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## Slogans – an effective tool in FMCG advertising

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### Abstract

In advertising there are various tools of branding. Brands are always finding new ways to attract the audience by phrasing a catchy tagline. Taglines have been used since so many years in the field of advertising. Therefore, the use of taglines play an important role in branding by crisply conveying a brand's essence and values. The utility of taglines can be seen in numerous ways. Brands are, however, always try to look out for novel ideas to communicate their thought process to the targeted set of audience.

At national and international levels, brands such as Apple Inc, Microsoft, Google, Toyota, Mercedes, Parle, Tata and many others have crafted their own taglines. They have been using it for their communication with the audience. For Indian market there are many brands which have been using taglines for their brand building. It is also seen a constructive attempt from the end of brands to sell their products. Especially in the era of competition there are many brands who have been using taglines as a part of marketing strategy which will differentiate them from the rest of the brands. It has been often said that Competition is like an evil who will ensure that the brands remain always on their toes. There is also a notion that competition helps in the formation of new product development.

In different market segments such as FMCG, Electronics or consumer durables, automobiles, service sector and others use of taglines have always been on the core. What competition does is it forces the brands to use different marketing strategies to enhance the effectiveness of their products and their product line.

Consumer durable brands such as Onida, which was the market leader in the 80's and 90's saw a downslide in their sales, and they gradually faced many difficulties in their sales. But one thing to observe that apart from market pundits, even common people also still remember the famous tagline of Onida, i.e. Owner's Pride Neighbor's Envy. This tagline is still itched in many people's minds. In fact, the sales of Onida Television sets can also be credited towards its tagline.

That tagline was such an iconic one that when Onida decided to come back after its downslide in the TV market, they again chose to opt for the same old tagline which they had used many years ago. The power of taglines has always been seen by many brands and therefore brands will not attempt to make use of different taglines because these taglines have formed their identity which has been built after years of brand building strategies.

**Keywords:** Advertising, taglines, branding, FMCG, marketing strategy, consumer durables, brand identity, competition, brand communication, onida, iconic slogans

### Introduction

**The utility of taglines can also be seen through many other factors such as**

1. **Strong Recall Value:** A well-designed tagline is catchy and easy to recall, which aids in ensuring that the brand itches in the minds of consumers. This can be extremely important in cluttered markets.
2. **Niche Value:** Taglines focus on what sets a brand different from its rivals. A good tagline helps to convey the brand's unique selling points and reinforce its newness in the market.
3. **Emotional Appeal:** Strong taglines often induce emotions and resonate with the target audience's values and desires. The emotional appeal can strengthen customer loyalty and elevate the relationship between the brand and its consumers.
4. **Brand Communication:** Taglines carry the core message of a brand. They can communicate a brand's values, objectives, mission, vision, and key benefits in a concise manner, thereby helping to communicate what the brand stands for.
5. **Regularity:** A good tagline enhances consistent branding across various branding channels. It aids to maintain a uniform brand voice and strengthens the brand's value whenever it is used.

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6. **Expressiveness:** Taglines can be expressive, and persuade the customers, it helps in nudging consumers towards a positive perception of the brand. Taglines can focus on the utility and values that appeal to the target audience, strongly influencing buying decisions.
7. **Branding Tool:** Taglines are widely used in marketing and promotional materials to swiftly communicate the brand's message and attract the attention. Taglines can be vital element in advertising campaigns, slogans, and other branding strategies.

Overall, taglines possess the potential of being a powerful tool in branding, aiding building recognition, communicating a brand's core message, and developing a strong connection with the audience.

Taglines are key in branding strategies because they formulate the core of a brand in a concise and memorable phrase. Here's a elaborative look at their role:

1. **Image Creation:** Taglines aid in establishing and communicating a brand's identity. They gather the brand's core objectives, mission, values, and personality into a brief statement, making it convenient for the consumers to understand what the brand is meant for.
2. **Customer Loyalty:** An effective tagline that gels well with consumers can enhance brand loyalty. When customers identify a tagline and what it represents, they are more likely to feel a connection to the brand and remain loyal.

In short, taglines serve as a useful tool in a brand's strategy, helping to outline, differentiate, and progress the brand effectively

The Indian Fast-Moving Consumer Goods (FMCG) sector is a dynamic and highly competitive market, characterized by its rapid turnover and widespread consumer reach. Key players in this sector have established strong market positions through their diverse product offerings and strategic business practices. This section provides a detailed overview of the major FMCG companies in India, their key brands, and their contributions to the industry.

#### **Hindustan Unilever Limited (HUL)**

Hindustan Unilever Limited (HUL) is one of the foremost FMCG companies in India, renowned for its extensive portfolio across personal care, home care, and food products. Founded on October 17, 1933, HUL has become synonymous with trusted consumer brands such as Lux, Dove, Surf Excel, and Knorr (Kapferer, 2012) <sup>[16]</sup>. The company's ability to deliver high-quality products consistently, combined with innovative marketing strategies, has solidified its position as a leader in the FMCG sector (Keller, 2020) <sup>[17]</sup>.

#### **ITC Limited**

Established on August 24, 1910, ITC Limited has diversified its business portfolio to include FMCG, hotels, agri-business, paperboards, and packaging. Its FMCG segment includes well-known brands such as Aashirvaad, Sunfeast, and Bingo! (Sharma, 2010) <sup>[22]</sup>. ITC's strategic diversification across various sectors has provided stability and reduced dependency on any single industry, contributing to its resilience in the market (Sharma, 2011) <sup>[23]</sup>.

#### **Nestle India Limited**

Nestle India, founded on March 28, 1959, is a major player in the consumer food segment, known for its emphasis on nutrition and wellness. The company offers a wide range of products, including Maggi noodles, Kit Kat chocolates, and Nescafé coffee (Keller, 2020) <sup>[17]</sup>. Nestle India's success can be attributed to its ability to adapt to evolving consumer preferences and its commitment to product innovation (Kapferer, 2012) <sup>[16]</sup>.

#### **Varun Beverages Limited (VBL)**

Varun Beverages Limited, established on June 16, 1995, has experienced significant growth through its strategic partnership with PepsiCo. This alliance has enabled VBL to distribute PepsiCo beverages across multiple countries, expanding its international reach (Sharma, 2011) <sup>[23]</sup>. VBL's diverse product portfolio, including carbonated drinks and fruit juices, caters to a wide range of consumer preferences, bolstering its position in the market (Sharma, 2010) <sup>[22]</sup>.

#### **Godrej Consumer Products Ltd (GCPL)**

Founded in April 2001, Godrej Consumer Products Ltd (GCPL) is a prominent player in the household and personal care sectors. The company's portfolio includes brands such as Goodknight, Cinthol, and Godrej Hair Color (Kapferer, 2012) <sup>[16]</sup>. GCPL's strong brand equity and international expansion have been key factors in its success, allowing it to leverage global market insights for regional growth (Keller, 2020) <sup>[17]</sup>.

#### **Britannia Industries Limited**

Britannia Industries, founded in 1892, is a well-established name in the Indian FMCG sector, particularly in the bakery and dairy segments. Its iconic products, such as Good Day and Tiger biscuits, have been staples in Indian households for generations (Sharma, 2010) <sup>[22]</sup>. Britannia's adaptability to market trends, such as its recent introduction of Millet bread, highlights its commitment to innovation and consumer needs (Sharma, 2011) <sup>[23]</sup>.

#### **Tata Consumer Products Ltd**

Tata Consumer Products Ltd, established in 1962, benefits from its association with the Tata Group's strong reputation for ethical practices and quality. The company's diverse product portfolio includes Tata Tea, Tetley, Tata Salt, and Tata Sampann (Kapferer, 2012) <sup>[16]</sup>. Tata Consumer Products' focus on maintaining high standards and its recent acquisition discussions with Haldiram's underscore its strategic approach to market expansion (Keller, 2020) <sup>[17]</sup>.

#### **Dabur India Limited**

Dabur India Limited, founded in 1884, is renowned for its expertise in Ayurvedic and natural healthcare products. Its extensive range includes Dabur Chyawanprash, Vatika hair oil, and Real fruit juices (Sharma, 2010) <sup>[22]</sup>. Dabur's commitment to high-quality herbal products and traditional remedies has built a loyal consumer base and positioned the company as a leader in the natural healthcare segment (Sharma, 2011) <sup>[23]</sup>.

#### **United Spirits Limited (USL)**

Founded in 1826, United Spirits Limited (USL) is a subsidiary of Diageo and a leading player in the alcoholic beverages sector. Its product range includes well-known

brands such as McDowell's No. 1, Royal Challenge, and Signature (Kapferer, 2012) <sup>[16]</sup>. USL's focus on brand portfolio expansion and employee welfare initiatives, such as safety measures for women leaders, reflects its comprehensive approach to market leadership (Keller, 2020) <sup>[17]</sup>.

### Colgate-Palmolive (India)

Colgate-Palmolive India, established in 1937, is a major player in the oral and personal care segments. Its flagship products include Colgate Strong Teeth, Colgate Total, and Colgate Max Fresh (Sharma, 2010) <sup>[22]</sup>. The company's enduring market presence and strong consumer recognition are testaments to its effective brand positioning and consistent product quality (Sharma, 2011) <sup>[23]</sup>.

## Market Dynamics and Consumer Preferences

### 1. Economic Landscape and Demographics

The market's demographic profile is diverse, encompassing professionals, students, and families from various regions of India. This diversity influences consumer preferences, creating a multifaceted market environment (Queiroz *et al.*, 2020) <sup>[21]</sup>.

### 2. Urbanization and Lifestyle Changes

With an increase in disposable income and a growing middle class, there is a rising demand for premium and branded FMCG products. The population exhibits a preference for convenience and quality, driving the popularity of organized retail formats, such as supermarkets and hypermarkets (Alicke *et al.*, 2017) <sup>[14]</sup>. Additionally, the proliferation of online shopping platforms has further transformed consumer buying behavior, offering convenience and a wide range of choices (Khaled *et al.*, 2020) <sup>[18]</sup>.

### 3. Health and Wellness Trends

Health and wellness trends are prominent in the market, reflecting a growing awareness of healthy living among its residents. This trend is evident in the increasing demand for organic and natural products, including fresh produce, health foods, and personal care items. The emphasis on wellness is supported by a burgeoning fitness culture, with many residents engaging in regular exercise and adopting healthier eating habits (Masood & Syed, 2015) <sup>[19]</sup>. This shift is influencing the product offerings of FMCG companies, leading to a greater focus on health-oriented products.

### 4. Cultural Diversity and Regional Preferences

Cultural diversity contributes to a rich tapestry of consumer preferences. The market's population comprises individuals from various regions of India, each bringing distinct tastes and preferences. For instance, regional preferences influence the demand for specific food products, such as traditional Maharashtrian snacks and dishes, as well as a variety of regional cuisines from other parts of India (Jain *et al.*, 2016) <sup>[15]</sup>. FMCG companies must navigate this cultural diversity by offering products that cater to a wide range of tastes and preferences.

### 5. Technological Adoption and E-Commerce

The tech-savvy population has accelerated the adoption of digital technologies and e-commerce platforms. Online shopping has become increasingly popular, driven by the convenience of home delivery and a wide range of product options. The rise of mobile apps and digital payment systems has further facilitated this trend, making it easier for

consumers to access and purchase FMCG products online (Patidar *et al.*, 2021) <sup>[20]</sup>. Retailers are leveraging these technological advancements to enhance customer engagement and streamline their operations.

## 6. Environmental and Sustainability Concerns

Environmental and sustainability concerns are gaining traction among consumers, reflecting a broader global trend towards eco-consciousness. There is a growing preference for products that are environmentally friendly and sustainably sourced. This trend is evident in the increasing demand for eco-friendly packaging, organic products, and brands that prioritize corporate social responsibility (Yang *et al.*, 2017) <sup>[24]</sup>. FMCG companies are responding to these concerns by incorporating sustainable practices into their operations and product offerings.

## Comparative Analysis of Tagline Effectiveness in FMCG

Taglines serve as a critical element in branding strategies, and their effectiveness can vary based on the type and execution. This comparative analysis explores different types of taglines and their effectiveness within the Fast-Moving Consumer Goods (FMCG) sector.

### 1. Descriptive Taglines

**Definition:** Descriptive taglines explain what the product is or what it does, often highlighting its key features or benefits.

#### Effectiveness

- **Clarity:** Descriptive taglines provide clear information about the product, which can be helpful for new or lesser-known brands.
- **Example:** "Red Bull Gives You Wings" clearly communicates the energizing effect of the product. It effectively conveys the main benefit, which appeals to consumers looking for an energy boost.

#### Pros

- **Direct Communication:** Clearly communicates product benefits or features.
- **Immediate Understanding:** Helps consumers quickly understand the product's purpose.

#### Cons

- **Lack of Creativity:** May lack emotional appeal and memorability compared to more imaginative taglines.
- **Potential Over-Simplification:** May not differentiate the brand effectively in a crowded market.

### 2. Emotional Taglines

**Definition:** Emotional taglines aim to create a strong emotional connection with consumers by appealing to their feelings, desires, or aspirations.

#### Effectiveness

- **Emotional Resonance:** Emotional taglines can enhance brand loyalty by connecting with consumers on a personal level.
- **Example:** "Because You're Worth It" (L'Oréal) appeals to consumers' self-esteem and confidence, fostering a positive emotional bond.

#### Pros

- **Strong Brand Affinity:** Builds a deeper connection with consumers, leading to increased brand loyalty.
- **Memorability:** Often more memorable due to their emotional appeal.



**Cons**

- **Subjective Impact:** Emotional responses can vary, and the tagline may not resonate with all target consumers.
- **Risk of Misalignment:** May not align with the actual product experience, leading to potential dissatisfaction.

**3. Benefit-Oriented Taglines**

**Definition:** Benefit-oriented taglines focus on the specific benefits or advantages that the product offers to the consumer.

**Effectiveness**

- **Clear Value Proposition:** Highlights the primary advantage of the product, making it appealing to consumers seeking specific benefits.
- **Example:** “The Ultimate Driving Machine” (BMW) emphasizes the superior performance and driving experience, attracting consumers interested in high-performance vehicles.

**Pros**

- **Focused Messaging:** Clearly communicates the product's unique selling proposition.
- **Appealing to Target Audience:** Attracts consumers who value the specific benefit offered.

**Cons**

- **Potential Overemphasis:** May lead to unrealistic expectations if the benefit is overstated.
- **Limited Scope:** Focuses on a single benefit, potentially overlooking other aspects of the product.

**4. Lifestyle Taglines**

**Definition:** Lifestyle taglines associate the product with a specific lifestyle or way of living, often appealing to consumers' aspirations and values.

**Effectiveness**

- **Aspirational Appeal:** Aligns the brand with a desirable lifestyle, which can attract consumers who aspire to that lifestyle.
- **Example:** “Just Do It” (Nike) promotes an active, can-do attitude, encouraging consumers to engage in sports and physical activities.

**Pros**

- **Brand Alignment:** Positions the brand within a lifestyle context, enhancing its appeal to target consumers.
- **Emotional and Motivational:** Inspires and motivates consumers, fostering a positive brand image.

**Cons**

- **Broad Targeting:** May not resonate with all consumers if the lifestyle doesn't align with their values or aspirations.
- **Risk of Exclusion:** May alienate potential customers who do not identify with the promoted lifestyle.

**5. Unique Selling Proposition (USP) Taglines**

**Definition:** USP taglines highlight the unique aspect of the product that sets it apart from competitors.

**Effectiveness**

- **Differentiation:** Helps distinguish the product from

competitors by emphasizing its unique features or qualities.

- **Example:** “Melts in Your Mouth, Not in Your Hands” (M&M's) emphasizes a unique feature of the candy, addressing consumer concerns about mess and convenience.

**Pros**

- **Competitive Edge:** Clearly differentiates the product in a competitive market.
- **Highlighting Uniqueness:** Attracts consumers looking for specific features or benefits not available elsewhere.

**Cons**

- **Niche Appeal:** May appeal primarily to consumers who value the unique feature, potentially excluding others.
- **Overemphasis on Feature:** Focuses on one aspect, which might not capture the overall brand experience.

**Comparative Summary**

- **Descriptive Taglines** are effective for clear communication but may lack emotional appeal and differentiation.
- **Emotional Taglines** foster strong brand loyalty and memorability through emotional connection but can vary in impact based on individual responses.
- **Benefit-Oriented Taglines** effectively communicate specific advantages but may be limited in scope and potentially overstated.
- **Lifestyle Taglines** align with consumer aspirations and motivations, enhancing brand appeal but may not resonate with all target audiences.
- **USP Taglines** differentiate products by highlighting unique features but may appeal to a narrower consumer segment.

In the FMCG sector, the choice of tagline type should align with the brand's overall strategy, target audience, and market positioning. An effective tagline leverages the strengths of its type to resonate with consumers, drive brand recall, and influence purchase behavior.

Taglines play a fundamental role in marketing by serving as a concise, impactful statement that summarizes the essence of a brand or campaign. Here's how they influence marketing efforts:

1. **Express Core Messages:** Taglines refine composite brand messages into a single, memorable phrase. This makes it simpler for consumers to grasp the key benefits or values that the brand or campaign offers.
2. **Develop Brand Recall:** A well-crafted tagline helps make a brand more noteworthy. When used regularly across marketing channels, it fortifies brand recognition and helps consumers recall the brand more promptly.
3. **Distinguish from Competitors:** In a cluttered market, a unique tagline can set a brand spaced out from its competitors. It highlights what makes the brand unique, helping it to stand out and attract interest.
4. **Reinforce Advertising Promotions:** Taglines are focal to advertising campaigns. They provide a crisp summary of the campaign's message and help to unify various elements of the campaign, making it more solid and impactful.
5. **Accelerate Brand Positioning:** Taglines help project a

brand in the minds of consumers. They can communicate the brand's place in the market, whether it's a superior offering, a budget-responsive option, or something else entirely.

6. **Boost Uniformity:** Uniform use of a tagline across different marketing materials ensures a unified brand message. This consistency helps build a strong and rational brand identity.
7. **Push Action:** A convincing tagline can motivate consumers to take action, such as making a purchase, signing up for a service, or engaging with the brand. It can serve as a call to action that prompts immediate responses.
8. **Develop Brand Storytelling:** Taglines can be an inherent part of a brand's storytelling strategy. They compress the brand's narrative or promise in a way that resonates with the audience.
9. **Facilitate in Brand Recall and Loyalty:** Over time, a memorable tagline can become synonymous with the brand itself, reinforcing brand recall and fostering a sense of loyalty among consumers who identify with the tagline's message.
10. **Abridge the Message:** Taglines provide a curt summary of the key message or theme of an advertisement. They extract complex ideas into a few memorable words, making it easier for consumers to grasp the core benefit or value being promoted.

In essence, taglines in advertising play a key role in encapsulating and communicating the core message of an ad, creating brand consistency, enhancing emotional impact, and driving consumer actions.

## Conclusion

Branding plays a fundamental role in marketing by shaping how a company is perceived and distinguishing it from competitors. Here's a detailed look at the role of branding in marketing. Branding stimulates how consumers perceive a company. A well-managed brand conveys quality, reliability, and value, which can enhance and affect consumer attitudes and trust. Powerful brands often promote emotional connections with consumers. Branding can induce feelings of loyalty, pride, or aspiration, leading to deeper encounters and long-term customer relationships. Branding guarantees consistency across all advertising channels and touchpoints. Consistent messaging, illustrations, and tone of voice reinforce the brand's identity and create a cohesive experience for consumers. Branding helps rank a company or product within the market. It connects the brand's unique value proposition and helps target specific customer segments effectively.

- **Value Perception:** Useful branding can enhance perceived value. A strong brand can command premium pricing by creating an insight of higher quality or exclusivity.
- **Viable Advantage:** A well-deep-rooted brand provides a competitive edge by building a reputation and trust that competitors may find difficult to match. This can lead to increased market share and influence.
- **Trust and Credibility:** Labeling builds trust and credibility with consumers. A recognizable and well-regarded brand is more likely to be trustworthy, which can influence purchasing decisions and foster long-term relationships. **Advertising Efficiency:** Strong branding streamlines marketing efforts. Clear brand guidelines and proved messaging make it easier to create effective marketing materials and campaigns that support with

the brand's identity.

- **Expansion and Growth:** A strong brand can enable business growth and expansion. It provides a solid footing for introducing new products or entering new markets, leveraging the brand's established reputation and recognition.
- **Crisis Management:** Effective branding helps manage and mitigate the impact of negative events. A strong, trusted brand can recover more quickly from crises and maintain consumer loyalty despite challenges.

In summary, branding is a strategic element in marketing that shapes consumer perceptions, differentiates a company from competitors, and builds lasting relationships with customers. It's essential for creating a strong market presence, fostering loyalty, and driving business success.

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