



The Slogan Contest

Marketing Council

Presented by:

Jordan Hendler, Chair

aka The Incredibles

- Jordan Hendler, *CIC Admin*
- Josh McFarlin, *AirPro Diagnostics*
- Stacey Phillips, *Radiant Writing & Communications*
- Zack Romero, *Broadly*
- Petra Schroeder, *Collisionista*
- Jill Tuggle, *ABAT*
- Michael Quinn, *AirPro Diagnostics*





New Attendees

- Introduce yourself!
- Any new attendee, see any of us,
or go to registration with questions!





Sponsor “Flags”

- **Thank our Sponsors, those wearing the blue flag on their badge!**

Next Meeting! Page 35

- **Next Meeting: Las Vegas, Nevada**
- **Check your program for details!**







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Examples...

- Nike: “Just Do It”
- Dunkin’: “America Runs on Dunkin”
- Arby’s: “We Have the Meats”
- Disneyland: “The happiest place on earth”





The CIC Slogan Contest!

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What slogan will differentiate and further identify CIC to the industry?

- Online form is open Now through Sept 18
- Submit as many ideas as you want
- Top 3 will be voted on in Las Vegas and win Prizes!





The CIC Slogan Contest!

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- Fill out the card here...



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Your Idea Here!





Questions?

