

Marketing Trends and Ad Slogans – New Commentaries by Alex Poulos

BOSTON, July 17, 2013/ PRLeap – What is the difference between a marketing fad and a real trend? And what’s the difference between an ordinary ad slogan and a great one?

Communications expert [Alex Poulos](#) addresses both questions in recent commentaries.

[“Marketing Fad or Trend: How Can You Tell?”](#) is featured in this week’s Boston Business Journal. Poulos cites recent marketing fads – “viral videos,” blogs for “thought leader” executives, and unrealistic goals for corporate Facebook pages. And he offers five tips to tell if a new marketing technique is worthwhile: Will it generate more revenue; how will customers respond; will it enhance a company’s reputation; will employees gain more credibility; and will it create synergy within the business?

[“Brainstorming a Business Slogan”](#) is an Alex Poulos column in MetroWest Daily News, a chain of suburban Boston newspapers.

To conceive an effective ad slogan, he offers three guiding principles: “Does it suggest your benefits? Does it evoke a positive feeling? Is it short and sweet?”

“Some of the biggest companies in Massachusetts have proven the value of a good slogan,” says Poulos. He cites T.J.Maxx (“Get the max for the minimum.”), Staples (“That was easy.”), Liberty Mutual Insurance (“Responsibility. What’s your policy?”), Raytheon (“Customer success is our mission.”), Thermo Fisher Scientific (“The world leader in serving science.”) and EMC2 (“Where information lives.”).

Alex Poulos is President and Executive Producer at LaunchPad Media. He directs a staff of producers, designers, programmers, videographers, and marketing specialists. He was named one of the top 30 Producers in the United States by Audio/Visual Magazine.

LaunchPad clients include Vlastic, Hungry-Man, Armour-Star, Care Giver Homes, New England Dairy Promotion Board, The Schwartz Center, Abbott Point of Care, and ACT Fluoride.

ABOUT LAUNCHPAD MEDIA: LaunchPad Media is a creative agency specializing in website, video, live event and advertising production. Headquartered near Boston, LaunchPad creates cost-effective marketing tools for clients throughout the U.S.

SOURCE: LaunchPad Media

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