Examples: Catchphrases, Mottos, and Slogans

1. Dollar Shave Club: "Shave Time. Shave Money."
2. MasterCard: "There are some things money can't buy. For everything else, there's MasterCard."
3. M&M: "Melts in Your Mouth, Not in Your Hands"
4. De Beers: "A Diamond Is Forever"
5. Meow Mix: "Tastes So Good, Cats Ask for It By Name"
6. Verizon: "Can You Hear Me Now? Good."
7. The U.S. Marine Corps: "Semper Fi"
8. Ronseal: "It Does Exactly What It Says on the Tin."
9. The Mosaic Company: "We Help the World Grow the Food It Needs"
10. Pitney Bowes: "We Power Transactions That Drive Commerce"
11. Nike: "There Is No Finish Line"
12. Nike: "Just Do It."
13. Apple: "Think Different."
14. L'Oréal Paris: "Because You're Worth It."
15. California Milk Processor Board: "Got Milk?"
16. BMW: "Designed for Driving Pleasure."
17. Tesco: "Every Little Helps"
18. Bounty: "The Quicker Picker Upper"
19. Lay's: "Betcha Can't Eat Just One."
20. Audi: "Advancement Through Technology"
21. Dunkin' Donuts: "America Runs on Dunkin'"
22. McDonald's: "I'm Lovin' It"
23. The New York Times: "All the News That's Fit to Print"
24. General Electric: "Imagination at Work."
25. State Farm: "Like a Good Neighbor, State Farm is There"
26. Maybelline: "Maybe she's born with it. Maybe it's Maybelline."
27. The U.S. Marine Corps: "The Few. The Proud. The Marines”