



Punchlines of Famous Companies

Punchlines

Listed below are some punchlines from the greatest jokes of all time. If you know the joke, the punchline alone might be enough to raise a chuckle. See how many of these you can recognize:



Only two, but I don't know how they got in there!

Yep, she's pregnant too!

No, we figured out what's causing it!

Every morning about 7:30 my dad knocks on the bathroom door and says, "God! are you still in there?"

I've got you fooled today, I'm not wearing any!

22! 22! 22!

ellifino!

Someone who knocks on your door for no reason!

Well, surprise, surprise, that's not my finger!

At your wedding, father!



B They try to tie two output ports together!

ack Roll aids!

He stays up all night wondering if there really is a dog.

Because everyone is always getting rear ended over there!

10,987,654,321

To prove he had guts!

He gave me a 10 inch pianist.

No, but you'll find out what that thing is for!

About 300 yen.

Well, why don't you ask him? Maybe he'll let you!

Doritos!

Good! We need to keep up with those protestants!

A frog in a blender.

I don't know, but it's on your left shoulder!

Tell that to Mrs. Truman!

They have three and a half inch floppies!

They just make backups!

L&T - We Make the Things that Make India Proud

LG - Digitally Yours

Sify - Making the Internet work for you

Voltas - ACs with IQ

Alcatel - Architect of an Internat World

Cathy Pacific Airlines - The Heart of Asia

MS Office 97 - Work Less, Do More

Hyundai - Drive Your Way

Canon - Delighting You Always

Philips - Sense & Simplicity

The Economic Times - The Power of Knowledge

Cell One - The One for Everyone

Cantabill - International Clothing

Business World - Play the Game

Dolphin - The Affordable Network Service

SBI - With You all the Way

Amway - Better Ideas-Better Life

Omega - The Sign of Excellance

Jaguar - Dont Dream it, Drive it

Honda - The Power of Dreams

MTNL - Transparency makes us Different

SOTC - You Look the World, We Look After You

ABN AMRO - Making More Possible

Nokia - Connecting People

Air France - Making the Sky the best place on Earth

Air Lufthansa - There's no Better Way to Fly

Toyota - Touch the Perfection

Jet Airways - The Joy of Flying

ITC - Enduring Value

IFFCO TOKIO - The Life You Desire

Microsoft - Your Potential, Your Passion

Epson - Exceed Your Vision

Park Avenue - Play the Lead

British Airways - The World is Waiting

DIGJAM - Dressing the World

Chevrolet - For a Special Journey called Life

CNN - Be the First to Know

MICO-BOSCH - The Power of We

Sun Microsystem - The Network is the Computer

TATA Indicom - Business Without Limits

Amkette - When Reliability Matters

Dell - Easy to Buy, Easy to Own

Motorola - Intelligence Everywhere

ICICI Bank - KV kamath - Hum Hai Na

Compaq - Ban jaaye baat

Hyundai Santro - The complete family car

IBM ThinkPad----- " I think, therefore IBM"----

Adidas ----- " Forever Sport"-----

American Express ---- "Don't leave home without it"

Birla Mutual Fund ----- "The name inspires Trust" -----

kingfisher - vijay mallaya - king of good times

TCS --- S ramadorai --- Beyond the obvious

Wipro---Azim Premji-----Applying thought

Infosys---Nandan M. Nilekani-----Driven by

intellect,powered by values

FORD – Built for the Road Ahead

. HONDA - The Power of Dreams

10. SKODA – Obsessed with Quality since 1897.

11. VOLKSWAGEN - Drivers wanted

12. FIAT - Driven by Passion. FIAT

13. JAGUAR - Born to Perform

14. LEXUS – The Pursuit of Perfection

15. TATA MOTORS – Even More Car per Car

1. Microsoft - Where Do You Want to Go Today ; Your Potential Our Passion

2. Windows XP - Do More with Less

3. HP - Invent ; Everything is Possible

4. Computer Associates - The software that powers the E Business

5. CSC - Experience. Results.

6. Accenture - High Performance. Delivered

7. IBM - ON DEMAND

9. Apple Macintosh - Think Different.

10. TCS - Beyond the Obvious

11. Infosys - Powered by Intellect, Driven by Values; Improve your odds with Infosys Predictability

12. WIPRO - Applying Thought

13. EMC - Where Information Lives.

14. Adobe - Simplicity at work. Better by adobe.

15. Have You Met Life Today - Metropolitan Life Insurance Company or Metlife.

2. The Power on your side - Allianz Group

3. Growing and Protecting your wealth - Prudential Insurance Company

4. We know Money - AIG or American International Group Insurance Company

5. Trust thy name is ----- (The fill in the blank itself is the name of the organization) - LIC

6. Be Life Confident - AXA UK

7. You are in good hands - Allstate Insurance Company

8. Your Partner for life - Max New York Life Insurance

9. Positively Different. - Standard Insurance Company Limited.

2. Macromedia - What the web can be.

3. 1. India's International Bank -- Bank of Baroda

2. Good People to Bank with -- Union Bank of India

3. Higher Standards -- Bank of America

4. You and Us -- UBS

5. The Citi Never Sleeps -- CITIGROUP or CITIBANK

6. Where Vision Gets Built -- Lehman Brothers

7. The World's Local Bank -- HSBC

8. A Passion to Perform -- Deutsche Bank

9. Making More Possible -- ABN AMRO Bank

4. 1. The Magazine of the Corporate World - BUSINESS INDIA

2. For Managing Tomorrow - BUSINESS TODAY

3. Intelligent Computing - CHIP

4. Your Technology Navigator - DIGIT

5. Play the Game - BUSINESS WORLD

6. Journalism of Courage - The Indian EXPRESS

7. The Power of Knowledge - THE ECONOMIC TIMES

8. The Name India trusts for News - HINDUSTAN TIMES

9. Read a Bestseller everyday - THE DAILY TELEGRAPH

5. MRF - Tyres with Muscle

CEAT - Born Tough

EBAY - The World's Online Market Place

AMAZON.COM - Earth's Biggest BookStore

TIMESJOBS.COM - If you have a reason, we have the job

BLOGGER.COM - Push Button Publishing

Microsoft - Where Do You Want to Go Today ; Your Potential Our Passion

Windows XP - Do More with Less

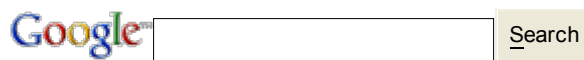
HP-Invent - Everything is Possible

Accenture - High Performance. Delivered

IBM - ON DEMAND
LENOVO - We are building a new technology company.
Apple Macintosh - Think Different.
TCS - Beyond the Obvious
Infosys - Powered by Intellect, Driven by Values; Improve your odds with Infosys Predictability
WIPRO - Applying Thought
Adobe - Simplicity at work. Better by adobe.
Macromedia - What the web can be.
FORD – Built for the Road Ahead
GM – Only GM.
BMW – The Ultimate Driving Machine
TOYOTA - Touch The Perfection
HYUNDAI - Drive Your Way
HONDA - The Power of Dreams
SKODA – Obsessed with Quality since 1897.
VOLKSWAGEN - Drivers wanted
FIAT - Driven by Passion. FIAT
TATA MOTORS – Even More Car per Car
IBM - I think, therefore IBM.
Dell - Easy as DELL.
Intel - Intel inside.
LEE - The jeans that built America
Master card - There are some things money can't buy. For everything else there's MASTERCARD.
Kotak - Think Investments. Think Kotak.
Sun Microsystems - The Network is the Computer
Ernst and Young - Quality in Everything we Do
Barclays - Fluent in Finance; Its our business to know your business
Standard Chartered Bank - Your Right Partner
CNBC - Profit from it
AT&T - The World's Networking Company
Monster.com - Never Settle
Jet Airways - The Joy of Flying
Lufthansa - There's no better to fly
British airways - The Way to Fly.
Air Canada - A breath of Fresh Air
Sahara - Emotionally yours.
Malaysian Airlines - Going Beyond Expectations
Kingfisher Airlines - Fly the good times
Exxon Mobil - Taking on the World's Toughest Energy Challenges
Chevron Corporation - Human Energy
Reliance industries Limited - Growth is Life
British Petroleum - Beyond Petroleum
ONGC - Making Tomorrow Brighter
IOCL - Bringing Energy to Life
BPCL - Pure for Sure
IBP - Pure bhi. Poora bhi
GAIL - Gas and Beyond
Essar corp - A positive a+++itude
Speed - High Performance Petrol
Servo - 100 % Performance. Everytime.
NDTV Profit - News you can Use.
Toyota Innova - All you Desire.
Star Sports - We know your game

1. L&T - We Make the Things that Make India Proud
2. LG - Digitally Yours
3. Sify - Making the Internet work for you
4. Voltas - ACs with IQ
5. Alcatel - Architect of an Internat World
6. Cathy Pacific Airlines - The Heart of Asia
7. MS Office 97 - Work Less, Do More
8. Hyundai - Drive Your Way
9. Canon - Delighting You Always
10. Philips - Sense & Simplicity
11. The Economic Times - The Power of Knowledge
12. Cell One - The One for Everyone
13. Cantabill - International Clothing
14. Business World - Play the Game
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16. SBI - With You all the Way
17. Amway - Better Ideas-Better Life
18. Omega - The Sign of Excellance
19. Jaguar - Dont Dream it, Drive it
20. Honda - The Power of Dreams
21. MTNL - Transparency makes us Different
22. SOTC - You Look the World, We Look After You
23. ABN AMRO - Making More Possible
24. Business Today - For managing Tomarrow
25. Nokia - Connecting People
26. Wipro - Applying Thought
27. Air France - Making the Sky the best place on Earth
28. Air Lufthansa - There's no Better Way to Fly
29. Toyota - Touch the Perfection
30. Jet Airways - The Joy of Flying
31. ITC - Enduring Value
32. IFFCO TOKIO - The Life You Desire
33. Microsoft - Your Potential, Your Passion
34. Epson - Exceed Your Vision
35. Park Avenue - Play the Lead
36. British Airways - The World is Waiting
37. DIGJAM - Dressing the World
38. Chevrolet - For a Special Journey called Life
39. CNN - Be the First to Know
40. MICO-BOSCH - The Power of We
41. Sun Microsystem - The Network is the Computer
42. TATA Indicom - Business Without Limits
43. Amkette - When Reliability Matters
44. Dell - Easy to Buy, Easy to Own
45. Motorola - Intelligence Everywhere
6. . Like. No. Other. - SONY
2. Everyone's Invited or Its hard to Imagine - SAMSUNG
3. Life's Good - LG
4. The Indian Multinational - VIDEOCON
5. Born in Japan Entertaining The World - SANSUI
6. Inspired Living - HAIER
7. Sense and Simplicity - PHILLIPS
8. The Perfect Experience - JVC
9. Choose Freedom - TOSHIBA
- AMAZON.COM - Earth's Biggest BookStore

TIMESJOBS.COM - If you have a reason, we have the job -
BLOGGER.COM - Push Button Publishing
MRF - Tyres with Muscle
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Microsoft - Where Do You Want to Go Today ; Your Potential Our Passion
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2. Windows XP - Do More with Less
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4. Computer Associates - The software that powers the E Business
5. CSC - Experience. Results.
6. Accenture - High Performance. Delivered
7. IBM - ON DEMAND
8. LENOVO - We are building a new technology company.
9. Apple Macintosh - Think Different.
10. TCS - Beyond the Obvious
11. Infosys - Powered by Intellect, Driven by Values;
Improve your odds with Infosys Predictability
12. WIPRO - Applying Thought
13. EMC - Where Information Lives.
14. Adobe - Simplicity at work. Better by adobe.
15. Macromedia - What the web can be.



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Latest World News and Current Topics with Comments from **Rajesh Chopra** - Editor in Chief of LiveIndia.com

Monday, September 26, 2005

[Punchliners Quiz # 4](#)

Quiz # 4


=====

In this edition of punchliners we have the answer as the question. Given below are 15 punchlines and taglines. Just tell the brand or the company they belong to.
 (Hint: All the Companies or Brands listed here are either top petroleum or energy companies.)

1. Taking on the World's Toughest Energy Challenges
2. Human Energy

3. Growth is Life
4. Beyond Petroleum
5. Making Tomorrow Brighter
6. Bringing Energy to Life
7. Pure for Sure
8. The World is Watching us. 10 Years in Formula One
9. Pure bhi. Poora bhi
10. Gas and Beyond
11. Always Moving Forward
12. Trademark of Energy
13. A positive a+++itude
14. High Performance Petrol (Hint: Brand of BPCL)
15. 100 % Performance. Everytime. (Hint: Brands of IOCL)

Send your responses to yashasvi.arun@gmail.com Answers in a Week's time.

Posted by Yashasvi Arun at [10:32 AM](#) [0 comments](#) 

Answers to Quiz # 3

Here are the answers for Punchliners quiz # 3

In this edition of punchliners we have fill up the blanks. The Tagline itself contains the brand or the company which has been left as a blank.
Here we go.

Don't Just Book it. **Thomas Cook** It.

The future is bright. The future is **Orange**.

The **CITI** never sleeps. (Hint: Name of a Bank)

No **FT (Financial Times)** No Comments.

My goodness. My **Guinness**.

Have a break. Have a **Kit Kat**.

Think Investments. Think **Kotak**.

The best - run businesses run **SAP**.

Every **FORTUNE** Tells The Story.

I think, therefore **IBM**.

Easy as **DELL**.

Intel inside.

There's Fast Food, Then There's **KFC**.

LEE. The jeans that built America

There are some things money can't buy. For everything else there's **MASTERCARD**.

Posted by Yashasvi Arun at [10:26 AM](#) [1 comment](#) 

Sunday, September 18, 2005

[Answers to Quiz # 2](#)

The answers to the quiz # 2 are as follows:

The most recent campaigns have been taken into consideration in case of multiple taglines.


1. FORD - Built for the Road Ahead
2. GM - Only GM.
3. DAIMLER CHRYSLER - The Future of Automobile
4. BMW - The Ultimate Driving Machine
5. AUDI - Vorsprung Durch Technik
6. TOYOTA - Touch The Perfection
7. HYUNDAI - Drive Your Way
8. NISSAN - Shift_
9. HONDA - The Power of Dreams
10. SKODA - Obsessed with Quality since 1897.
11. VOLKSWAGEN - Drivers wanted
12. FIAT - Driven by Passion. FIAT
13. JAGUAR - Born to Perform
14. LEXUS - The Pursuit of Perfection
15. TATA MOTORS - Even More Car per Car

Note:

Vorsprung Durch Technik means Progress through technology. This term originated in the year 1990 to capitalize on the German reputation for high technical expertise.

Shift_ is the corporate philosophy in a single word that captures the passion and commitment that has revived Nissan. The company believes that everything it touches gets a shift. And

everything it shifts, it tries to make it better and uniquely Nissan. The philosophy is centered on Kaizen - The Japanese term for continuous improvement.

Posted by Yashasvi Arun at [7:23 AM](#) [0 comments](#) 

Sunday, September 11, 2005



Answers to Quiz # 1

Here are the answers to the punchline quiz on IT companies and Products.

1. Microsoft - [Where Do You Want to Go Today ; Your Potential Our Passion](#)
2. Windows XP - [Do More with Less](#)
3. HP - [Invent ; Everything is Possible](#)
4. Computer Associates - [The software that powers the E Business](#)
5. CSC - [Experience. Results.](#)
6. Accenture - [High Performance. Delivered](#)
7. IBM - [ON DEMAND](#)
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13. EMC - [Where Information Lives.](#)
14. Adobe - [Simplicity at work. Better by adobe.](#)
15. Macromedia - [What the web can be.](#)

Punchlines and logos of different indian companies?

In: [Companies](#), [Gardening](#) [[Edit categories](#)]



[[Improve](#)] **A:**

Brand postioning & punchlines...

Little did our Beloved "NETAJI" Subhash chandra Bose knew that when he requested his followers 'Tum Mujhe Khoon Do, Main Tumhe Azaadi Doonga', he was actually marketing a product that is 'FREEDOM' with this Punchline. In the process an old women donated all the jewellery she had for the cause of freedom even when she had lost her only child in the battle of freedom, to 'Netaji' only due to the powerful oratory of the great leader. Such is the impact of words.

Marketers also know the importance of powerful words and use them as 'Punchlines' for their product/brand endorsements. Although the Punchline as a marketing tool comes under Advertising which itself comes under the 'Promotion' of Marketing Mix. But there is a strong need of paying special attention to these One-liners or Punchlines or Ad slogans.

POSITIONING

Subroto Sengupta in his book 'Brand Positioning' has defined the concept of positioning as:

The Position of a brand is the perception it brings about in the mind of a target customer. This perception reflects the essence of brand in terms of its functional and non-functional benefits in the judgment of that customer.

It is relative to the perception, held by that consumer, of competing brands, all of which can be represented as points or positions in his or her perceptual space and together, make up a product class.

In short 'position' represents the whole or overall perception of that brand in that consumer's mind and it is always a relative concept.

Perhaps Charles Mittelstadt has defined 'Positioning' more accurately as "Positioning refers to how you want your brand 'thought about' in connections with competitors in its product category. It needs to be specific to your brand aimed at a specific target audience."

This definition clearly states the importance of 'Positioning' for the success of any brand. It is like that indispensable vitamin to the body without whose the body will collapse. So 'Positioning' can make or break a brand. Therefore, a confused 'Positioning' can simply kill the brand. A clear 'Positioning' will always be one of the success factor. This is the place where Punchline comes into act. If you have to Position your brand perfectly in the mind space of the customer, your Punchline must be so accurate and appealing that it neither erases from the mind nor can be replaced by any other competing brands Punchline.

EXAMPLES SHOWING RELATIONSHIP BETWEEN POSITIONING AND PUNCHLINE

Let us have a look into some of the famous Punchlines both in International and Indian markets and how does they respond to their 'Positioning'.

IBM ThinkPad----- " I think, therefore IBM"----- Here IBM tries to say that if you have the capacity to think then you should go for IBM ThinkPad, the Punchline exactly conveys the message.

Nike ----- "Just do it" ----- There is no other better way to boost the self-confidence the way Nike has put through their famous Punchline. Thus the ad line simply communicates that using Nike can improve your performance by enhancing the self-confidence.

Adidas ----- " Forever Sport"----- They wanted to say that whenever you think of sports think Adidas. The Punchline perfectly associates Adidas and Sports.

7-up ----- "The Uncola"---- Perhaps the most talked about Punchline, it gave the brand a distinctive image in the mindspace of soft drink customers.

American Express ---- "Don't leave home without it" -----The Punchline has made the card an essentiality of lifestyle. Thus the card directly made a safe place in the wallet of the customer for always.

Heinz Baked beans ----- "Beanz Meanz Heinz"-----The catchy, peppy punchline is easy to settle into the brain. People can easily relate beans to Heinz.

Philips ----- "Lets make things better" ----- Philips wanted its customer to appreciate the quality of the product, which the Punchline defines accurately.

Polaroid ----- " We don't have negatives" ---- The Punchline itself was boasting about the uniqueness of the product, which the company was trying to position.

Crest ----- " Look, Ma, no cavities" ----- The Punchline reflects the emotional relationship between mother and children along with the basic benefit. That's what every mother wants to hear from her child. Perfectly positioned and perfectly communicated.

10) Esso ----- " Put a tiger in your tank" ---- The tiger represents 'power' and 'strength'. Esso wants to deliver these benefits to its consumer and accordingly positioned its products which were evident from the Punchline.

Lets have a look at the national front

1) Pepsi--- "Yeh dil maange more"-----Such was the effect of this punchline that an Indian army captain after winning a battle proudly yelled "Ye dil maange more". What drives us to buy pepsi or Coke? these punchlines.

Raymond ---- "The Complete man"--- The Punchline gives the notion that man is not complete unless he wears Raymond. The possession of Raymond is kind of status symbol, the status of acquiring manhood.

Coca Cola ---- " Thanda Matlab Coca Cola" ----- People in India generally refers cold drinks as 'thanda'. So Coke wanted to give an impression that whenever a customer think of 'Thanda' he should think of Coca Cola. So the Punchline makes 'Thanda' equal to Coca Cola.

Birla Mutual Fund ----- "The name inspires Trust" ----- Trust is the basic platform on which mutual fund business works. An investor will invest only in that company in which he has confidence and trust. So the Punchline was directed towards Trust building.

Last but not the least

Wills Navy Cut ----- " Made For Each Other" --- The Punchline brings about the brand loyalty by making the customer and the brand too close to each other. It suggests that both the entities complement one another.

Most of the above mentioned ad lines are award winners just for the simple fact that they conveyed their brand's positioning dead accurately.

BRAND IMAGE AND PUNCHLINES

Brand image can be defined as the characteristics and attributes perceived of a brand by a customer. Different consumers may have different brand images for a same brand. Brand image includes all the properties of the brand. Brand personality and brand image are more or less similar but the only difference is that brand personality is much more oriented towards the emotional aspect of the brand. Brand image helps the customer to personify a brand. Consumers always perceives brand as a human being, which has certain values, beliefs, attitudes and characteristics apart from its functional and non-functional benefits.

Taking leverage of this point Marketers appoint Brand Ambassadors for their strategic or Mega brand. For example Rajdoot Motorcycles tried to position itself as a macho man and accordingly appointed film star Dharmendra to endorse the motorcycle. Again ICICI appointed Amitabh Bachchan as their Brand Ambassador for the credibility image. The Punchline must also support the image of the Brand Ambassador; point is, the Punchline must synchronize with it. A famous example is Sachin Tendulkar's association with Visa card. The Punchline was 'Go get it'. As Sachin is a 'go getter', never afraid of any circumstances and gives 100% performance, so the Brand image of Visa card was totally in tandem with the image of Sachin and the Punchline depicts the same thing. Thus we can safely conclude that Punchline is the Bridge between Positioning and Brand image.

IMPORTANCE OF PUNCHLINES AND WHEN THEY ARE USED

It is very difficult to find out the right Punchline. Marketers have to select right words to form that sentences which can correctly express the positioning strategy of the brand. A bad Punchline can kill a good 'ad'. For example the recent global ad of McDonalds, the ad line is " I'm lovin it" sung by N-sync guy Justin Timberlake. Critics are simply asking the relationship between Positioning and Communication.

When a Marketer launches any new brand, the general idea is that initially he has to increase the awareness among the consumers by differentiating it from the offerings of the existing competitors or differentiating it from the same need fulfilling products. For that he has to convey his USP in its Positioning. The most basic job of a Punchline is to carry this USP along with it. Consumers must be able to figure out the USP from the Punchlines.

Also whenever Marketers reposition a brand, Punchlines play a major role in it. It acts through the concept of Kurt Lewin's change model theory.

At first the customer possess certain beliefs about the values, attributes and benefits about the brand, which may not be satisfactory. A perfect repositioning Punchline instigates the consumer to 'unfreeze' that behavior and makes him ready to change. If the Punchline strikes him as attractive due to repeated exposure it 'changes' the mindset of the customer creating new set of beliefs. Then due to consistency or when the benefits of the product match with the new expectations, which has been imbibed by the new Punchline, this new behavior 'freezes'.

It really needs lots of strategies to build up an accurate and catchy Punchline to set the Positioning of the brand in the mind space of the customer. The Punchline represents the values of the company, benefits, attributes, features, quality, cost, special technology and last but not the least the ' USP'. If we really want to appreciate the value of Punchlines, then imagine an advertisement without any Punchline. It looks like a dumb. So basically the Punchline is the voice of the brand, which primarily gives out the minimum momentum, thrust or impetus to push the brand in the mind of the customer. Is Punchline the 5th 'P' Filed under: [Cool](#) — Aditya Joshi @ 6:39 pm





[Comments \(26\)](#)

[26 Comments »](#)

1.



Nice man really nice concept.. u work shld be apriciated specially ur accost ... its better to put the logo wid the puchline so no more hodge podge to learn as one can grab the things at a glance.in one shot keep going like this..

Try to add more tht includes more software companies like Macafee ,impetus,De Shaw.. also some of the daily products needs like for example ... titan , red tape shoes, Lee jeans etc .. neways still too good collection ..

God Bless.

of the Marketing mix?"