

## Analysis of Korean Local Governments Brand Slogan -Based on Official Website Initial Page

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### 1. Introduction

Marketers commonly use slogans as a positioning tool to set their brand apart from the competitors. Slogan is array words or phrases or statements that communicates either descriptive or persuasive information about the brand[1]. Therefore, if there is dramatic change in a campaign's purpose, it is usually wise to change the slogan also. It is useful to classify slogans according to their specific purpose. This study was motivated to contribute to the understanding of destination branding by exploring the role of slogans in building brand, especially its image and the other measure of consumer-based brand equity. This study was attempted to analyze theoretically the factors about brand slogan and to investigate empirically in Korean Local Governments official website initial page.

### 2. Theoretical Background

#### 2.1. Definition of Slogan

Slogans are a key element of a brand's identity, and contribute to a brand's equity. In today's marketplace, almost all brands employ slogans; they enhance a brand's image, aid in its recognition and recall, and help create brand differentiation in consumers' minds.

A slogan is a memorable motto or phrase used in a political, commercial, religious, and other context as a repetitive expression of an idea or purpose. The word slogan is derived from *slogorn* which was an Anglicisation of the Scottish Gaelic and Irish *sluagh-ghairm tanmay* (*sluagh* "army", "host" + *gairm* "cry") [2].

As Figure.1 shows, slogans contribute to the attainment of to board objectives: (1) enhancing brand awareness and (2) creating or supporting, or changing brand's image or perceptions; that is, positioning, repositioning the brand. Clearly, these objectives are not mutually exclusive and marketer's endeavor to develop slogans that serve both of these objectives effectively. In that sections that follow, we examine the literature on the role of slogans in influencing both brand awareness and brand image, and provide relevant examples from practice[3].

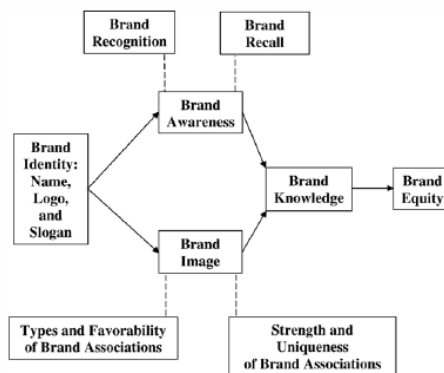


Figure 1. The Slogan-brand linkage

#### 2.2. The important of slogans in branding

The slogan is an important component of brand identity. A slogan must be part of a strategic view of brand identity, because the slogan, in contrast to the brand name or logo, is capable of telling where the brand is going. The slogan must be memorable because it is related to slogan memorability and recall. Further, a slogan can help in shaping the brand's image and positioning, and thus play a key role in implementing a differentiation strategy. The

most effective slogans are likely to be those that emphasize points of difference that are not only meaningful, but congruent with existing brand perceptions, as, well[4].

There are several reasons for using slogans. Most slogans can have many goals and be interpreted in many ways. Dowling and Kabanoff(1996;65) present typical reasons for using slogans : (1)ask for customer action (2)differentiate a brand (3)explain a name (4)explain a field of operations (5)identify with a consumer group (6)identify with a societal concern (7)make a promise (8)provide a call to action (9)provide a reason to buy (10)remind about a corporate vision (11)rent the image of a region (12)rent the image of a company (13)state a distinctive competence (14)state a strategy[5].

### 3. Research Methods

This study analyzes the content of a brand slogan is appropriate for local governments throughout classification analysis. It classified slogan of nationwide 244 local governments with the types of message expression on official website initial page. In this paper, I offer the following description as a working definition of the types of local governments brand slogan.

[Table 1] Working Definitions of the Types of Local Governments Brand Slogan

Types of brand slogan	Definition(key words)
Vision Presentation	dream, future, vision, tomorrow, hope, happy
Nature-Friendly	nature, environment, ecology, green, clean
Competitive Advantage	No 1, TOP, first, best, A+, Ace, Super, Great, mecca, center, Pride, Smart, Dignity
Welfare Pursuit	wealth, livable community, affluent, well-being
Change & Improve Pursuit	new, change, development
Affective Appeal	beautiful, energy, joy & delight, love, warmth
Companionship	together, partner
Globalization	world, global
Reputation	local government of 'brand value', 'representation', such as the land of dinosaurs

### 4. Results

Building a Local Governments brand require, more than anything else, to discover a discriminating identity of the Local Governments brand, through which to build a competitive Local Governments image.

By analyzing 244 Local Governments Brand Slogan in Korea, We concluded that a few results as follows. The results of study showed that Vision Presentation 49.2% & Nature-Friendly 25.2% have more significant message types than Competitive Advantage 23.2%, Change & Improve Pursuit 20.3%, Welfare Pursuit, Affective Appeal, Globalization message types, etc. “Hope, Dream & Future, Better Life, Happy” in order uses as key words. After analyzing this study, We found that brand slogans which is in Local Governments are to play very important role in tourism destination marketing as public relations tool, but some slogans proved to be inappropriate its use.

A recent study showed that the most common words in slogans are: you, your, we, new, more, good, better and best. These are probably not the best words to use for differentiation. The use of words such as “first”, “best”, and “the most beautiful” do not appeal anymore to the consumer[6].

### 5. References

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