

# Golden Rules

*Measuring Life by a Different Standard*

Fourth Quarter 2017

It has been said that 'if you want a good product, have the Germans engineering it, have the Brits account for it, and have the Americans market it'. Sad, but true, it seems that our country's core competency is selling – rather than the design or fiscal management. A wide variety of advertising agencies have done a marvelous job in creating tag lines that have become memorable and long lasting. 'Just Do It (Nike, 1988) and I'm Lovin' It (McDonald's, 2003) are perhaps the most recognizable.

Alas, the B+R Partners taglines 'Focused + Insightful + Executive Search; or 'Measuring Life by a Different Standard' will never be recognized by marketing historians, but those reflected below have certainly propelled their respective brands into the minds of all Americans – and many have been widely repeated as part of our daily jargon.

Can you fill in the blanks to complete the tag lines or identify the advertiser? If you need a little help, we have placed all of the answers at the bottom of the page, PLUS a few "red herrings" to add some fun.

Got Milk? \_\_\_\_\_

We know a thing or two, because we've seen a thing or two. \_\_\_\_\_

There are some things money can't buy. For everything else, there's \_\_\_\_\_.

Can You Hear Me Now? \_\_\_\_\_

The Few. The Proud. \_\_\_\_\_

A Mind is a Terrible Thing to Waste. \_\_\_\_\_

When you care enough to send the Very Best \_\_\_\_\_

Does she – or doesn't she? \_\_\_\_\_

A Diamond is Forever \_\_\_\_\_

Don't leave home without it. \_\_\_\_\_

The Champagne of Bottle Beer. \_\_\_\_\_

When it Absolutely, Positively has to be there, Overnight \_\_\_\_\_

Between Love and Madness lies Obsession \_\_\_\_\_

MasterCard; The Marines; Hallmark Cards; Borden Milk Products; Clairol; Rolex; DeBeers; American Express; California Milk Processor Board; United Negro College Fund; Miller Beer; U.S. Postal Service; FedEx; Calvin Klein; Farmers Insurance; Verizon; Baskin Robbins; Heineken Brewing Company; Fox News Corp.;



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