

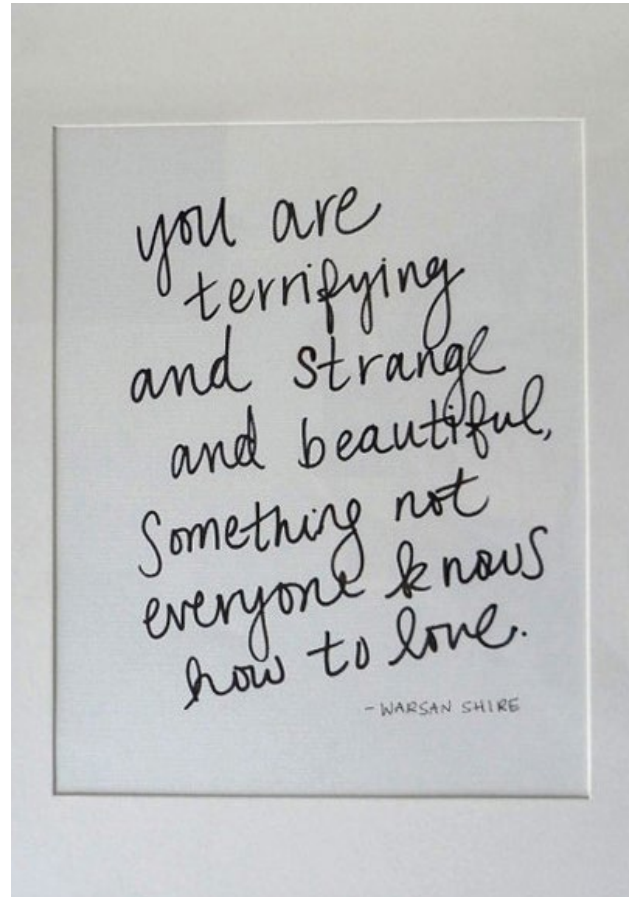
**CULT STATUS**

NYC-based creative agency **K-Hole** couldn't have said it better:



K-HOLE

Think of branding as a system of belief. Some of the most popular slogans to date veer more mantra than marketing. **Nike's** classic "Just Do It" packs a poetic punch that resonates emotionally and spiritually. The more affirmative the positioning, the stickier the brand. Plus—it's not peddling if it's persuasion. Take a page out of Beyoncé's book and tap a poet for your next tagline. After collaborating with poet **Warsan Shire** for her latest album *Lemonade*, the original lyrics quickly went viral and snippets of songs could be seen all across social feeds.



WARSAN SHIRE

**T** **TOBE** sees poetry as the next branding genius move. Tap poets for messaging and mantras.