

# People do not recognise tag lines

Only 6 tag lines among the 22 biggest marketers in the United States were recognized by more than 10% of people in a study by Emergence, a US brand consultancy. Three of the tag lines were not recognised by any people surveyed! These companies in the survey spend more than \$100 million a year on advertising. Wal-Mart had the most memorable slogan with 64% of people recognising it: "Always low prices. Always."

**Source:** [USATODAY.com](https://www.usatoday.com)

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