

Regina Fetrat

Portfolio of Slogans and lead lines for companies

My first experience with slogans was an incidental use of a phrase I had playfully been using for years. I was living in Atlanta and working in the lounge adjoining a five star restaurant. A group of young professionals came in to the lounge. They were involved in advertising and I overheard their discussion. Apparently, they had landed or hoped to land a large account and felt a great deal of pressure and frustration. The leader of the group was encouraging the others, "You would be surprised where you can get your best ideas. . . ." I came back to their table and took the drink order for them. The leader asked me . . . **"What do you think of when you think of Dentyne gum?" I replied "Well, I always say it is 'the gum that bites me back' I have said this for years" I laughed about it.** This would have been later 1983 or early '84. Well, the campaign using my phrase ran for a long time, which was how I rated my idea. I knew I had given away a good ad idea. If I had been smart, I would have made a deal before I said a word. If they had been smart, they would have come back to hire me.

In 2002, when working for Cabin Creek Timber Frames, I suggested a modification to an existing slogan/line which was:

Building America's Future Historic Homes Today

Which then became:

Building Tomorrow's Historic Homes Today TM

In 2005, when working with an excavation and building contractor, we wanted to add a catchy slogan/line to their internet advertising. The company, Solid Rock Excavating & Poured Walls, did just that .. site excavation and basement poured walls with a beautiful white-faux-brick face. While compiling photos of nearly finished homes built on their basement walls and backfilled by Solid Rock ... It struck me . . .

Built Upon Solid Rock TM

The phrase could be used in various ways as the company served both commercial and residential projects:

Everyone wants a home . . .

Built Upon Solid Rock TM
