

**Unit 6****Lesson 6.1 – Slogans**
Branding & Licensing**STUDENT ACTIVITY****Instructions (Part one):**

Five slogans that represent sports and entertainment products (past or present) are listed below. Identify the specific product for which the slogan is associated as well as the company name in the spaces provided.

Slogan: "Click, clack" Company or product _____

Slogan: "We got next" Company or product _____

Slogan: "Just do it" Company or product _____

Slogan: "Is it in you?" Company or product _____

Slogan: "Impossible is nothing" Company or product _____

Activity Instructions (Part two):

Research the various slogans associated with sports and entertainment products. Find five new slogans that represent a specific product and list them below.

Company or product**Slogan**

1)

2)

3)

4)

5)