

Slogans

1. The Golden Crown Restaurant is one of the finest restaurants in Hong Kong. Last Sunday, I had dinner with my friend there. I found that it was tidy and clean. The seats were big and comfortable. On the walls, there were many colourful posters. There were many different kinds of dishes in the menu. On top of the good food we had, the service of the restaurant was also found to be wonderful.

2. **The Golden Crown
is the Best in Town!**

Slogans

A slogan should be:

- short,
- easy to remember, and
- fun.



How to make a slogan easy to remember

1. **Rhyme** (the use of words ending with the same sound)
e.g. I like to run in the sun.
It is fun for everyone!
2. **Alliteration** (the use of words beginning with the same sound)
e.g. Carrie caught a cat.
Never miss the delicious food in Mrs Donut.



Some slogans
from advertisements with rhyme



**The Golden Crown
is the Best in Town!**

We're healthier; we're tastier!

Once you eat **Eop Lollipop** you can never stop

Some slogans from advertisements
with alliteration

**Yummy Popcorn:
Made for Movies**

Billy's Butter is Best for Bread.

Sweet Smell of Super Soup

How to make your slogan fun

You can make your slogan fun by using visual effects.



1. Use graphics or pictures to make certain words stand out.
2. Make your slogan colourful.



LT 1.17

e.g. Our food is yummy and our staff are friendly.

- Design a slogan for your mini-restaurant to impress your customers.



Part A

Rhyme – the use of words ending with the same sound

Listen to the following slogans. If there are rhyming words in the slogans, put a tick '✓' in the brackets and underline these words. Put a cross 'X' if there is not any.

1. I'm only here for the beer. ()
2. Dairy Town has the best chocolate milk. ()
3. A Big Bun a day keeps hunger away. ()
4. North, South, East and West, P & R is the best! ()
5. Sandy's gives you more than you ask for! ()

**Part B**

Alliteration – the use of words beginning with the same sound

Listen to the following slogans. If there is alliteration in the slogans, put a tick '✓' in the brackets and underline the alliterative words. Put a cross 'X' if there is not any.

1. Red Roses Restaurant provides you with the best food in town. ()
2. Sally's sells the best seafood. ()
3. Have a sunny day in Timmy's Kitchen. ()
4. Angel's cookies make you smile from the heart. ()
5. Peter's Café, the perfect place for parties. ()



LT 1.18

(Answer Keys)

Part A

Rhyme

1. I'm only here for the beer. (✓)
2. Dairy Town has the best chocolate milk. (X)
3. A Big Bun a day keeps hunger away. (✓)
4. North, South, East and West, P & R is the best! (✓)
5. Sandy's gives you more than you ask for! (X)

Part B

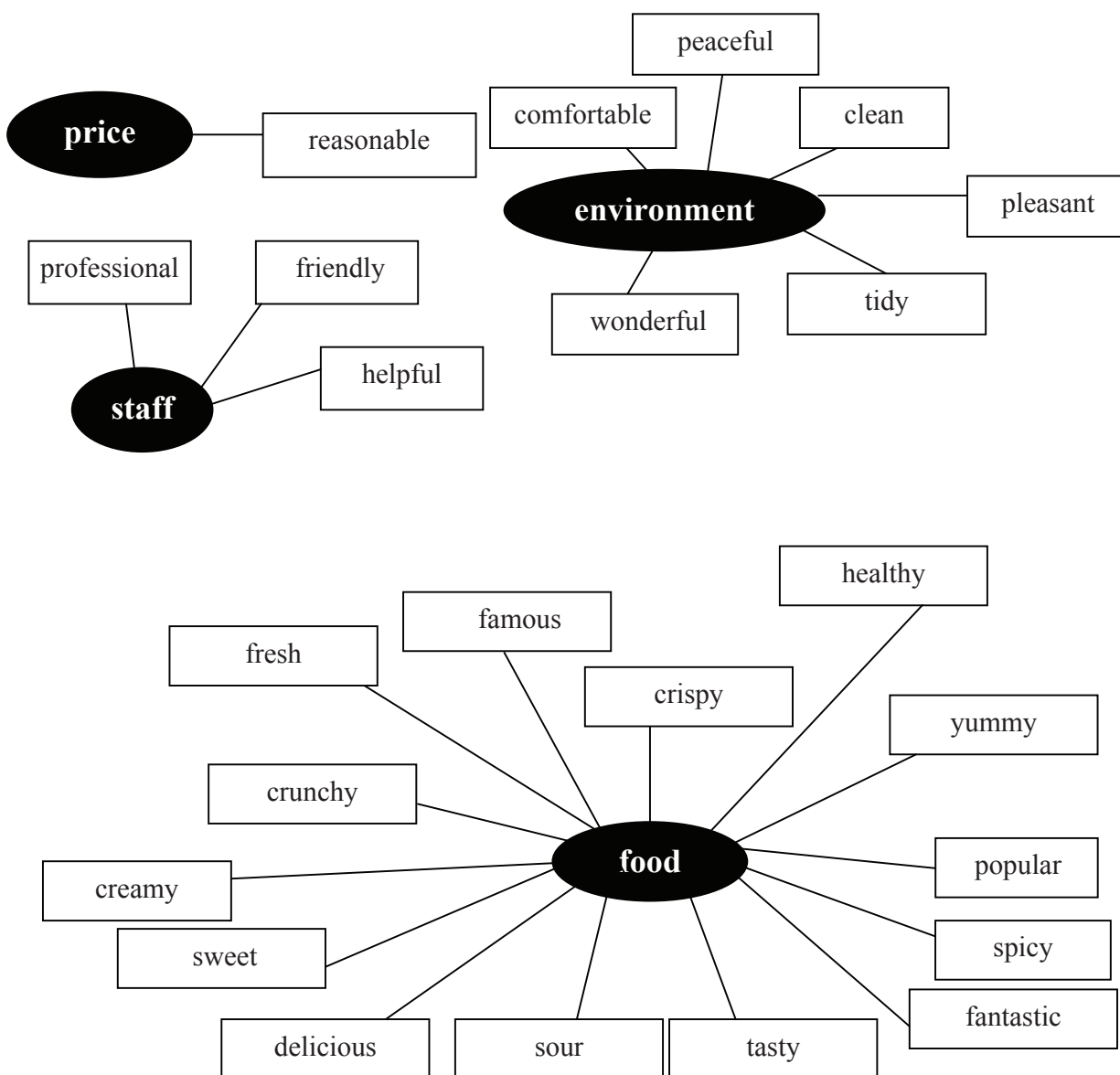
Alliteration

1. Red Roses Restaurant provides you with the best food in town. (✓)
2. Sally's sells the best seafood. (✓)
3. Have a sunny day in Timmy's Kitchen. (X)
4. Angel's cookies make you smile from the heart. (X)
5. Peter's Café, the perfect place for parties. (✓)

Part A

To design a slogan for a restaurant, you should find out what is special about it. The things that you may talk about in your slogan include the food, environment, price and staff of the restaurant.

The following words are some of the adjectives taken from the restaurant review (LT 1.2) to describe the four areas above.



LT 1.19

Put the words in Part A into two groups, i.e. rhyme and alliteration. Underline the rhyming parts and bracket the alliterative parts.

	staff	price	environment	food
Rhyme	_____		tidy	healthy yummy _____ _____ _____
		_____	comfortable	
	_____		wonderful	
				delicious _____
				popular _____
Alliteration	(f)riendly			(f)antastic _____ _____
	_____			(h)ealthy
				(s)weet _____
			(c)lean _____	(c)rispy _____ _____
			(t)idy	_____
	_____		_____ _____	(p)opular

LT 1.19**Part B**

In your group, design a slogan for the mini-restaurant. You may use the words in Part A or your own words for your slogan. Remember to use rhyme and/or alliteration to make your slogan easy to remember.

Examples:

1. Our food is yummy and our staff are friendly!
2. Fay Fay Restaurant is famous! Our food is delicious!
3. Try our yummy, spicy crab curry.

LT 1.19

(Answer Keys)

	staff	price	environment	food
Rhyme	<i>friendl<u>y</u></i>		tid <u>y</u>	health <u>y</u> yum <u>my</u> tast <u>y</u> crunch <u>y</u> spic <u>y</u> crisp <u>y</u> cream <u>y</u>
		<i>reasonab<u>le</u></i>	comfortab <u>le</u>	
	<i>help<u>ful</u></i>		wonderf <u>ul</u> peacef <u>ul</u>	
				delicious <u></u> famou <u>s</u>
				popular <u></u> sour <u></u>
Alliteration	(f)riendly			(f)antastic (f)resh (f)amous
	(h)elpful			(h)ealthy
				(s)weet (s)our
			(c)lean (c)omfortable	(c)rispy (c)runchy (c)reamy
			(t)idy	(t)asty
	(p)rofessional		(p)leasant (p)eaceful	(p)opular