

FAMOUS BRAND SLOGANS

Connect the brand with their slogan, then connect to the persuasive language device used in the slogan.

	"Don't dream it. Drive it."	Emotive language/ superlative adjective
	"Let's Go Places"	Command verb/ motivational encouragement
	"Just Do It"	Command verb/ positive imagery
	"Have a Break, Have a Kit Kat."	Anaphora/ pun
	"The Happiest Place on Earth."	Invitation to adventure
	"Eat Fresh"	Alliteration/ active verbs
	"Don't Leave Home Without It"	Fear of missing out/ command verb



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Answers

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