



## Citizens, Not Spectators

### Lesson 1: Slogans in Presidential Elections

#### Teacher Resource 2: Advertising Slogans

The table below contains some of the most common advertising slogans paired with the product or company they represent. Use this list to create the two sets needed for beginning the lesson. Some of these lend themselves better to “complete the phrase” while others are best used to “identify the product/company.” The choices of course are not limited to this list, and you may choose to substitute others more recognizable to your students.

<b>Slogan</b>	<b>Product/Company</b>
Taste the Rainbow	Skittles
It's the Real Thing	Coca Cola
It Gives You Wings	Red Bull
Let Your Fingers Do the Walking	Yellow Pages
Be All You Can Be	U.S. Army
Like a Rock	Chevy
Because You're Worth It	L'Oreal
Diamonds are Forever	DeBeers
M&Ms Melt in Your Mouth, Not in Your Hands	M&Ms
Just Do It	Nike
Breakfast of Champions	Wheaties
Reach Out and Touch Someone	AT&T
Think Different	Apple
Do You... Yahoo!?	Yahoo
Between Love and Madness Lies Obsession	Calvin Klein
Got Milk?	CA Milk Processor Board
Have It Your Way	Burger King
Eat Fresh	Subway
M'm M'm Good	Campbell Soup
Pizza Pizza	Little Caesars
Can you hear me now? Good	Verizon
Buy it. Sell it. Have it.	eBay
There are some things money can't buy. For everything else there's MasterCard.	MasterCard