

Advertising slogans modals of probability

Try to guess what companies, products or services the following advertising slogans are for. The gaps are where the names of the products or companies have been taken out. If you know it because you have seen it before, you can use "It is..." Otherwise, you will need to use phrases like "It is almost certainly..." and "It could be..." If you can't make any positive statements, try saying what it can't be. Start with the ones that are easiest to guess.

"Your flexible friend."

"Reach out and touch someone."

"Vorsprung durch technik." (translation- "Quality through technology")

"A little dab'll do ya."

"It's what your right arm's for."

"Grace... Space... Pace."

"Betcha can't eat just one."

"Tastes so good cats ask for it by name."

"Where do you want to go today?"

"If it's on, it's in."

"Raise your hand if you're sure."

"Don't just book it. _____ it."

"Plink, plink, fizz, fizz."

"It's good to talk."

"The pause that refreshes."

"Put a tiger in your tank."

"No _____, no comment."

"_____ is good for you."

"Finger lickin' good."

"Because I'm worth it."

"Lipsmackin' thirstquenchin' acetastin' motivatin' goodbuzzin' cooltalkin' highwalkin' fastlivin' evergivin' coolfizzin' _____"

"All the news that's fit to print."

"It takes a licking and keeps on ticking."

"Be all you can be."

"Let your fingers do the walking."

"Nothing sucks like an _____."

Useful language

"It may well be a British product"

"There's a chance that it is something electronic"

"I'm almost certain that it is a product for kids/ some kind of food"

Now look at the list of products on the next page and make statements about which one could be which. You should be able to use more certain language this time (although not "It is", unless you have suddenly remembered).

Jaguar
Lay's chocolate
KFC (Kentucky Fried Chicken)
L'Oreal cosmetics
Nike sportswear
Pepsi cola
Esso petrol stations
FT (Financial Times)
Guinness
Access credit cards
AT&T (phone company)
Audi
Yellow Pages listing book
Electrolux hoovers
Brylcreem hair gel for men
Courage Tavern Ale
Meow Mix cat food
Microsoft software
Radio Times TV listings mag
Sure deodorant
Thomas Cook travel agents
Alka Seltzer (a tablet that has a painkiller and settles your stomach that is dissolvable in water- very suitable for hangovers!)
BT (=British Telecom)
Coca-Cola
The New York Times
Timex digital watches
US Army

Answer key

"Your flexible friend."	Access credit cards
"Reach out and touch someone."	AT&T (phone company)
"Vorsprung durch technik."	Audi
"A little dab'll do ya."	Brylcreem hair gel for men
"It's what your right arm's for."	Courage Tavern Ale
"Grace... Space... Pace."	Jaguar
"Betcha can't eat just one."	Lay's chocolate
"Tastes so good cats ask for it by name."	Meow Mix cat food
"Where do you want to go today?"	Microsoft software
"If it's on, it's in."	Radio Times TV listings mag
"Raise your hand if you're sure."	Sure deodorant
"Don't just book it. _____ it."	Thomas Cook travel agents
"Plink, plink, fizz, fizz."	Alka Seltzer
"It's good to talk."	BT (=British Telecom)
"The pause that refreshes."	Coca-Cola
"Put a tiger in your tank."	Esso petrol stations
"No _____, no comment."	FT (Financial Times)
"_____ is good for you."	Guinness
"Finger lickin' good."	KFC (Kentucky Fried Chicken)
"Because I'm worth it."	L'Oreal cosmetics
"Just do it."	Nike sportswear
"Lipsmackin' thirstquenchin' acetastin' motivatin' goodbuzzin' cooltalkin' highwalkin' fastlivin' evergivin' coolfizzin' _____"	Pepsi cola
"All the news that's fit to print."	The New York Times
"It takes a licking and keeps on ticking."	Timex digital watches
"Be all you can be."	US Army
"Let your fingers do the walking."	Yellow Pages listing book
"Nothing sucks like an _____."	Electrolux hoovers

Vocabulary

What do you think the following words from the answer key above could mean. If you don't know the word, don't use your dictionary but guess from context and use the same language of certainty and uncertainty as before.

flexible (double meaning)	dab	it'll do
ale	grace	pace
betcha	meow	
It's on!	mag	fizz/ fizzy
tank	snap	crackle
pop	crispy	I'm worth it
smacking your lips	quench	ace
buzz	fast living	take a licking
tick	sucks (double meaning)	
hoover		

Discussion questions

Why do you think the advertisers chose that slogan in each case?

These are all included on lists of the best advertising slogans ever. Why do you think they made it onto the list? (Pick a few examples to illustrate your point)

Do you like these slogans? Why/ why not?

Do you have any other favourite advertising slogans? Why do you like them? Do they have double meanings?

What part of TV ads have most impact on you and are most memorable (e.g. the music, the images, the celebrities used or the slogan)?

How would you define a good advertising slogan?

Can you create an advertising slogan for the product your teacher gives you?

Useful language

“It has a double meaning”

“I reckon it is supposed to make you think of.../ it is meant to give an impression of being...”

“It sounds good because (it rhymes)”