

Pack Your Punch

Dr. Sebastian Narively

Every humorist and raconteur knows the power of a punchline that concentrates the point of a tale or joke into a few well-chosen words, calculated to create the effect of surprise and wit. Creators of proverbs, newspaper captions, political and advertising slogans have worked on the same principle as far as language goes: manipulating words to sell a point or product. Of these verbal punches, it is probably the commercial ads that have proved the most durable and ubiquitous. They bombard the eye and ear from a thousand billboards and TV commercials.

Although the taglines themselves are made to subserve the ends of an aggressive sales campaign, the best of them stand out for flashes of wit and evocative power. Some are adaptations of famous texts: Williams' Shaving Cream "covers a multitude of chins" a witty, if slightly irreverent, adaptation of the biblical commendation: "Charity covers a multitude of sins" (1 Peter, 4 : 8) with a distinct echo of Aldous Huxley's sardonic comment on the Taj Mahal: "Marble covers a multitude of sins". For succinctness and wit, for quiet persuasive power, "Xtra mile" (Indian Oil Corporation), again, of biblical provenance (Matthew: 5 : 41-42) can hardly be bettered. Unobtrusively, it presses into service that liberal concessionary moral, so vital to smooth human transactions.

Here are a few more of these peppy tags, some marked by boldness of metaphor, others by hyperbolic excess of their claims, still others by humour, euphony and word play, over and above the selling point :

Airlines

TWA	Sight for Soaring Eyes
Boeing	Forever New Frontier
Malaysian Airlines	Going Beyond Expectations
United Airlines	Fly The Friendly Skies

Automobiles

BMW	The Ultimate Driving Machine
Mitsubishi Lancer	Own The Road
Toyota Camry	Beyond Excellence
TVS Victor	More Smiles Per Hour

Consumer Goods

Amul	The Taste Of India
Coca Cola	Have A Coke And A Smile
Motel-6	We'll Leave A Light On For You.
Hind Unilever	Add Vitality To Life

Electrical

Bosch	Invented For Life
Mitsubishi Electric	Change For The Better
Crompton Greaves	Everyday Solutions

Most Stylish at 63

Sixty-three-year-old actress Dame Helen Mirren was crowned 'Most Stylish Woman' at the Inspiration Awards for Women in London in Oct. 08.

Electronics

BPL	Believe In The Best
L G	Life's Good
Onida	Neighbour's Envy, Owner's Pride
Sansui	Better Than The Best

Fabrics

Graviera	
Suitings	The Man Of Substance
Peter England	More Is Less
Raymond	The Complete Man
Nike	Wear Your Attitude

Finances

Citibank	The Citi Never Sleeps
HSBC	The World's Local Bank
Punjab	
National Bank	The Name You Can Bank Upon

Horology

HMT	Significant Moments
Omega	
Watches	The Sign Of Excellence
Pulsar Watches	Accuracy To Seconds A Month

Media

The Hindu	
Business Line	The White Paper On Business
The Telegraph	Unputdownable
Doordarshan	Satyam Sivam Sundaram
The Week	Journalism With A Human Touch

Petrochemicals

British	
Petroleum	Beyond Petroleum
HPCL - Power	Unleash The Power Within

ONGC	Making Tomorrow Brighter
Reliance Industries	Growth Is Life

Pharma

Pfizer	Life Is Our Life's Work
Torrent	Not Just Health Care.... Life Care
Wockhardt	A Picture Of Health

Software

IBM	I Think, Therefore Ibm
Microsoft	Your Potential Our Passion
Polaris	Power Of Precision
Satyam	What Business Demands

States

Karnataka	One State, Many Worlds
Kerala	God's Own Country
Tamil Nadu	A State Of Mind

Miscellaneous

Adidas	Forever Sport
Berger Paints	Paint Your Imagination
Goodyear	One Revolution Ahead
Essar	A Positive A++itude
Godrej Locks	Peace Of Mind Guaranteed
Heinz Baked Beans	Beanz Meanz Heinz
L & T	It's All About Imagineering
Miss World Contest	Beauty With A Purpose
Oceanus	Constructive Ideas
Reid & Taylor	Bond With The Best
Techseol	The E-business Enabler
Thomas Cook	Don't Just Book It, Thomas Cook It.

A Young Author Gets Booker

Ben Okri of Nigeria won the Man Booker Prize in 1991 at the age of 32 for his book *The Famished Road*. He is the youngest to receive the prestigious award.