of "inside," they would experience more difficulty communicating with people globally.

Some companies adopt different slogans in English between their local and global markets. Subaru, for instance, had a brand slogan "The beauty of all wheel drive." in the American market, 2010; while in the Japanese market, they said, "Think. Feel. Drive." It is difficult to pronounce the word "wheel drive" for Japanese, so they smartly rephrased it into "feel. drive" in the slogan targeting Japanese customers. Panasonic says, "Just slightly ahead of our time." internationally, then they rephrase it to "ideas for life," a much easier message in English for their non-English speaking consumers.¹⁴

3.6. Phonetic advantages

Brand slogans communicate with the consumers not only with written letters but also in the form of sounds. For example, we often hear commercials announcing slogans of the sponsoring company following their names on radio and television programs. Young people may encounter brand slogans in the bumper ads when watching videos on the Internet, such as Youtube. It is why the phrase of Hitachi "Inspire the Next" gained a high recognition rate among Japanese students (93.75%). Some of them commented that they heard repetitively in a popular TV program every week, and it turned to be a familiar line.

English sounds consist of a combination of vowels and consonants. In composing the slogan, are there any factors that are advantageous in communicating with consumers for non-English speakers? What are the excellent sounds for a slogan to make it easy and quick to remember without spending much advertising costs? These are the questions we need to consider in this chapter.

13 Vocabulary desirable for international use can also be found on the Internet. For example, accessing Cambridge English Vocabulary List (2012) will give the potential word list expected of non-native speakers of A1 to B2 levels.

14 Iida (2017) suggests that using easy English vocabulary for non-native English speakers is important, but it is better to avoid using the words duplicating with other rival companies.

Our study found that for non-native English speakers, the impressive feature of the corporate slogan, even if they didn't have the exact interpretation, helped them remember. (Actually, many of the respondents read the slogans aloud to confirm their memory while answering the questionnaire.) According to the Web article of The National Center for Voice & Speech, Division of The Denver Center for the Performing Arts and a Center at The University of Iowa, "the vowels, [i], [a], and [u] represent the three extremes of F1-F2 locations in the vowel chart and tongue placement (Figure 2).¹⁵ They are easy to remember by tongue placement."¹⁶

The figure in Peterson and Barney (1952) suggests that the vowels [i], [I], [a], and [u] locate on the corner of the chart, which means they are recognizable more than the other seven vowels [ε], [æ], [ə], [Λ], [ɔ], [ɑ], and [ʊ]. Even if a person is driving a car, riding a train, watching TV with some noise around, these three vowels sound clear. It is possible to state that the more frequently a slogan has these three vowel sounds, the easier it can be recognized and memorized by consumers.

Figure 3 shows a part of an audiogram of primary consonants in English. It offers the range of a person's hearing ability with sound frequency and loudness level. We see five consonants, [k], [t], [f], [s], and [th (θ)], be located in the high-frequency level, over 2000 Hz and above 50 dB; which indicates that they are easy to recognize when we listen. It is also well known intuitively among business-

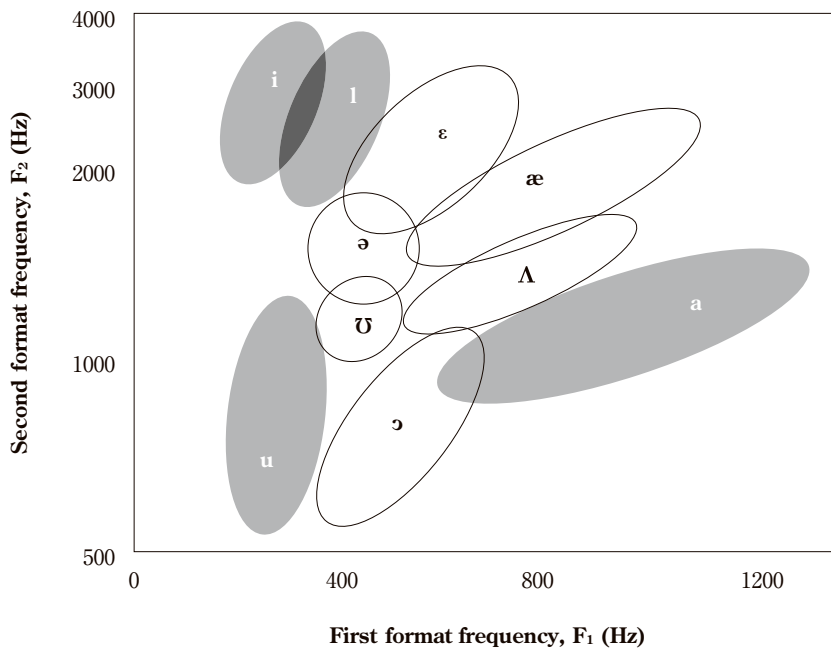


Figure 2 : Phonetic Value of Vowels¹⁷

15 National Center for Voice and Speech <http://www.ncvs.org/ncvs/tutorials/voiceprod/tutorial/filter.html>

16 In addition, in their experiments on human brain areas, Akashi et al. (2021) contributed to hearing sounds and recollecting them. The recognition rate vowels [a] and [i] reached 85.7% for listening and 96.2% for recalling.

17 This idea has a platform on Peterson & Barney (1952), which visualized the format frequency of vowel sounds in English.

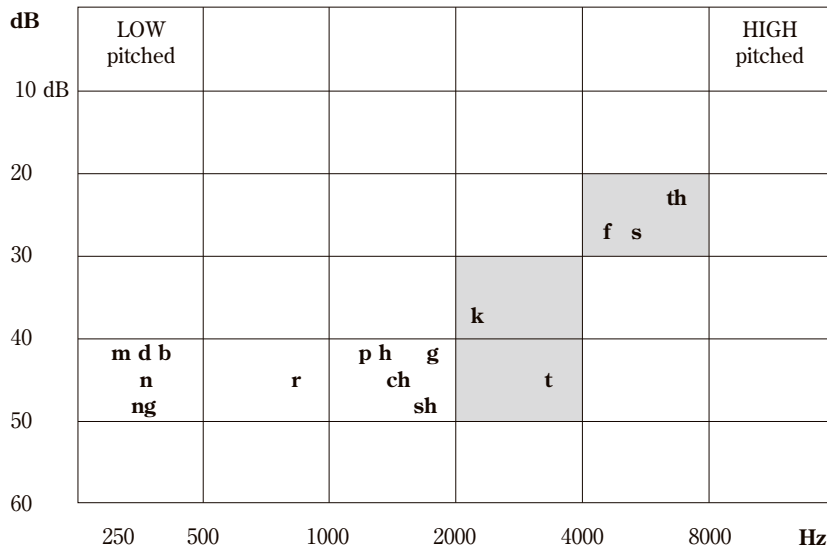


Figure 3 : Audiogram of primary consonants in English¹⁸

persons that the [k] sound at the end of the company name works, such as Coke, Nike, Starbucks, and Kinko’s because “they are easy to pronounce.” (Clark 2013:41) Therefore, it is worth considering whether these consonants are helping memorize the slogans when we listen to them are announced on TV, radio, or the Internet.

Focusing on the phonetically outstanding vowels and consonants, we analyzed the slogans in our questionnaire. Table 1 shows how many sound elements are engrained in a single slogan, followed by the rate of its occurrence in each word. “Intel Inside” is a two-word slogan, having four recognizable vowels and two primary consonants. Thus the rate of frequency of these sounds is 3.00. On the other hand, Burger King’s “Be Your Way.” slogan has three words, containing three effective vowels but zero consonants. Their rate turns to be $(3 + 0) \div 3 = 1.00$.

Table 1 is sorted by the higher ratings of the phonetical values of the slogans. The top two were “Intel Inside” and “Think Different.” having 3.0 followed by “Just Do It.” and “Inspire the Next.” We see a correlation between the recognition rate and the phonetical value rate: slogans that are highly recognized, higher than 70%, have higher rates, above 1.6. The unpopular three slogans, “Everywhere You Want to Be.” (Visa), “Because Change Happenz.” (Zurich), and “Be Your Way.” (Burger King), were rated lower than 1.2. The line between the rates of 1.6 and 1.2 in Table 1 suggests that global enterprises would make an effort to have their slogans with a phonetic value above 1.6.

3.7. Rhyme

It is the rhyme that plays a significant role in the memory of the slogan. For example, Intel uses the alliteration with “Intel Inside [in'tel in'said]” in their English slogan. When they communicate with

18 The original chart was designed referring to Northern & Downs (1984). It was called “Speech Banana”, constructed for English speaking children.

Table 1 : Phonetic values and average rates of brand slogans

Slogans	In IPA Phonetic Alphabets	Number of words	Vowels [i] [ɪ] [a] [u]	Consonants [k] [t] [f] [s] [θ]	Rate	Recognition rate
Intel Inside	[ɪn 'tɛl ɪn 'saɪd]	2	4	2	3.0	96.8%
Think Different.	[θɪŋk 'dɪfərənt]	2	2	4	3.0	81.2%
Just Do It.	[dʒʌst du ɪt]	2	2	3	2.5	93.7%
Inspire the Next	[ɪn 'spaɪə ðə nekst]	3	3	4	2.3	93.7%
Enjoy!	[ɪn 'dʒɔɪ]	1	2	0	2.0	84.3%
it's finger lickin' good	[ɪts 'fɪŋgər 'lɪkɪn gʊd]	4	4	4	2.0	71.8%
i'm lovin' it	[aɪm 'loʊvɪn ɪt]	3	4	1	1.6	100%
Impossible Is Nothing	[ɪm'pɒsəbəl ɪz 'nʌθɪŋ]	3	3	2	1.6	78.1%
Everywhere You Want to Be.	[ˈevrɪweə jʊ: wɒnt tu: bi:]	5	4	2	1.2	18.7%
Because Change Happenz.	[bɪ kɒz ʃeɪndʒ 'hæpənz]	3	2	1	1.0	62.5%
Be Your Way.	[bi: jɔ: weɪ]	3	3	0	1.0	12.5%

■ recognizable vowels _ primary consonants

Japanese consumers, they cleverly use the rhyme of “Interu Haitteru [ɪn'tɛrʊ 'hɑɪttɛrʊ]” keeping the meaning of their message.

Other examples of rhyming include Heinz's baked beans catchphrase “Beanz Meanz Heinz,” Bounty's kitchen towel catchphrase “The Quicker Picker Upper,” “My Goodness. My Guinness,” “Oh Thank Heaven for Seven-Eleven,” and Calpis' brand slogan “Karada ni Peace (Peace in Body) [ˈkɑrɑdɑ ni 'pi:s].” reminds their company name [ˈkɑrɒpɪs].¹⁹

We know from our experience that rhyming leads us to be familiar with phrases and helps us memorize them better; in addition, it has a vital function in advertising. McGlone & Tofighbakhsh (2000) explored the role that rhyming techniques would play in people's perceptions of the accuracy of aphorisms. Their result shows that rhyming phrases effectively let people think they are more accurate than unrhyming phrases.

Participants judged the ostensible accuracy of unfamiliar aphorisms presented in their textually surviving form or a semantically equivalent modified form. Extant rhyming aphorisms in their original form (e.g., “What sobriety conceals, alcohol reveals”) were judged to be more accurate than modified versions that did not preserve rhyme (“What sobriety conceals, alcohol unmasks”). (p. 424)

They conclude that rhyme in a phrase enhances fluency in communication with people unless “the perceived truth advantage of rhyming aphorisms over their modified forms was attenuated when peo-

¹⁹ Calpis is called “Calpico” in English-speaking countries, such as in U.S.A.

ple were cautioned to distinguish aphorisms' poetic qualities from their semantic content" (p. 424). This attitude can be applied to the creation of brand slogans targeting Non-English speakers, too. They feel that the tone of the rhyming sounds is attempting to communicate with them more casually. Having a flavor of rhyming in an English slogan help people to listen and pronounce; thus, it lets them memorize more quickly than other unrhyming slogans.

3.8. Sound-logo

One more thing we need to mention is the effect beyond language. Remember that McDonald's, rate with 100% awareness, was 1.6, lower than KFC with 71% awareness. We think that this is the composition of its slogan's linguistic sound and the effect of the sound-logo (sometimes called "jingle"), a short musical phrase or tone to attract the listeners' attention in commercials. They help keep Non-English speakers' memory. Most of our respondents in the survey remembered McDonald's sound logo (*Do-Re-Mi-Do-Si*) followed by the slogan "i'm lovin' it." Both Intel and Hitachi have advantages in accelerating people's memory as they often use their sound logos in advertisings.

4. Conclusion

This study demonstrated how the non-English speaking people in A1 level of CEFR recognize and memorize the famous brand slogans of some global companies. It is indispensable to have a brand slogan in English, and we should not forget that billions of consumers do not speak English as their primary language. We found several linguistic factors gave ranges to the recognition percentages, semiotically, semantically, and phonetically.

Some symbolic punctuation marks, such as apostrophe marks, exclamation marks, work well to associate a company name with its slogan. Conspicuous alphabets, such as "Z" in the spelling, also provide an excellent clue to remember their company names. We need to keep in mind that non-English native speakers' vocabulary is relatively smaller than native speakers. Uppercase letters in slogans persuade the readers, whereas lowercase letters communicate friendly and casually with consumers.

It is worth replacing words and rephrasing complicated expressions which non-English speakers frequently encounter in their daily life. In addition, composing a slogan between two and three simple words would be the most efficient to let non-native English speakers read and interpret the message in a moment.

When we think about the phonetic aspects of brand slogans, it is adequate to adopt some vowels and consonants which sound prominent to human ears. It was shown that the high recognized slogans in our experiment tend to contain a high frequency of [i], [I], [a], [u], and some impactful primary consonants. Rhyming and sound logos are other vital factors that empower the interpretation of a slogan among non-native English speakers. These suggestions will help compose brand slogans for global enterprises for better communication with all the consumers in the world.

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