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Artificial intelligence: A new avenue in the creation of advertising taglines

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Abstract

Slogans or taglines used in the advertising have been more of a human creative work. The taglines are channels of communicating the brands to the intended audience in a way that they strike a chord with their emotions. With the help of taglines, marketers attempt to educate the audience about a lifestyle they want to popularize to sell their products. To build a habit, which involves the use of marketers' product, the marketers need to satisfy the rational and emotional need of the target market. A Tagline can be summarized as a summary of a brand or product. It can be labelled as a headline of a story. The creation of Taglines is a work of creativity backed by market research data. The analysis of market research data can be performed by Artificial Intelligence backed machines to produce the information for creating a tagline. The research work explores the realm of AI (Artificial Intelligence) in creation of advertising slogans. The limitation of AI systems in terms of creativity and its prowess of huge data processing capacity is the core of this research effort.

Keywords: Advertising slogans, taglines, artificial intelligence, creativity, market research

Introduction

In the world of advertising, taglines and slogans are often used in a creative manner. Many brands have incorporated the use of taglines and slogans in their branding strategies. There has always been a consistent attempt by the brands to communicate the brand value among the target consumers, to connect with the intended consumers. To connect with the target audiences in an emotional manner seems to be the primary objective of all brands. In fact, to generate emotional responses use of such branding techniques is being done by majority of the brands.

The main objective of taglines is to differentiate the image of the brand and make it stand apart in the saturated market. Differentiation techniques help to bring out the niche element among the products and thus helping the brand. The brand identity too is vital to capture the attention of consumers.

Brands not only are keen to sell their products, but they are also interested in selling a lifestyle. Especially in the real estate sector, the use of catchy slogans and taglines are often used by realtors to attract the audience. For instance, a real estate advertisement read 'First time we are saying NO to our customers' which was followed by another caption which read 'NO Stamp Duty, NO Registration Charges etc. Obviously by seeing the first caption any one would turn their head and read the advertisement.

Satisfying the rational and moreover emotional needs seem to be the primary purpose of all brands. To ensure that the targeted group of audiences are influenced by the product offerings brands continuously encourage a specific lifestyle. Catchy taglines always tend to represent its brand in an influential manner. Taglines of Airline brands such as 'Smooth as Silk' by Thai Airways always makes us to believe that the flight would always give us the maximum comfort throughout the journey.

The use of catchy taglines help the brands to achieve its purpose towards making a maximum impact on the target group of audiences.

It can be referred as a headline of a story leading to more psychological impact on the minds of the consumers. The development of Taglines is a work of creative mind backed by a robust market research data. The analysis through market research data can be executed by Artificial Intelligence oriented devices to produce the information for the creation of an effective tagline.

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The research study attempts to explore the realm of AI (Artificial Intelligence) in the development of branding slogans. The challenges of AI oriented systems in terms of creativity and its ability of vast data processing capacity is the core part of this research study. We have been familiar with the term "Artificial Intelligence" (AI) in recent times, but its origins can be traced back to 1956 at the Dartmouth Conference (Hildebrand, 2019) ^[6], when computer scientists and mathematicians introduced the concept at this very conference. The term defined in a more comprehensive manner as "intelligence exhibited by machines," AI involves the development of intelligent machines and computer programs capable of perceiving and reacting to their environment through sensors and effectors (Siau, 2017) ^[12]. AI is not limited to replicating biologically observable methods of human intelligence. Current AI development can replace or enhance expertise for informed marketing decisions (Wirth, 2018) ^[13]. However, a study cautions against a simplistic definition, emphasizing the need for a well-defined perimeter to avoid confusion about what constitutes AI intelligence demonstrated by machines (De Bruyn et.al, 2020) ^[1]. Artificial Intelligence is a machine which demonstrates dimensions of human intelligence (Huang et.al, 2018) ^[7]. Artificial Intelligence has the potential to learn on its own. It is likely to adapt to the external feed which is the requirement of interactive system (Russell et.al, 2009) ^[11]. AI systems are not just mechanical systems but are capable of thinking making them the best bet to collaborate with humans. Thus, they are built to have multiple intelligence systems like humans (Gardner, 1983) ^[5]. To make AI systems capable of thinking, they need to process huge amounts of data going through the routines of logics and algorithms. Machines have expertise in computation whereas humans are biological thinkers. AI has an edge over human intelligence in terms of repetitive and analytical tasks (Cockburn et. al, 2018) ^[3].

Taglines play a crucial role in conveying brand personality traits to consumers efficiently, using concise and catchy language. They capture attention, communicate the brand's value proposition, and foster lasting relationships with consumers (Munthe & Lestari, 2016) ^[9]. Successful taglines are believed to have a direct impact on consumers' attitudes, influenced by their long-term experiences with the brand, prior interactions, brand connections, awareness, recall, and positioning (Dires, 2016) ^[4]. Advertisements often utilize attractive and memorable taglines to both retain existing consumers and attract new ones (Khaola, 2014) ^[8]. Taglines may carry multiple interpretations, considering aspects such as lexical length and syntactic organization (Nurhayati et. al., 2018) ^[10]. Consumer attitude towards taglines is seen as a proximal determinant of comprehension, emphasizing the significance of these succinct messages in effective brand communication (Cappelen & Pedersen, 2021) ^[12].

To create an effective and impactful advertising slogan, brands go through a structured process to ensure that the slogan reflects and resonates with the target audience and effectively communicates the brand's message. The process generally includes the following steps:

1. Knowing / Understanding the Brand
2. Define / Measure the Target Audience
3. Research Study and Analysis
4. Identification of Key Message
5. Brainstorming / Channelizing the Ideas
6. Wordplay and Creativity Boosting.

7. Simplicity and Recall / Memorability
8. Test and Refinement
9. Check for Consistency
10. Legal Considerations and Implications.
11. Adaptability / Flexibility
12. Approval of the Content
13. Launch and Monitoring the Content.

Semiotics

Semiotics is a systematic study of signs and symbols and their inferences, especially when they are related to communication and understanding. It studies how signs and symbols share information, helps to create meaning, and makes an impact on human understanding. Semiotics goes beyond languages and encompasses varied types of communication, which includes visual expressions and cues, body movements, audio to name a few. With reference to branding and the related communication, semiotics is usually used to comprehend how signs and symbols in marketing strategies, mascots, logos, and other branding elements contribute to the intended message and influence consumer needs and understandings. It guides market researchers to understand how these signs lead to specific meanings, cultural behaviours, and emotions, influencing the audiences' response and behaviour. Semiotics plays a key role in the generation and analysis of advertising taglines.

In the world of branding, a slogan or a tagline is a lucid and memorable phrase that is created to summarize a brand's image, communicate an impactful message, and generate specific emotions. Semiotics is utilized in taglines as below:

1. Symbolic / Visual Representation: Slogans mostly use symbols and signs that are far from their literal meanings. Semiotics helps in understanding the symbolic representation and relevancy of words and phrases, aiding marketers to communicate in-depth meanings.

2. Cultural Background: Semiotics identifies symbols and signs which represent traditional elements and cultural meanings. Marketers use symbols that resonates with specific traditional values, cultural norms, or market trends, to connect with their target audience. Understanding cultural contexts and traditional backgrounds help in crafting taglines that are culturally relevant, acceptable, and appealing.

3. Iconic and Indexical Signs: Taglines are incomplete without words and, sometimes, visual cues. The differentiation between iconic signs (What it attempts to communicate and its representation) and indexical signs (where there is an explicit relation between the symbol and its meaning) done by semiotics.

4. Analogies and Metaphors: The use of metaphors in the taglines is the best way to trigger the recall value of the brands among its consumers. 'Fly Emirates Fly Better' is a clear example of what Emirates Airlines has to say in a metaphorical language. No other airline will make your flying experience better than Emirates! This is the power of taglines which will make to relate the specific tagline with the brands. Some taglines have itched in our minds that we easily tend to associate the tagline with its brand. Taglines used by brands in Indian market such as 'Ye Dil Maange

More', 'Taste the Thunder', 'Desh ki Dhadkan' by Pepsico, Thums-Up and Hero Moto Corp are some of the best examples where the taglines have become an image of their respective brands.

5. Ambiguity and Interpretation: The most interesting use of metaphorical taglines was done by BMW and Mercedes Benz through their advertising campaigns. Slogans used by Mercedes Benz on BMW's 100th anniversary, which reads as 'Congratulations BMW for 100 Years, the First 30 Years were Boring'. This simply Mercedes wanted to convey that Mercedes is older than 30 years and it is in fact the most authentic, original and time tested luxury car manufacturing company.

BMW also responded to Mercedes by putting a picture of Mercedes Truck carrying BMW cars and it read 'Mercedes can also bring sometimes'! This tagline and slogan war was very popular and such metaphorical taglines are being used by many brands to show how much popular their brands is. The role of semiotics also is interesting here as it decodes and helps to bring out the sarcastic meaning of these taglines. As not all can understand sarcastic messages or slogans, semiotics helps to understand about these metaphorical slogans.

Such slogans trigger anxiety among the targeted audiences and makes them to think and analyse from their point of view. Upon further understanding, semiotics will project the meanings and communicate the real message to the targeted audience.

6. Brand Personality: Some brands like Rolex, Apple ensures to project their personality through their taglines. 'A crown for every achievement', 'Think Different' taglines have always tried to portray the image of Rolex and Apple Inc.

The utility of Semiotics also lies in projecting words and symbols for which the brands are interested to go for. This also helps making the targeted consumers perceive and understand these elements.

For example, BMW's tagline 'Sheer Driving Pleasure' talks clearly about what the product has to offer.

Brands can derive great help from semiotics to co-relate the relationship between symbols and meanings for better development of taglines. Brands need to realize the importance of semiotic techniques to come out with a meaningful and likable tagline which can be best suited to a particular cultural pattern.

Role of Artificial Intelligence in creating Advertising Slogans

In recent times we have seen the use of Artificial Intelligence across various fields. Brands too are making its optimum use for their branding techniques. The need for innovative techniques for overall enhancement of the branding process has become a crucial factor.

1. Data Analysis and Consumer Insights: Now a days brands have been using its resources wisely by concentrating on various aspects of advertising research and market research. The data mining and warehousing techniques, data analytics, gaining consumer insights through market research are the best possible ways where brands can build up a concrete data. By employing AI measures, the extraction and analysis of data is possible to a

great extent. Sources such as customer reviews, search engines, market research and other social platforms help to devise the vast amount of data. Brands can surely make out different set of preferences and buying patterns of the consumers through the analysis.

Once the emotional quotient is identified, AI can come out with suggestive taglines to connect with the consumers in an emotional manner. After all consumers tend to relate emotionally in a better manner with any brand or a product. Here the use of AI to create emotionally appealing taglines can do wonders for the brand.

2. Natural Language Processing (NLP): There is also a great role to play by Natural Language Processing (NLP). What NLP does is, it simplifies the language into a more understandable one. The best use of AI tool is, it goes through the language details and understands the cultural meanings through taglines forming a unique, understandable and relevant taglines.

3. Content Development: The use of AI through Content Development will enable, to create large datasets of popular taglines to understand differentiation, styles, and language structures. Artificial Intelligence powered content generation mechanism can develop creative taglines based on the programmed and learned patterns, offering a swift and wide range of options for brands.

4. Semantic Analysis: Semantic Analysis can explore the meaning and relevance of words and phrases. Once the relevancy of the words and phrases is established then it becomes easy for the brands to stamp the brand identity among the targeted audience.

5. Personalized Approach: AI can play a key role in customizing taglines based on individual user requirements. For instance, in regional advertisements, use of region based languages is done frequently. So, to attract the regional audiences, AI can be useful in developing such taglines. This process enables to improve the engagement levels with the consumers and the significance of the branding strategies also improve.

6. A/B Testing: Artificial Intelligence can facilitate A/B testing for a vast number of taglines and analyse them through performance metrics such as click-through rates, recall rates, conversions, and user engagement. For measuring the improved impact of taglines, these kind of testing methods surely comes handy for brands.

7. Creative Enhancement: Creative systems would enable copy writers to make use of different word combinations, it can compare different word combinations and decode the metaphor which were apparently not understandable. Artificial Intelligence and human creativity can help in forming more meaningful, creative, and impactful taglines.

8. Visual Appeal: Visual Appeal programmes can build visual recognition which can explore images and visuals associated with a brand. In Artificial Reality where use of 3D prototype models are used for showcasing appealing images related with the brand, similarly use of visual appeal programming can help to establish and reflect the brand identity.

9. Time Utility: One major use of AI is the optimum utilization of time periods. AI can help in delivering the desired results in a matter of minutes. If employed with the best AI oriented systems, the time period can be brought down leading to savings in cost as well.

AI methods have the potential to explore and process the data and pave way to various paths to streamline the innovative process for getting the desired results.

To brief into, AI holds a great ability to bring an efficient and varied data driven insights for the development of impactful taglines.

AI has its own set of limitations where it has limited ability to think in a creative manner just like a human brain does. We all have been using virtual Chatbots for getting our queries addressed but to what extent does the chatbot addresses our queries? The question still looms over as AI works typically on specific programs and it will only help based on how it has been trained over.

Limitations of AI in creating Advertising Slogans

While Artificial Intelligence can offer valuable assistance in generating advertising taglines, it also has challenges that should be considered:

1. Lack of Creativity and Originality: Here the human touch plays a significant role as against the AI machines. We usually come across with various challenges such as lack of original content, no personalized touch, no human touch and the end result would be too robotic to have a personalized feel. Here the brands would face an increased risk factor if they are banking heavily on AI enabled tools.

2. Inability to Grasp Cultural Intricacies: The lack of ability in adapting to cultural details, buying behaviour patterns with an emotional background, use of humour, context specific subjects makes AI a less reliant tool to bank upon. Such limiting abilities would not yield desired results and will not go with the taste of targeted audiences. It has also been observed that AI can fail to read, interpret and infer the emotional quotient which can be a bit annoying for the marketers.

For example, in the early 2000's, the immensely popular tagline 'Thanda Matlab Coca-Cola' related with the Indian culture and was apt in developing the image of Coca Cola as a substitute to 'Cold Drink'.

3. Misinterpretation of Emotional Appeal: Brands prefer to explore ways which can connect them with the audience and one such example can be given of 'Zindagi Ke Saath Bhi Zindagi Ke Baad Bhi' tagline, i.e. LIC insurances will insure you during your life span and even after your demise. This tagline had the emotional appeal and was quite contextual to the product which LIC was selling, i.e. Life Insurances. Such emotional appeal is not found in the AI enabled tools.

4. Contextual Dilemma: Taglines are the best tools to communicate the emotional appeal and set the tone for establishing the brand identity. For instance, Amul has been using humorous and sarcastic slogans which are context related and apt according to the situations and environment present in the country and all around the world. Amul has a satirical take on current affairs and the credit to make it

immensely popular is the use of catchy words and humorous content in their slogans.

The ad campaign run by Amul is handled by an advertising agency and this is not the work of any AI enabled machine tools. This gives us a clear picture about the limitation of AI in delivering contextual dependent content. AI will always found itself in ambiguity and dilemma for producing desired results for the marketers.

5. Limited Knowledge of Evolving Trends: As it is well understood that AI functions on limited datasets and is programmed upon limited patterns and techniques, it will tend to struggle to acclimatize to the changing dynamics of the market environment.

6. Risk of Bias and Stereotyping: Such limitations can bring out biases if the AI is working on specific biased data platforms. This will have no value to the taglines produced as they will be lifeless, insensitive and moreover no purpose can be achieved by the marketers.

7. Difficulty in Understanding Wordplay and Metaphors: AI would often find it difficult to interpret Wordplay and Metaphors that are often used in taglines. These linguistic elements are the crucial part of any tagline and it may be challenging for Artificial Intelligence to analyse and generate taglines effectively.

Brands such as Red Bull which has a metaphoric tagline in place, which reads 'Red Bull gives you Wings' is surely something brands would strive for.

8. Overdependence on Quantifiable Metrics: Artificial Intelligence tends to rely on quantifiable metrics such as click-through rates and in this process, it may ignore qualitative elements of a tagline's effectiveness, such as brand perception and emotional appeal. As the brand value is being quantified and measured through consumers' choices and preferences, AI may miss out on this aspect. While Artificial Intelligence can be a useful tool in the development of taglines, these limitations focus on the importance of human engagement and involvement to ensure innovativeness, creativity, cultural sensitivity, and a deep level of understanding of the brand which are appropriately considered in the advertising process.

Illustration

Coca-Cola taglines used in India over the years.

1. "Thanda Matlab Coca-Cola" (2002)
2. "Life Ho Toh Aisi, Coca-Cola Ho Toh Waisi" (2003)
3. "Piyo Sar Utha Ke" (2006)
4. "Jo Chaho Ho Jaye, Coca-Cola Enjoy" (2009)
5. "Chak De Phatte, Coca-Cola Pe Chakka" (2011)
6. "Open Happiness" (2012)
7. "Aaj Ghoomegi Sirf Bottle Nahi, Dil Bhi" (2014)
8. "Taste the Feeling" (2016)

AI Generated Tagline for Coca-Cola is as below

"Zindagi Ka Perfect Swaad, Coca-Cola Saath Ho Toh Khushiyon Ka Celebration!"

It can be seen from the above illustration, that the AI generated tagline has taken cues from the previous taglines. Although the words used in AI generated tagline do not exactly match the previous taglines, the meanings are

similar. Below words have same meanings.

‘Zindagi’ and ‘Life’
 ‘Swaad’ and ‘Taste’
 ‘Khushiya’ and ‘Happiness’

Also, the AI generated tagline has the brand name ‘Coca-Cola’. The AI generated tagline has all the ingredients addressing the brand name and emotions related to the product. However, the tagline does not seem to be catchy or exciting enough, to touch the hearts of the audience.

Similarly, some examples of AI driven taglines for an Insurance brand in India can be mentioned as follows:

- a) **Securing Futures, Protecting Lives:** Your trusted shield in the uncertainties of Life.
- b) Safety in every policy. Your bridge to a secure future.
- c) Empowering Dreams Safeguarding Tomorrows, Your Insurance Partner.
- d) Guardians of your peace of mind. Insurance made simple.
- e) Protection Redefined. Insurance that understands and cares.

If we go through these above mentioned taglines, they sound too robotic and programmed to connect with them emotionally. If we compare with some of the Insurance brands taglines in India, we will surely find an emotional appeal to connect with the brand. Few examples such as:

- a) **HDFC Retirement Policy:** Sar Utha Ke Jiyo.
- b) **Max Life Insurance:** Karo Jyada ka Irada.
- c) **SBI Life Insurance:** With us You are Sure.
- d) **Aviva Life Insurance:** Kal Par Control.
- e) **Bharati AXA:** Jeevan Suraksha Ka Naya Nazariya.

Going by the above taglines already in use in Indian branding strategies, the use of Hindi language has been mostly seen by the Insurance companies to connect with wide range of audiences. The cultural aspects and local flavor has a great impact on the consumer buying behaviour and advertising agencies have used this aspect in a clever manner to lure the local audiences. Also in a general manner, the recall value and memorability is seen to be high mostly with the use of local languages. The creative use of local languages can be mostly done by human brains as compared to Artificial Intelligence.

Conclusion

The AI systems have been close enough to replicate the human behaviour. The AI systems now are not only limited to mechanical tasks of humans but also coming closer to the human emotions. AI systems have expertise in analytical and mechanical intelligences. Humans have an edge over AI systems in contextual and intuitive intelligences. The AI systems have a broad background in terms of data analysis and have the learning feature to keep itself updated of the changing environment. The AI systems come close to generating near perfect advertising slogans. However, human intervention is needed in terms of adding a human touch to the generated slogan. Human intelligence is significant when the generated content needs to be satisfying the emotional need of the audience. Artificial Intelligence forms a background for the creation of advertising slogans and Human Intelligence structures the

possible alternatives for generating emotional and appealing tagline.

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