Tag line contest for The Lewis School

What is a tagline and why do we need one?
A tagline is a memorable phrase or sentence that is closely associated with a particular product or service. A tagline is the key phrase that identifies your business by capturing the essence of three elements:
• Your mission
• Your promise
• Your brand

Taglines should be simple, tell a story, communicate clearly and describe who we are and what we are offering. Below are samples of current and past corporate taglines.

Samples
“Just do it.” Nike
“Pursuit of Perfection” Lexus
“Think outside the bun.” Taco Bell
“The ultimate driving machine.” BMW
“Can You Hear Me Now? Good.” Verizon
“Think Different” Apple
“Broadcast Yourself.” YouTube

As a new school, we need to ‘brand’ ourselves to others those within the university, to future students, possible employees (especially research faculty), alumni and other stakeholders.

A tagline is a first step in our brand building and in making us, as the Lewis School memorable. In other words, a tagline is a succinct introduction to the product or service for an audience that is unfamiliar with the brand.

We are asking our current students to be creative, to tell us why they chose us, what makes us stand out, what they would tell future students about why it is important to come to the Lewis School for their health professions education.

Who is eligible to participate?
The new tagline contest is open to students and student groups within our four major program units and the students of the interdisciplinary degree program. In order to participate, students must be currently enrolled in one of the Lewis School’s major division programs. Students who are declared pre-nursing, pre-nutrition or pre-RT are not eligible.

The Lewis School Faculty Advisement Committee will select the top three tagline lines and all of the school’s faculty and staff will vote on the winner. The winning entry contestants will be awarded a $250 Georgia State Auxiliary Services gift card. (In the case of multiple winners, the prize will be divided equally among the winners.)

The contest will open on March 14 and close on April 11. Winner(s) will be notified by April 25.

All entries should be submitted online to http://snhp.gsu.edu/tag-line.