

Marketing Slogans

I posted a rather lame attempt at an advertising/marketing slogan on the FinderPop website (see the last chapter for URLs.) It was:

FinderPop: try it. You'll like it. Probably.

Various people responded with slogans of their own, most of which are very flattering. Some of 'em are pretty cool and may end up as part of a future FinderPop logo!

Here's my fave, from [Nathan Labhart](mailto:nlabhart@pop.agri.ch) (nlabhart@pop.agri.ch).

Click Different.

Kewl! So cool, in fact, that I have appropriated it for use in the FinderPop logo (with Nathan's permission and all due credits!)

[Mark Clyma](mailto:Aplseedsof@aol.com) (Aplseedsof@aol.com) writes:

New marketing slogan: Just Pop It!

[Carlos Pérez](mailto:bigbadboston@hotmail.com) (bigbadboston@hotmail.com), who created the original on which the current FinderPop logo is based, writes:

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FinderPop, it's not a Contextual Menu Plugin, it's a Revolution  
FinderPop, it's not a Contextual Menu Plugin, it's a State of Mind  
FinderPop: The Swiss Army Knife for One-handed Digeratis
```

Of course, nothing I've seen so far beats Click Different or Control Free for Control Freaks, those are the best two, imho.

[Peter Hartmann](#) (he of the WorldScript II / FinderPop tale of woe, see the Bugs/Features/Troubleshooting chapter), thought he had a problem with the MOPS editor and FinderPop, but later sent me this:

forget about this. This turned out to be not a FinderPop issue. [It happens] even with FP disabled, only far less frequent. FP seems to beat the shit out of other software. You should advertise it as a development tool. ;)

Hey, I'd say there's a new catchphrase in there somewhere — underlined for the hard-of-clue — but perhaps not quite in the way Peter meant :-)

This is [Charles L. Peck's](#) submission:

FinderPop — finger clickin' good!

Here are [Richard Bensam's](#) (rabensam@earthlink.net):

Although I commend your efforts to come up with an American-style catchphrase for FinderPop on your web page, your first attempt seems to be lacking the American spirit of shameless hucksterism. I've come up with a few alternate suggestions which don't have the simple honesty of your slogan, but they are at least sincere in their enthusiasm for the item in question. So, in the form of an American-style Top Ten List:

10. FinderPop -- one control panel does the work of five CMM plugins.
9. FinderPop -- everything at your fingertip.
8. FinderPop -- do whatever you want with it.
7. FinderPop -- no control necessary.
6. FinderPop -- the Swiss Army Knife of contextual menu enhancers.
5. FinderPop -- for people who hate spring-loaded folders.
4. FinderPop -- it doesn't nag you to keep everything tidy.
3. FinderPop -- They said you couldn't give it away. They were wrong.
2. FinderPop -- it does so much for you, maybe it should have been called FinderMom?
1. FinderPop -- the only freeware with weekly updates.

[Craig Patchett](#), craig@patchett.com wrote:

OK, I couldn't resist; here's my top five slogan list:

5. FinderPop: When the cat's away...
4. FinderPop: Let freedom reign (apologies to Martin Luther King, Jr.)
3. FinderPop: Control-free for control freaks
- 2: FinderPop: Lose control
1. FinderPop: Put things in context and lose control

[Brad Matter](#), mollusc@oz.net's suggestion was:

FinderPop -- lose control.

[Peter Fine](#), pmf@finepeter.com wrote:

My Catch Phrase suggestions:

3. Does for the MacOS8 what bread did for sandwiches.
2. Makes living worthwhile.
1. Even a one-armed bandit can now use contextual menus!

[I think number 3 is a bit of an exaggeration —turly]

[Eric van Beest](#), 100413.3462@compuserve.com, wrote:

Drop 'Pop in your 'puter, and put the fizz back in the Finder.

[Steve Pollock](#), cyberoptix@qnet.com, wrote:

re sloganeering: 'click different' is surely hard to beat (hats off to Nathan!) but I offer a bit of an invasion into the dark camp with:

How do you want to Click today?

