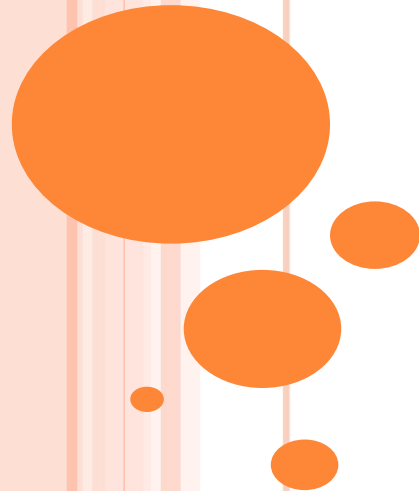


DEVELOPMENT OF CCARDESA TAGLINE

November, 2019



BACKGROUND

- **Currently no tagline**
- **Institution without a message**
- **Stagnant organisation without identity**
- **Complacent?**
- **Past efforts – no conclusion**



SOME THOUGHTS

- 1. Our Audience**
- 2. What is our business?**
- 3. Look around you. Who are the other people in the ring?**
- 4. What do we want to achieve and what is our unique value?**



SOME THOUGHTS

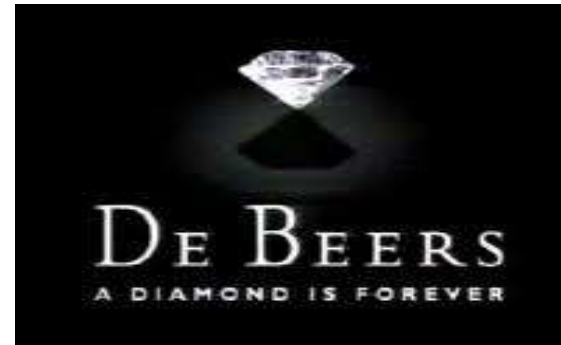
- 5. Tagline must deliver the message innovatively**
- 6. Short but fully packed ; no redundant words**
- 7. Neither tired nor boring**
- 8. Should be for 'today, tomorrow and forever more'**



EXAMPLES – AUTOMOBILE AND FOOD INDUSTRY



EXAMPLES - VARIOUS INDUSTRIES



"Tastes So Good, Cats Ask for It By Name"

Like a
good neighbor,
State Farm
is there.®



EXAMPLES: FROM VARIOUS INDUSTRIES

1. **GAMMA PHARMACETICALS**
If it's made by Gamma, its Good

2.



3.

UBZ
We take the lead, others follow



EXAMPLES - AGRICULTURE



IITA

Transforming African Agriculture



ICARDA

Science for resilient livelihoods in dry areas



ASARECA

Transforming Agriculture
for Improved Livelihoods



NEPAD PLANNING AND COORDINATING AGENCY

EXAMPLES – SPORTS WEAR



EXAMPLES – COMPUTERS AND ICT



WHAT NEXT?

1. 19 proposals have been made – displayed for review
2. Requesting for your general comments and ideas
3. Conference participants to pick their top 4 taglines
4. In extreme cases, new proposals can be made



THANK YOU

