The Candy Bar Descriptor

Letting the Prospect Know What's Inside

A "candy bar descriptor" is a Bidlack term for a succinct line of copy, suitable for use with a mark or logo, which describes the product, service, and/or core purpose of an organization — in short, its ingredients. In a sense it answers the question posed by the logo or mark. But it is not a slogan or advertising tag line.

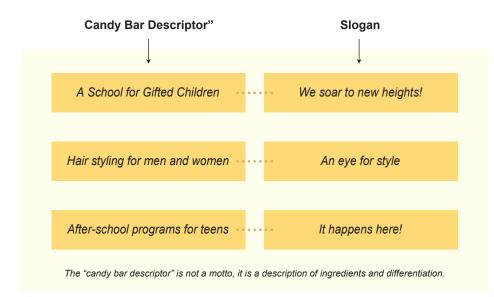
While the slogan usually presents the organization's promise through stylistic expression, the candy bar descriptor

CHOCOLATE PEANUT BUTTER COOKIE BARS

CANDY BAR DESCRIPTOR Placed near the logo as an integral part of the brand identity.

straightforwardly presents the ingredients, allowing the audience to quickly and accurately grasp purpose and function, and to allow an instant understanding of what differentiates the organization from its competition.

Larger, better-known organizations or products have less need for a candy bar descriptor, while smaller, lesser-known organizations have a greater need for one. With time comes familiarity, but business must be had in the meantime. And organizational names alone rarely present enough information to prospective customers. Adding a candy bar descriptor allows the prospective customer to know what's inside.





SLOGAN Usually bigger and sexier than the candy bar descriptor.

Slogan vs. Candy Bar Descriptor: 3 Things to Remember

- 1. The slogan sells, while the candy bar descriptor explains.
- 2. Sometimes (but rarely) the candy bar descriptor and the slogan are the same. (Example: "Wikipedia, the Free Encyclopedia.")
- 3. A slogan is usually temporary, running the course of a campaign until the next marketing initiative is launched, while a Candy Bar Descriptor is permanent.