

Presidential Campaign Slogans



Scan the QR code or use the link below to learn about the history of presidential campaign slogans!



Why Do Presidential Campaigns Use Slogans?



SCAN ME



What is a slogan? A slogan is a memorable phrase, motto, or rally cry that describes the candidate and their platform. It can be a motto that successfully articulates their ideals, a catchphrase that sticks in your brain, or a play on words.



by WorldStrides®

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Consider the influence of the media on slogans and campaigns while answering the following questions.

What role does a campaign slogan have in shaping public opinion about a candidate?

[Empty text box for answer]

How has the role of the media changed the importance of slogans as an effective campaign tool?

[Empty text box for answer]

Do you think campaign slogans are more important or less important now with the advent of television, radio, and social media ads?

[Empty text box for answer]



Why is a slogan important? It is a short, concise method to get your message across and leave an impression. A good slogan can outlive the candidate in terms of legacy and influence. Consider some famous presidential slogans throughout history and you'll see what we mean.



“Tippecanoe and Tyler Too” (William Henry Harrison, 1840)

“A Square Deal for All” (William Howard Taft, 1908)

“Keep Cool with Coolidge” (Calvin Coolidge, 1924)

“I Like Ike” (Dwight D. Eisenhower, 1952)

“All the way with LBJ” (Lyndon B. Johnson, 1964)

“It’s Morning Again in America” (Ronald Reagan, 1984)

“Yes We Can!” (Barack Obama, 2008)

Source: PBS <https://www.pbs.org/newshour/extra/lessons-plans/we-polked-you-in-44-we-shall-pierce-you-in-52-presidential-campaign-slogans/>



Imagine you are running for President of the United States and think about your vision for the country. What would you want to accomplish as President? How could you communicate your vision and goals to voters in a single slogan?

Create a catchy slogan that effectively captures the specific issues you would focus on within the American government. Your campaign slogan should incorporate the following:

1. Design Guidelines

- Create an artistic or digital representation of your slogan.
- Your slogan can be shared in many different forms. You can create an ad, draw a poster, design a button or bumper sticker, make a slide presentation, or create a short campaign video.

2. Recommendations

- Your slogan should encapsulate an issue you would like to focus on during your presidency. Some examples of issues are education, equality, global affairs, the environment, or whatever you are passionate about!
- Your core slogan should be no longer than seven words. Think about what would fit on a button, poster, or hat and still be legible.
- In addition to your slogan design, include a well-developed paragraph* outlining how you created your slogan, developed your design, and how they relate to the campaign goals. *If creating a video, you can explain these points at the end of your recording.

Show Us What You Got!

Record a video (no longer than 90 seconds) showcasing your campaign slogan and upload the video to TikTok – make sure to use the hashtags #EnvisionExperience and #LivingHistory. The most creative and compelling video MAY be highlighted on the Envision social media platforms!



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