

The Adjective Frequency in Advertising English Slogans

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Abstract—In the modern world, every seller has got used to making full use of advertisement to promote their purchases, and advertising has become an important part in human life. However, because the advertising time is limited and every minute is measured by money, how to make the advertisement persuasive but concise is the big problem confronted by advertisers. Therefore, the advertising slogan becomes a powerful weapon. The process of making an advertising slogan is not only making a carrier of information, but should also taking the local culture, the advertising effects and the lexical meaning into consideration. Through the statistic of words frequency about 100 English advertising slogans, the present authors work out the top 8 adjectives. They are: good, beautiful, real, better, best, great, perfect and pure. Finally, the authors analyze the reason from the angle of lexical meaning, the advertising effects and the human civilization.

Index Terms—English advertising slogans, adjective, word frequency, human civilization

I. INTRODUCTION

Advertising is with us all the time: whenever we open a newspaper or a magazine, or turn on the TV, or look at the board in subway stations or on buildings, we are confronted with advertisements. Most of these will be of the type that Leech (1966) describes as “commercial consumer advertising”. This is indeed the most frequent type, which affects us most deeply.

Each year, the volume of expenditure on advertising reaches 155 billion dollars worldwide. Samuel Hopkins Adams, a renowned expert on advertising, warned nearly a century ago in 1909, “There is no hour of waking life in which we are not besought, incited, or commanded to buy something of somebody.” Everyone living and working in the modern world is under the influence of advertising. Advertising exists in every nook and corner of human society and it touches every aspect of human lives. Wherever we human get, there is advertising.

Crystal’s study (1997) showed that the most frequently used 20 adjectives in advertising slogans are: *new, crisp, good/better/best, fine, free, big, fresh, great, delicious, real, full, sure, easy, bright, clean, extra, safe, special*.

Advertising is business of words. 50 to 75 percent of selling power of advertising lies in the words of advertising.

Abundant and profound studies have been conducted on the lexical features of English advertising: language addressing to different sexes and social classes by Vestergaard, T. & K. Schröder (1985), verbs in English, stylistic features of English advertising and lexical features in English advertising and linguistic features of advertisement slogan by Zhao (2005). Several researchers have published their founding in the field of comparative study of English and Chinese advertising.

Statistics of word frequency is a kind of method based on lexical analysis. It adopts the way of working out the word frequency in a certain language material, then discussing the results to depict some lexical rules. At first, this method is only used to determine the wording of a certain language. However, after several years, it is applied to the field of calculating the basic terms of a subject, describing the style of authors, finding a relationship among the chosen subjects and so on. And in the field of information science, the statistic of word frequency has been drawing more and more attention and now it has become a new approach to information analysis and information retrieval.

Many researchers have studied it from different angles. However, it is rare to look into advertisement from the study of adjective frequency in advertising slogans. The present authors try to find out the top 8 adjectives in English advertising slogans and analyze the inner reasons for that.

II. ADVERTISING

A. Definition of Advertising

Although we are very familiar with the concept of advertising because we see advertisements or hear commercials all the time, it is still hard for the scholars to define it. The original meaning of “advertisement” was “news” and “to advertise” meant “to take note” or “to consider”. After the 15th century, it developed into “to all the attention of another to something. In the 16th century, it was “to give notice of anything” or “to make generally known”. It was not until the

18th century that the advertising became a pure commercial activity. In 1905, John E. Kennedy, described advertising as “selling in print”.

And according to Dunn, a well-known American advertising expert, advertising is “any paid form of non-personal communication through various mass media by business firms, non profit organizations, and individuals who are in some way identified in the messages and who hope to inform or persuade members of a particular audience.

Whatever the definition is, advertising is to inform, remind and persuade consumers. It is a basic form of communication.

B. Functions of Advertising

Advertising performs a variety of functions for any business with a product or service to sell. One of the most basic functions of advertising is to identify products and differentiate them from others. Another is called informational function. Advertising is used to communicate information about the product or service advertised, to inform, report, and describe the features and its location of sale. Directive function is typical of advertising. Language, pictures, or other devices are employed to influence the audience's action, emotions, beliefs and attitudes, and to persuade, advise, recommend and induce consumers to try new products and to suggest reuse.

In one word, advertising plays an increasing important role in today's world. Without it, the products or services cannot flow from the distributors or sellers to the consumers or users. And buyers would not know about or remember products or services, and the modern industrial world would collapse.

There is no doubt that the ultimate aim of advertising is to sell the commodity or increase the sale. To be more specific, AIDCA formula is worth discussing.

A stands for **Attention**: to attract attention. When a product comes on the market, the advertising goal may be to get people to notice it.

I stands for **Interest**: to arouse interest. Once the reader's attention has been caught, the advertisement should also hold his attention and convince him that the subject of the advertisement is of interest to him.

D stands for **Desire**: to stimulate desire. The advertisement has to convince the reader that the commodity or service will satisfy some need or create a need which he has not felt before.

C stands for **Conviction**: to create conviction. The customer is convinced that the particular brand advertised is superior to other similar brands.

A stands for **Action**: to get action. The advertisement may argue the customer to try or buy what is advertised directly or indirectly.

This formula plays an incredible effect on every aspect of advertising including its structure and language. In other words, the verbal message, the visual and audio elements of advertisement all aim to achieve these objects.

C. Definition of Advertising Slogan

A slogan is a short phrase in part used to help form an image, identity, or position for a band or an organization and is established by repeating the phrase in a firm's advertisement and other public communication as well as through sales people, event promotions, and rocket launches. Similarly, Leech (1966) noted that slogan is short, laconic phrase that a company uses it over and over in its advertisement. It is especially useful to reinforce the product identity. A slogan can prove to be more powerful than a logo. People can remember and recite the advertisement slogan while they are unlikely to doodle over the logo. It is more important for the advertisement slogan to “clearly state what the advertisement is about than to be clever, but if the slogan can accomplish both, all the better” (Jefkins, 1985).

Slogans are often treated as trademarks in many countries. The use of the symbol is merely assertion of advertisers that they are treating the line as a trademark, though it does not assure any legal right. For legal protection, the line must be registered with the appropriate government trademark office, which then confers the right to use the registered symbol, and then they get the full protection of the law against poaching.

D. The Criteria of Advertising Slogan

As the most important part in the advertisement, the advertising slogan should attract the consumer's attention as soon and long as possible. Therefore, an advertising slogan should obey the following rules: attentive value, memorability and readability and selling power.

Attentive Value

The language of advertisement slogans must be a language of immediate impact and rapid persuasion. It must bring the advertised product into attention, focus on its quality and service in the most attractive way, and clearly outline the reason for buying it and leave a memorable impression on what has been said about the product. So the important effect of the advertisement slogan language is what is referred to as “attentive value”.

Memorability and Readability

An advertisement slogan has to make a lasting, longer impression on the audiences, if it is to affect the audiences' buying behavior. So it has to make them remember it either consciously or unconsciously. Memorabilia has to do with the ability the line has to be recalled unaided. A lot of this is based on the brand heritage and how much the line has been used over the years, that is to say, the big idea should be told in the advertisement slogan. The more the slogan resonates with the big idea, the more memorable it will be.

Memorability is much dependence on readability. Readability puts much emphasis on the simple, colloquial style and familiar vocabulary so as to make the message easy to read and grasp, while the phonological regularities make the message easy to remember, contributing significantly to memorability.

Selling Power

Anyone in business must consider the force of slogan, either because he uses it himself or his competitors use it. An ordinary consumer buys what he is influenced directly or indirectly, consciously or unconsciously. All of these effects contributed together can be summarized as the final criterion of the advertising slogan—selling power. It concerns about the questions how human sells products and service. One basic way of increasing the selling power is to make a product appear unique.

III. ADJECTIVE FREQUENCY IN ENGLISH ADVERTISING

A. Subjects

Advertising slogans always present the most major information about goods. And in the advertising slogans, adjectives can show the buyers' feelings when they use the products or enjoy the services. Therefore, adjectives can give consumers good images which will cause them to buy the products or services. Is Crystal's study result on adjectives in advertising slogans still available today? That is the question we should answer. So the present author makes the adjectives in English advertising slogans as the research subject. Then the first step is to collect 100 suitable English advertisement slogans. The chosen slogans should obey the following rules:

- 1) Slogans are still available after the year of 2000.
- 2) Slogans are used in Western countries.
- 3) Each slogan uses at least one adjective.
- 4) The range of slogans should cover every field, like clothing (12), beauty (4), beverage (13), food (10), households (10).

In order to find the appropriate slogans, the present author should refer to a great number of advertising magazines like *International Advertisement* and also search on the internet. Still, some are quoted from certain books.

B. Methodology

The method the present author adopts to study the subject is called Content Analysis which is a methodology in the social science for studying the content of communication. Barbbie (1990:89) defines it as "the study of recorded human communications, such as books, websites, paintings and laws." It is most commonly used by researchers in the social science to analyze recorded transcripts of interviews with participants. Content analysis is also considered a scholarly methodology in the humanities by which texts are studied as to authorship, authenticity of meaning. This latter subject includes philology, hermeneutics and semiotics.

Having obtained the appropriate samples, the present author is going to work out the adjective frequency in the 100 advertising slogans for the next step. To avoid unnecessary troubles, the authors count the statistic by hand. Firstly, identify the adjectives by the form. Then, list all the adjectives in the slogans. Finally, figure out the word frequency of every adjective.

C. Result

TABLE 1.
THE ADJECTIVES WHICH ARE USED MORE THAN TWICE.

Adjective	good	beautiful	real	better
Word frequency	15	8	7	6
Adjective	best	great	perfect	pure
Word frequency	4	4	3	3

TABLE 2.
THE ADJECTIVES WHICH ARE USED TWICE.

Adjective	bigger/biggest	clean	colorful	easy/easier
Word frequency	1/1	2	2	1/1
Adjective	fastest	favourite	fresh/fresher	long
Word frequency	2	1/1	2	2
Adjective	new	simple	small	smart
Word frequency	2	2	2	2
Adjective	smooth	whole		
Word frequency	2	2		

The adjectives which are used only once are: absolute, addictive, advanced, balanced, breezy, comfortable, conditioned, dedicate, defined, delicious, enduring, elegant, fair, fine, free, friendly, forever, glad, hard, harsh, healthy, higher, impossible, local, low, nice, possible, precious, relentless, safe, successful, sustainable, timeless, ultimate.

IV. DISCUSSION

A. Lexical Meaning

Every adjective has its own meaning and has several specific nouns it can modify. When you want to use an adjective, the first thing you should do is to make sure its meaning is proper for the noun. In the advertising slogans, this point is particularly critical because advertisement is performed in public, it must use right adjectives to make good advertising effect come true. In this chapter, we will discuss the top 8 adjectives from their lexical meanings.

Looking up these adjectives in Oxford Illustrated English-Chinese Dictionary, the present author found their lexical meanings.

Good

The basic meaning of *good* is *having the right or desired qualities; adequate, and (of a thing) reliable, efficient*. This makes *good* proper to embellish nouns which have high level of fashion or style or quality or type of a product. Besides the basic meaning, there are still many adjectives used to define the adjective, like *enjoyable, agreeable, considerable, beneficial, valid, sound, right, and proper*. These multiple definitions determine that *good* can modify a variety of nouns, such as, *look, color, and size*; it can also collocate with abstract nouns: *fashion, ideas, trend*, even many nouns which don't denote concrete products, such as *flavor, gravy*. It is no wonder that *good* is used most frequently in advertising slogans.

Example 1

See how good they feel.

(Van Dal, women's shoes)

Example 2

It looks good, it tastes good, and by golly it does you good. (Mackeson Beer)

In Example 1, *good* describes the feeling when you put on the shoes of Van Dal. The most interesting is Example 2, three *goods* are used to portray different subjects: the subject of the first *good* is about feeling, the second *good* is about taste, and the last is about the general healthy.

Beautiful

There are three definitions for *beautiful* in the dictionary: delighting the aesthetic senses, pleasant and enjoyable, excellent. *Beautiful* is an adjective used to describe things as possessing beauty. This implies it can be used to describe beauty, and things about beauty can modify itself as *beautiful*. This phenomenon relates to pragmatic rules. Pragmatics encompasses speech act theory, conversational implicate, and focuses on interaction and other approaches to language behavior in philosophy, sociology, and linguistics. When people want to use the word *beautiful*, they should first make sure the noun is about aesthetic.

Example 3

Beautiful. Colorful. You.

(Bonne Bell brand, makeup for eyes, lips, face)

Example 4

It's going to be a beautiful evening.

(Bella Sera, Italian table wine)

In Example 3, the noun which "beautiful" modifies is the effect after using the makeup. Besides the usage in cosmetics advertisements, as an adjective of "beauty", "beautiful" can also be used to modify nouns like evening, smiles etc. See Example 4, it is *a beautiful evening*.

Real

"Real" has two definitions: "actually existing or occurring", "genuine; rightly so called". This will make people think in two ways: first, the noun which *real* embellishes should exist in reality; second, it must be the genuine thing, and not a faux thing. By using this adjective, the advertiser is telling his goods from others: their goods are not in virtual and not the faux ones.

Example 5

Real ice creamier.

(Tip Top Ice Cream Company, New Zealand)

Example 6

Real health. Real beauty.

(Glow, Canadian Beauty and Health magazine)

In the two examples, the word *real* can give consumers strong desire to purchase, for the goods are genuine, which won't make you feel cheated.

Better

As the comparative form of *good*, *better* means "of a more excellent or outstanding or desirable kind". Generally, when using *good*, people are in a situation that they are not satisfied with what they have already done, so they want to step further. And when listeners hear this word, they will praise their spirit. So the word *better* is very helpful for the advertisers who want to attract buyers with an enterprising spirit.

Example 7

Make it better.

(Timberland boots)

Example 8

Mudd. Better when it's on you.

(Mudd jeans, American youth brand)

In Example 7, the concise slogan shows the belief of the company: they want to make the boots better to give customers more comfort. And in Example 8, *better* tells that the jeans are more suitable for you than other jeans brands.

Best/Great/Perfect

Best is the superlative degree of *good*. It means *of the most excellent or outstanding or desirable kind*. *Great* means

preeminent; worthy or most worthy of consideration; grand, imposing. Perfect means complete, not deficient; faultless. These three adjectives convey the supreme quality of goods or product.

Example 9

The best part of the day. (Evening Herald tabloid newspaper)

Example 10

The best a man can get. (Gillette)

Example 11

Great seafood. Not a lot of clams. (ROCKFISH Seafood Grill Restaurant, Dallas, Texas)

Example 12

For great American food... Think daily. (Daily Grill restaurant, California)

Example 13

Perfect for when friends drop in. (Houghton Australian Wines)

Example 14

The perfect moment between past and future. (Rochas watches, France)

Like the word *good*, these three adjectives can also be used to modify almost every kind of goods or services. And when customers see these adjectives which show the highest level of quality, they will pay attention to them.

Pure

The definition for *pure* is *unmixed, unadulterated*. This definition implies the goods are original and not mixed up with dirt.

Example 15

Pure. Fresh. Clean. (Colgate Oxygen toothpaste)

Example 16

Pure life. (Nestle Natural Spring Water)

In Example 15, pure shows the toothpaste will make your oral cavity only have fresh air without any peculiar smell. And in Example 16, the advertisers get the effect of the water to a level of life: if you drink Nestle Natural Spring Water, you will find your life will become pure.

At the meanwhile, the above 8 adjectives belong to the same category according to the classification of lexicology. The English vocabulary consists of different kinds of words, which may be classified by different criteria. The classification made by levels of usage is: common words, technical or special words, literary words, colloquial words, and slang words. All the top 8 adjectives are common words. And some of them can even be regarded as colloquial words. For example, *good, great, perfect* are adjectives which can be heard to value matters all the time. The advantage of using these common adjectives is that they are so familiar to every person, so when people see them, these adjectives are easy for people to obtain enough information at the very sight without looking up them in a dictionary which makes buyers annoyed.

B. Advertising Effect

The main idea of advertising is to sell a product to as many as possible. The most effective advertising slogan is the one which give useful information about goods or service and can attract buyers at the very sight. To do so, many adjectives which can show the audiences the outstanding qualities are used to describe the advertised product and service. The author will analyze the top 8 adjectives from the aspect of achieving advertising effect one by one.

Good

In the modern world, all the markets are full of various kinds of products and services. What the consumer worry about is not where and how to buy these common goods which happened in the days lack of material but how to collect proper goods in the sea of merchandises. Once the advertisers realize this point, they start to use the adjectives which show a high quality. Combined with lexical meaning we have known about *good*, it becomes their favorite adjective. By using *good*, the advertisers tell that: our products are good ones compared with others. And the buyers would also pay attention to these slogans with *good* contained.

Example 17

The good stuff. (Tequila Corazon de Agave)

Example 18

Good food, good life. (Nestle Food Company)

Beautiful

As the basic needs of human being are satisfied, they start to seek after beauty. The pursuit of beauty is becoming more and more important for people. In the field of cosmetics, the most attractive function is that they can make you beautiful and other products or service which can give buyers scenes of beauty also have the similar function. Therefore, in order to sell products or service, the advertisers should use an adjective which can give buyers a good image about beauty. Considering the adjective should instruct the function of goods fully and be easy to accept, the common word *beautiful* becomes a good choice.

Example 19

Roll that beautiful bean footage. (Bush Beans)

Example 20

For life's most beautiful moments. (Bucherer, leading retailer for watches and jewelry in Switzerland)

Real

With the development of the society, a variety of products or services come out and among them, there is a mingling of good and evil, which make consumers hard to discriminate. Clever advertisers use advertisements to sell product, while cleverer advertisers use it to make their goods unique. The latter ones know customer's need about real goods, so they use *real* to satisfy them and claim the belief that they only make real products and faux ones never. This action is killing two birds with only one stone, which attract customs and also show the faith of the company – this will last the company forever.

Example 21

A real company in a virtual world. (Amazon.com)

Example 22

Tastes like real milk because it is. (Devondale milk, Australia)

Better

In the analysis of *good*, we see most advertisers prefer to use *good* to depict the high quality of product or service. And other advertisers who want to make a difference think of the word *better*. Better is the comparison form of *good*. It can achieve good advertising effect in two ways: first, better shows a higher level of goods. As a comparison form, it has the function to attract the buyers who want to have products of higher quality. Second, it also can show the company's attitude: good is not enough, and we are trying our best to make things better, this attitude will bring many customers who highly praise it.

Example 23

A better way forward. (Michelin tires brand)

Example 24

Better Ingredients. Better Pizza. (Papa John's pizza)

Best/Great/Perfect

These three words have one effect in common: they can all be used to describe goods or services of the highest quality. By using these three words, the advertisers show their company's standing in their business: they are No.1 in every aspect. And the customers' desire for perfection also encourages them to try this product or service, which makes advertising slogans effective.

Example 25

The best part of waking up is Folger's in your cup! (Folgers Coffee)

Example 26

Great ideas for small rooms. (Ikea)

Example 27

The perfect moment between past and future. (Rochas watches, France)

Pure

In the market, some products which were once original are becoming weaker and weaker in function day by day. And some sellers lust to make biggest benefit with lowest cost make them to mix their product with other unrelated material. Therefore, more and more clients want complete goods. Responding to the action, advertisers blend the belief of pure goods into their advertisements. In these advertisements, pure may not be used to describe the goods directly, but the feeling it brings about is original and complete.

Example 28

Pure inspiration. (Ambi Pur, air freshening products for home and car)

C. Human Civilization

Man have experienced survival development in primitive and agricultural civilizations, increscent development in industrial civilization and sustained development in the early stage of industrial civilization. Industrial civilization is the developing system in which we human beings master nature. With the development of technology and social productive forces, economy and education expand unprecedentedly. Answering for the call of economy, the sellers can't be satisfied with the pure "selling", therefore, a new kind of "selling" comes out, and that is advertisement.

Advertisement is the advanced outcome of human civilization, and as the core of advertisement, the advertising slogan also plays as a reflector of human civilization.

Firstly, the appearance of advertising slogan tells the progress of human history. Then the changes in the content of slogan show the speedy development of human society. Crying out for their own goods is the main way the sellers use many years ago, however, so many advertisement companies burst out to make advertising slogans for their "consumers" these years. What's more, if the society is static and human civilization comes to a standstill, how can this word frequency come out?

Secondly, compared with the study of Crystal (1997) on adjective frequency in advertising slogans, the present author's result is different. Can't we say the difference show the progress of human civilization?

The most important is the top 8 in the list of word frequency also give us a clear track of human history. When exchange happens, people only want to get their goods to meet their necessity like food and tools. If their goods can't get exchanged, they can wait until another one, so advertisements don't appear. Later, in the early stage of industrial

civilization, people have extra money to make their desire meet, so they inquire about where to buy these things, therefore, in order to answer their questions, sellers begin to cry out for their goods. During the prosperous industrial age, people are not restricted in the general goods, and they want to get the goods of high quality and good level. To attract more consumers, advertisers use almost every adjective which can give a good meaning in the dictionary to make advertisement, and the slogan is paid much attention, too. With the development of society, the needs of human being become various and changes in advertising slogans witness them. That's to say, the top 8 adjectives mirror the change in needs of human beings which is determined by human civilization. From the usage of comparative degree slogan, we can see the renewable idea of human beings. They are not only satisfied by what good things they have had, they want more, they want better and best, so in advertising slogans, *better*, *best*, *perfect*, *great* are used frequently. To claim their goods and service are not faux, advertisers use *real* and *pure* to attract buyers who can't make a choice between real and faux goods. In respond to the pursuit of beauty of people, more and more advertisers add *beautiful* into their advertisements. Only because these adjectives are match for the progress of human, they are used frequently.

On the other hand, advertising slogans offers people a cornucopia of products and promises, and the frequent use of adjectives in slogans makes buyers dazzled. At the meanwhile, a great variety of choices in products and services stem from the increasing factories and firms. For the purpose of keeping most consumers and defeating other competitors, the sellers should first prove their products and service or help their goods to make their colorful adjective slogans come true. This is in turn making much effort on the road of human history. To sum up, the adjectives in advertising slogans are impetuses to human civilization.

V. CONCLUSION

After the statistics of adjective frequency in 100 advertising slogans, we find the top 8 adjectives are: *good*, *beautiful*, *real*, *better*, *best*, *great*, *perfect*, and *pure*. Then we can answer the question "Is Crystal's result still available today?" No, the adjective frequency in advertising slogans has changed during the 15 years.

After the analysis of the result of word frequency, we can undoubtedly identify the relationship among human civilization, advertising effect, lexicology and word frequency. No matter what the advertising slogans are, the primary goal is to sell products. And in order to sell products, obeying the advertising rules to make advertising effects realized is very important. In this process, lexicology plays a very important role in choosing proper adjectives. So our conclusion is: the lexicology is the best instrument, the advertising effect is the supreme aim and the human civilization is the grand background.

Lexicology is the best instrument. Lexicology is a branch of linguistics, inquiring into the origins and meanings of words. English Lexicology aims at investigating and studying the morphological structures of English words and word equivalents, their semantic structures, relations, historical development, formation, and usages. The experience of many successful advertisers suggests us, if their advertisements obey the rules stated in lexicology, there is a real risk that we fail to recall it when the time comes to make choice in the market place. The frequently used adjectives in advertising slogans meet the requirement well.

Advertising effect is the supreme aim. Advertising is a social activity which communicates some messages to a group of people. People learn about the products that are available to them, and they learn how they can better their lives. But the advertising is much more than communication of information. It persuades people to take actions. That's to say, advertising motivates them to buy. With this purpose, advertisers do their best to make buyers lured. Using concise slogans becomes the best way. The adjectives which describe the products vividly are the best weapons. However, there are some adjectives which have best persuasive power. They are the ones in the list of word frequency.

The primary goal of all advertisers is to increase sales. This is only achieved when customers are aware and convinced to act positively towards the products or service. It is of no use to have an excellent product or provide an excellent service but lack the tact to communicate about their existence and benefits.

Human civilization is the grand background. If we human beings don't march on the road of human history, we will not exchange goods at all; If we human beings don't have the ability to buy necessity goods, we will not cry out for selling them at all; If we human beings don't have a big step on the economy, we will not advertise for product at all; If we human beings don't have the capacity of competition, we will not witness the scene of various adjectives used in slogans, and there will be no word frequency at all.

Under the background of prosperous human civilization, the creative advertisers should obey the useful information that lexicology teaches, or the use of adjectives needs much caution. The long and uncommon adjectives will increase the length of advertisement slogans and reduce the force to grab audience's attention. The short, common and colloquial words are the real magicians to achieve advertising effect.

APPENDIX

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|---|--|
| 1. Impossible is nothing. | (Adidas) |
| 2. Paula Lishman. Timeless, elegant, sustainable. | (Paula Lishman garments, an original knit fur) |
| 3. For successful living. | (Diesel jeans) |
| 4. Mudd. Better when it's on you. | (Mudd jeans, American youth brand) |

5. It's hard to be nice if you don't feel comfortable. (Dockers Jeans)
6. Make it better. (Timberland boots)
7. See how good they feel. (Van Dal, women's shoes)
8. Worn by the world's most precious feet. (Startrite children's shoes)
9. Enduring comfort. (Bridgedale socks)
10. As delicate as a caress. (Liz underwear brand for women)
11. Real solutions for today's women. (Playtex lingerie brand (bras, panties and shapewear))
12. A better way forward. (Michelin tires brand)
13. The ultimate driving experience. (BMW automobiles)
14. The relentless pursuit of perfection. (Lexus cars (a Division of Toyota Motor))
15. Beautiful. Colorful. You. (Bonne Bell brand, makeup for eyes, lips, face)
16. More defined. More conditioned. More beautiful lashes. (Estee Lauder / More Than mascara)
17. Easy breezy beautiful covergirl. (CoverGirl, line of products for face, lips, eyes and nails)
18. The most colourful name in cosmetics. (Barry M fashion cosmetics, UK)
19. The Beer so good it's Bad. (Bad Frog beer)
20. It looks good, it tastes good, and by golly it does you good. (Mackeson Beer)
21. So smooth. Good times last longer. (Gilbey's special dry gin)
22. A whole new slant on things. (Pisa, Nut Liqueur)
23. Life is harsh. Your tequila shouldn't be. (Sauza tequila brand)
24. The good stuff. (Tequila Corazon de Agave)
25. Talk is good when wine is fine! (Aspect Invest Vin, trademark of Moldavian wines)
26. Good things take time. (Redwood Creek, Californian wine)
27. Perfect for when friends drop in. (Houghton Australian Wines)
28. It's going to be a beautiful evening. (Bella Sera, Italian table wine)
29. Where do you do your best thinking? (IBM ThinkPad notebooks)
30. Advanced software made simple. (LANSA software company)
31. Bigger! Better! (WindMill, fast food)
32. Better Ingredients. Better Pizza. (Papa John's pizza)
33. Unbelievably delicious. (McVitie's Jaffa Cakes, chocolate covered biscuits)
34. Milk's favorite cookie. (Nabisco / Oreo sandwich cookies)
35. Share something good. (Tostitos crunchy chips brand)
36. Good food, good life. (Nestle Food Company)
37. Real ice creamier. (Tip Top Ice Cream Company, New Zealand)
38. Tastes like real milk because it is. (Devondale milk, Australia)
39. Healthy, beautiful smiles for life. (Crest brand, oral care products)
40. GoodNites mean good mornings. (Goodnites underpants: diapers for bedwetting kids)
41. Surprisingly smooth. (Wilkinson Sword / Quattro lady razors and blades)
42. Soft for our seasons. (Scotties Facial Tissue, Canada)
43. For a whole mouth clean. (Colgate 360 °Toothbrush)
44. Pure. Fresh. Clean. (Colgate Oxygen toothpaste)
45. Winston tastes good like a cigarette should. (Winston brand)
46. The best part of the day. (Evening Herald tabloid newspaper, Dublin, Ireland)
47. It makes perfect. (The Sunday Post, Scottish newspaper)
48. The world's local bank. (HSBC)
49. Real health. Real beauty. (Glow, Canadian Beauty and Health magazine)
50. Pure inspiration. (Ambi Pur, air freshening products for home and car)
51. It's good to be home. (Air Wick air fresheners)
52. All day strong. All day long. (Aleve drug brand, pain reliever / fever reducer)
53. Britain's favourite department store. (Debenhams stores, retailer for clothing, electrical, and furniture brands)
54. Always low price. Always. (Wal-Mart Stores)
55. Great seafood. Not a lot of clams. (ROCKFISH Seafood Grill Restaurant, Dallas, Texas)
56. For great American food... Think daily. (Daily Grill restaurant, California)
57. Food so good... it's addictive! (The Plum Tomato Brick Oven Pizza Restaurant, Connecticut)
58. Everything is easier on a Mac. (Apple Computer)
59. A diamond lasts forever. (De Bieres)
60. The best a man can get. (Gillette)
61. All the biggest stories. (Guardian)
62. We bring good things to life. (GE)
63. Wikipedia, the Free Encyclopaedia. (eWikipedia)
64. A very good place to be. (Ramada Hotel)

65. Life is good. (LG)
66. For life's most beautiful moments. (Bucherer, leading retailer for watches and jewelry in Switzerland)
67. The perfect moment between past and future. (Rochas watches, France)
68. A real company in a virtual world. (Amazon.com)
69. Technically, everything is possible. (Mitsubishi)
70. Discover new territory. (Nikon D3)
71. Good to the last drop. (Maxwell)
72. The best seat in the house. (Jockey underwear)
73. Absolute cleanliness is Godliness! (Dr. Bronner's magic soap)
74. You've got a good thing going. (Kent Cigarettes)
75. Fly the friendly skies. (United Airlines)
76. Fair and balanced. (FOX News)
77. Seeing small business differently. (SBC Communications)
78. Higher standards. (Bank of America)
79. Like a good neighbor, State Farm is there. (State Farm Insurance)
80. You're in good hands. (Allstate Insurance)
81. Too good to hurry mints. (Murray Mints)
82. The best part of waking up is Folger's in your cup! (Folgers Coffee)
83. That was easy. (Staples)
84. Always first. (DHL)
85. Great ideas for small rooms. (Ikea)
86. World's fastest auto focus. (Olympus E3)
87. Extra strong tissues. (Kleenex)
88. Pure life. (Nestle Natural Spring Water)
89. The greatest tragedy is indifference. (American Red Cross)
90. Smart. Very smart. (Magnavox)
91. Making smoking 'safe' for smokers. (Bonded Tobacco Co)
92. Roll that beautiful bean footage. (Bush Beans)
93. Oh Fab, I'm glad they put real borax in you. (Fab Detergent)
94. Where good ideas grow on trees. (International Paper Company)
95. Nothing beats a great pair of L'eggs. (L'eggs)
96. Don't hate me because I'm beautiful. (Pantene Shampoo)
97. It's so simple. (Polaroid)
98. The fastest way to send money – worldwide. (Western Union)
99. If it tasted any fresher it would still be on the tree. (Tropicana Orange Juice)
100. Since 1868. And for as long as there are men. (IWC watches)

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