



# 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 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.



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



SLOGAN  
*Usually bigger and sexier than the candy bar descriptor.*

### Candy Bar Descriptor”

### Slogan

A School for Gifted Children	.....	We soar to new heights!
Hair styling for men and women	.....	An eye for style
After-school programs for teens	.....	It happens here!

The “candy bar descriptor” is not a motto, it is a description of ingredients and differentiation.

### 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.