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# Marketing Slogan on a Mission

Is your mission statement good enough to go to market? Rarely. Even if it doesn't come off as too self-serving and pompous-sounding to the customer or prospect, it is often dismissed for what it is—a claim anyone could make. In the consumers' mind, statements about being industry-leading, customer-focused, quality-conscious are expected. Such things are the price of entry—the fundamentals of good business. Doing what is expected is...expected. Not unique. Not noteworthy. And certainly not marketing-worthy.

Mission statements often get tied to a lance and ridden into marketing battle because it's a cheap, easy move. But the consumer doesn't care! The typical mission statement is about you—it's not about them. And if it's not about them, it doesn't appeal. There is no emotional connection.

## Marketing Slogan for Mission Statement

Consider this: while the typical company-centric mission statement is a poor marketing slogan, a clear, powerful marketing statement that kicks tail in the marketplace can do duty as a mission statement—fusing and focusing the staff.

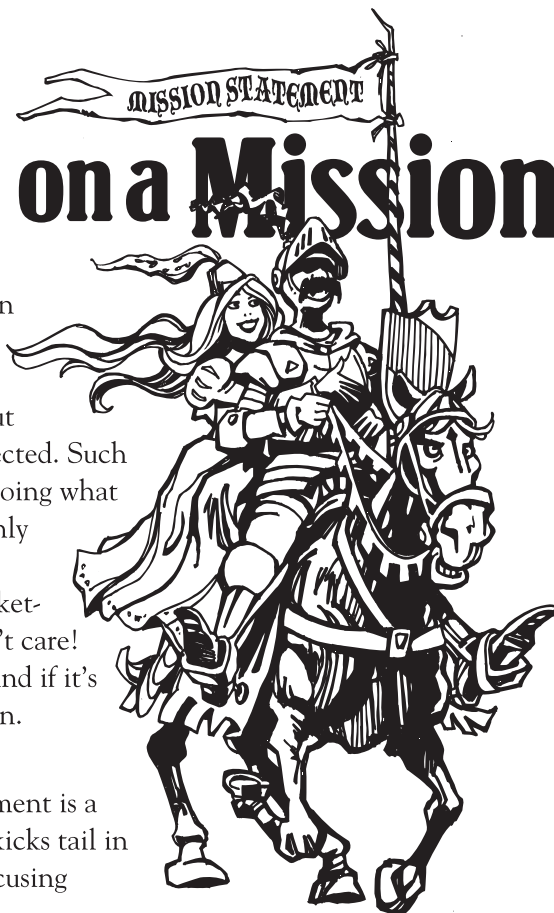
“...as a leadership trainer,” said Francisco Dao, “I realized that in many cases the marketing touchstone of the company came to serve as the de facto company mission statement. Consider Federal Express, which for many years used the slogan ‘When it absolutely, positively has to be there overnight.’ For FedEx, this wasn't an empty pitch line, but it became what the company stood for.”

Think about Hebrew National's famous market lance: “We answer to a higher authority.” No way they could state their mission better than that!

Turn your focus outward and sharpen your understanding of the customer. Again, a marketing statement that grabs your customers by their interests—and positions your company uniquely in their minds—will also serve as a compelling mission statement back in the nest. Surprise! A marketing statement that stirs up consumerdom will also rally the employees. They get it. The focus is obvious, the promise explicit. That typical us-too boilerplate mission statement just can't do that. —Michael Waite

## Typical Corporate-tongued Mission Statement

Corporate Fitness is a health service that helps businesses and individual workers attain one of the greatest gifts of all—that of good health. Personal gains, such as improved self-esteem and self-motivation, combined with measurable benefits will create tremendous advantages for both the employer and the employee. —www.bplans.com/



## Marketing Statements that Define the Mission

It takes a licking and keeps on ticking. (Timex)

All the news that's fit to print. (NY Times)

Plop, plop, fizz, fizz, oh what a relief it is. (Alka Selzer)

You're in good hands with Allstate.

We try harder. (Avis)

The ultimate driving machine. (BMW)

Have it Your Way. (Burger King)

The Citi never sleeps. (Citi Bank)

The antidote for civilization. (Club Med)

A diamond is forever. (De Beers)

Say it with flowers. (FTD)

When you care enough to send the very best. (Hallmark)

Nothing runs like a Deere.

Finger-licking good. (KFC)

Be all you can be. (US Army)

You give us 22 minutes, we'll give you the world. (WINS Radio, NY)