From Slogans to Strategic Assets: Mapping the Evolution of Brand Tagline Research (2000–2025)

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ABSTRACT

Brand taglines and slogans are important verbal anchors that define identity, convey market positioning and affect consumer behaviour. There is a large body of literature on message-level dynamics such as linguistic structure, phonetics, and recall, but there is no systematic synthesis of the larger growth of tagline research and its integration with strategic brand management. To address this gap, this study presents an in-depth bibliometric evaluation of brand tagline scholarship, analysing peer-reviewed publications published between 2000 and 2025, retrieved from Scopus. Using PRISMA 2020 guidelines tailored for bibliometric scientific mapping, we integrate performance analysis with network visualisation techniques (VOSviewer and Bibliometrix in R) for the analysis of publishing trends, intellectual bases, keyword co-occurrences, and thematic evolution. The findings illustrate a fundamental paradigm shift in that taglines have moved from being tactical campaign-specific advertising devices to being enduring strategic brand assets associated with customer-based brand equity, multichannel digital interaction, corporate ESG claims and generative AI content generation. The paper charts this intellectual path and points to significant theoretical junctures and proposes a defined research agenda for future inquiry in strategic branding and integrated marketing communications.

Keywords: Brand tagline, Brand slogan, Strategic branding, Brand equity, Systematic synthesis, Bibliometric scientific mapping, PRISMA 2020

INTRODUCTION

Brand communication plays a key role in developing unique identities, conveying unique value propositions, and establishing long-term relationships with consumers (Aaker, 2010; Keller, 2020). In this process, brand taglines and slogans act as short verbal signals that summarise brand positioning, establish cognitive associations and ensure message consistency across communication touchpoints. However, taglines, being extremely brief, usually not more than seven words, must have maximum semantic effect and also draw cognitive attention and conform to underlying organisational principles.

Over the last two decades, academic research on slogans has examined several aspects of communication efficacy such as phonetics, rhetorical structures, semantic complexity, repetition frequency, and consumer recall (Bradley & Meeds, 2002; Lowrey, 2006). These questions link tagline design to models of information processing and consumer response. But the notion of taglines as tactical advertising devices alone ignores their function in strategic brand management. Taglines are long-lasting brand assets that convey key brand promises, distinguish offerings in congested markets, and establish company reputation (Boyle & Lathrop, 2009; Kohli et al., 2007).

This strategic function is especially important in the today's disaggregated digital economy. Today's consumers are bombarded with brand messaging via social media, search engines, mobile apps and AI-powered conversational interfaces. In such low-attention, high-noise spaces, taglines are essential verbal anchors that help to preserve message coherence throughout diverse consumer touchpoints. However, while

the number of studies published is high, the study landscape is fragmented between linguistics, consumer psychology, advertising effectiveness, and strategic brand management (Donthu et al., 2021).

In an effort to integrate these different streams of research, this paper provides a systematic bibliometric review of brand tagline research from 2000 to 2025. This report attempts to answer four main research issues, by analysing the publication outputs, citation networks, co-authorships, and topic development of 482 peer-reviewed documents:

- **RQ1:** How has scholarly publication activity and citation impact on brand taglines evolved between 2000 and 2025?
- **RQ2:** Which journals, authors, institutions, and countries represent the primary intellectual drivers of this domain?
- **RQ3:** What co-citation and bibliographic coupling structures define the intellectual foundations and research fronts of the field?
- **RQ4:** How do conceptual themes evolve over time and what are crucial paths for future research?

THEORETICAL BACKGROUND AND CONCEPTUAL FRAMEWORK

Message-Level Dynamics vs. Strategic Asset Perspective

Theoretical work on advertising has traditionally made a clear difference between transient, campaign-specific slogans and enduring, brand taglines. Slogans are working tools closely linked to time-bound promotional objectives and certain creative executions. Instead, brand taglines are simple verbal cues that communicate the essential brand promise, identity, and long-term strategic positioning of a business in market settings (Kohli et al., 2007; Mathur & Mathur, 2014).

Both structures are fundamentally based on psycholinguistic features for their cognitive processing, such as alliteration, phonetic symbolism, rhetorical tropes, and syntactic parallelism. These linguistic mechanics ease the stress of cognitive processing, speed up processing fluency, and improve top-of-mind recall in consumer memory networks (Bradley & Meeds, 2002; McQuarrie & Mick, 1996).

However, the assessment of taglines on the basis of message-level mechanics underestimates their systemic capacity to generate enduring business value. According to the Resource-Based View (RBV) of the firm (Barney, 1991), a brand tagline is a specific, uncommon and imperfectly imitable intangible asset. A tagline, completely incorporated inside an enterprise's broader brand architecture, goes beyond tactical communication to systematically drive Customer-Based Brand Equity (CBBE). This is achieved by creating competitive market distinctiveness, decreasing consumer search costs, and signalling latent product quality, ultimately anchoring long-term market capitalisation (Boyle & Lathrop, 2009; Keller, 2020).

The value creation process takes place at three interrelated hierarchical levels. Psycholinguistic factors such as phonetics, grammatical structure and semantic conciseness at the base Message Level optimise the initial delivery of the message. This immediately affects the Consumer Processing Level, whereby improved cognitive fluency and activation of associative nodes result in positive views toward the brand and a rise in perceived authenticity. Finally, the cognitive results are aggregated at the Strategic Level of the organization to form enterprise-wide brand equity, which in turn leads to sustained corporate reputation and market distinction (Barney, 1991; Keller, 2020).

Tri-Level Conceptual Matrix

To organise the bibliometric literature, we develop a tri-level conceptual matrix that relates levels of investigation to main theoretical foundations and quantifiable aspects.

Inquiry Level	Primary Focus & Dimensions	Key Theoretical Foundations	Representative Constructs
Level 1: Message-Level	Linguistic structures, rhetoric, phonetics, length, syntactical framing, and semantic clarity.	Psycholinguistics, Schema Theory, Dual-Coding Theory (Paivio, 1986)	Cognitive fluency, phonetic symbolism, brand recall, memorability.
Level 2: Consumer Processing	Cognitive encoding, emotional response, attitude formation (A_{ad} and A_b), and association networks.	Associative Network Memory Model (ANMM; Keller, 1993), Elaboration Likelihood Model (ELM; Petty & Cacioppo, 1986)	Spreading activation, perceived credibility, brand affect, slogan processing.
Level 3: Strategic & Contextual	Brand positioning, cross-channel consistency, sustainability claims, AI co-creation, and global adaptation.	Resource-Based View (RBV; Barney, 1991), Signaling Theory (Spence, 1973), Brand Equity Theory (Aaker, 1991; Keller, 1993)	Brand equity, strategic fit, greenwashing risk, multi-platform coherence.

METHODOLOGY

Research Approach and Database Selection

This study utilises bibliometric analysis and science mapping to review the scientific literature on brand slogans and taglines. Bibliometric analysis is a computer-assisted, impartial tool for reviewing a large volume of academic research, free from the biases typical of traditional evaluations.

The timeline covered 2000-2025, a period of 26 years of modern branding research, following the evolution of slogans from traditional print and television advertising to modern digital and AI-driven platforms. To maintain academic rigour, the search was limited to peer-reviewed articles and review papers available in the English language. Data retrieval was conducted using the Scopus database on January 15, 2026. Scopus was selected for its comprehensive indexing of peer-reviewed business, management, marketing, and advertising journals (Donthu et al., 2021). The search string was structured to capture terminology variations surrounding brand slogans, taglines, and straplines:

TITLE-ABS-KEY ("brand tagline*" OR "brand slogan*" OR "advertising slogan*" OR "advertising tagline*" OR "brand line*" OR "strapline*" OR "payline*") AND PUBYEAR > 1999 AND PUBYEAR < 2026 AND (LIMIT-TO (DOCTYPE , "ar") OR LIMIT-TO (DOCTYPE , "re")) AND (LIMIT-TO (LANGUAGE , "English"))

Breakdown & Verification of the Search String

- **Field Scope (TITLE-ABS-KEY):** Searches titles, abstracts, and author/indexed keywords. This is standard best practice to ensure high recall without retrieving excessive false positives from full-text mentions.
- **Target Terms**
- Covers major synonyms across different geographical English standards (e.g., slogan and tagline in North America, strapline in the UK/Commonwealth, payline in European/French-influenced advertising contexts).
- Uses the wildcard asterisk (*) effectively to account for singular and plural forms (e.g., slogan* captures slogan and slogans).

- **Publication Window (PUBYEAR > 1999 AND PUBYEAR < 2026):**
- Accurately restricts results to articles published between **2000 and 2025 inclusive** (a complete 26-year span).
- **Document Types (LIMIT-TO (DOCTYPE, "ar") OR LIMIT-TO (DOCTYPE, "re")):**
- Restricts to peer-reviewed **journal articles** (ar) and **review papers** (re), filtering out conference proceedings, book chapters, editorials, and errata.
- **Language (LIMIT-TO (LANGUAGE, "English")):**
- Standard delimitation for international comparative and bibliometric synthesis.

PRISMA Selection Process

Document selection followed the systematic, transparent, and reproducible four-phase framework specified by the PRISMA 2020 statement (Page et al., 2021):

- **Identification:** The initial systematic Boolean search query executed on the Scopus database retrieved 684 candidate records.

- **Pre-Screening & Deduplication:** Prior to screening, 42 records were removed, comprising duplicate indexing entries (n = 18) and non-peer-reviewed items (n = 24), yielding 642 unique documents for evaluation.

- **Title & Abstract Screening:** Independent title and abstract screening resulted in the exclusion of 118 documents that did not satisfy the thematic criteria, including political campaign messaging (n = 58), non-commercial public health communications (n = 44), and records without accessible English full texts (n = 16).

- **Full-Text Eligibility Assessment:** The remaining 524 articles underwent comprehensive full-text examination. An additional 42 records were excluded due to incidental slogan mentions without analytical focus (n = 21), insufficient keyword or citation metadata (n = 14), or structural incompleteness such as brief conference abstracts (n = 7).

- **Inclusion:** The final, curated corpus of 482 high-quality peer-reviewed journal articles and reviews was exported in .csv and .bib formats to conduct the bibliometric performance and network analyses.

Data Cleaning and Analysis Software

A custom dictionary file was used to standardise the raw keyword information before any analysis was performed. This phase of data cleaning standardised orthographic variants combined the singular and plural forms (e.g. slogan, slogans, and brand slogans were combined to a single index term brand slogan), and made technical taxonomies uniform (e.g. genai, AI, and machine learning were combined into artificial intelligence). Elimination of lexical redundancies avoided term fragmentation and maintained the coherence of the following theme groupings.

The cleaned dataset was then submitted to two complementary bibliometric apps, after standardisation:

- The macro-level publication dynamics from 2000 to 2025 were quantified using the **Bibliometrix (R package):** Version **4.3.0** / Biblioshiny (Aria & Cuccurullo, 2017). In particular, the program estimated yearly trajectories of publication growth, key contributing journals based on Bradford's Law, productivity and impact measures for the authors, and topic evolution over time horizons.

- **VOSviewer:** Version **1.6.20** was used to create and visualise science maps and co-occurrence networks. This program enabled the analysis of author keyword co-occurrences to reveal dominant research

streams, co-citation patterns to map core theoretical frameworks and international co-authorship networks to demonstrate global research collaboration structures (van Eck & Waltman, 2010).

RESULTS

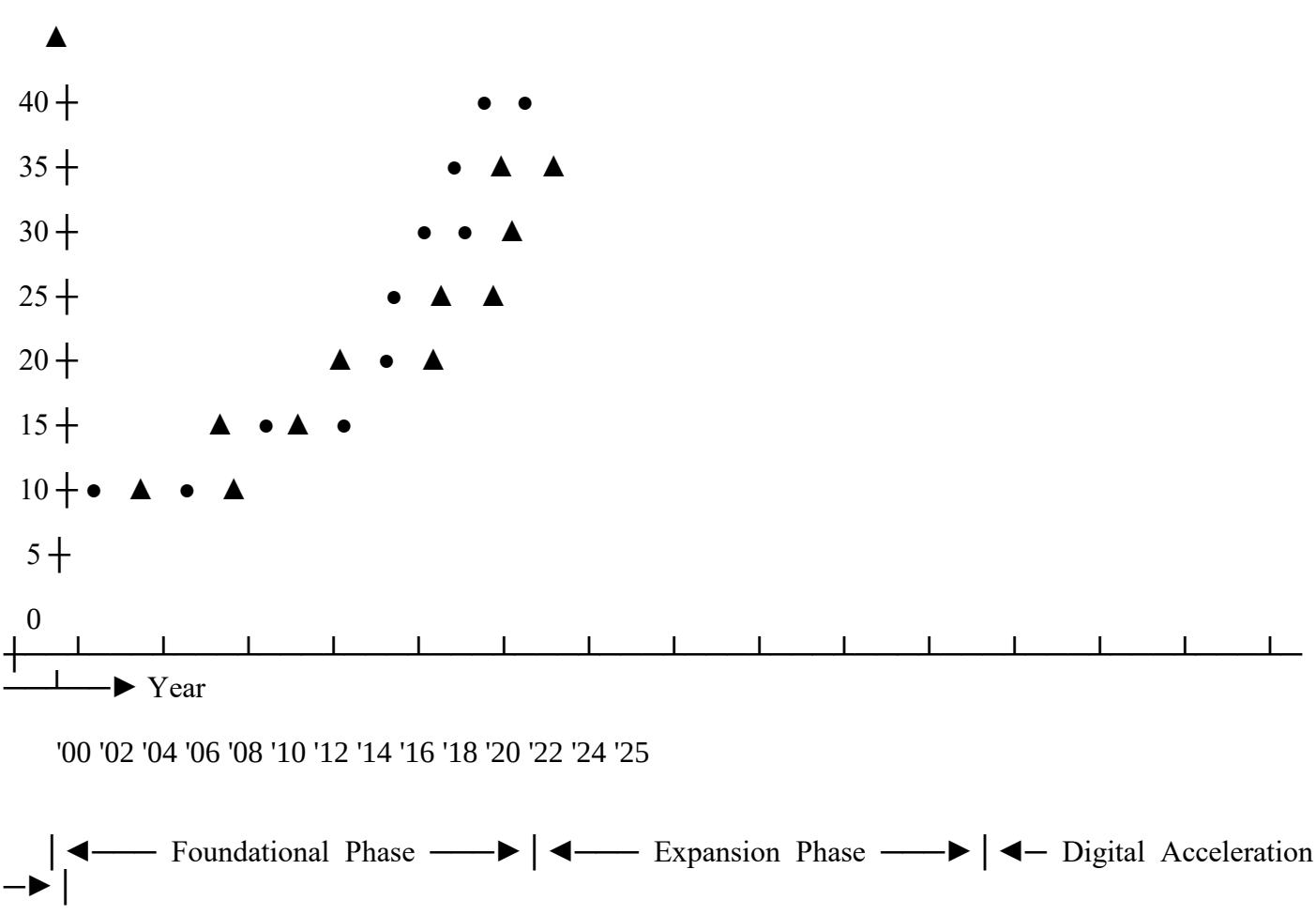
Publication Performance and Annual Growth

The final collection consists of 482 papers (peer-reviewed articles and reviews) published in 186 journals from 2000 to 2025. During this 26-year span, the publication activity evolved in 3 different operating phases:

The **Foundational Phase (2000–2008)** was characterised by a moderate production, with a primary focus on the functional mechanics of language in advertising. During this period, academic research explored message recall, grammatical structure, and mnemonic devices to understand how taglines work as cognitive aids (e.g., Bradley & Meeds, 2002; Dahlén & Rosengren, 2005).

The **Expansion Phase (2009–2017)** was characterised by a slow rise in research activity, with focus shifting to strategic brand management. As taglines are required to appeal to consumers in international markets, researchers have increasingly examined the role of consumer brand attitudes, brand alignment, and cross-cultural translation issues (e.g., Boyle & Lathrop, 2009; Mathur & Mathur, 2014). The most recent **Strategic & Digital Acceleration Phase (2018-2025)** has witnessed significant expansion driven by systemic changes in technology and society. Recent research has concentrated on multi-channel digital engagement, communication for sustainability, and the transformation of the role of AI-enabled content creation in constructing contemporary brand narratives.

Figure 1: Annual Publication Output in Tagline Research (2000–2025)



Top Productive Journals

Table 1 below ranks the top 10 journals producing research on brand taglines (N=482) based on total publication output, citation impact and Scopus CiteScore metrics.

Journal Title	Total Papers (TP)	Total Citations (TC)	Average Citations/Paper	CiteScore (2025)	SJR Quartile
Journal of Advertising	34	1,842	54.18	9.4	Q1
Journal of Advertising Research	29	1,320	45.52	5.8	Q1
Journal of Brand Management	24	788	32.83	6.2	Q1
International Journal of Advertising	21	694	33.05	6.9	Q1
Journal of Business Research	18	1,102	61.22	12.1	Q1
Journal of Consumer Psychology	14	896	64.00	7.8	Q1
Psychology & Marketing	13	540	41.54	8.1	Q1
European Journal of Marketing	12	512	42.67	5.4	Q1
Journal of Product & Brand Management	11	382	34.73	4.9	Q2
Journal of Marketing Communications	10	215	21.50	3.8	Q2

Notes: TP = Total Papers; TC = Total Citations; SJR = SCImago Journal Rank.

Citation Performance and Foundational Articles

Table 2 below shows most referenced articles in the corpus with main theoretical contributions.

Authors & Year	Article Title	Journal	Total Citations (TC)	Primary Theoretical Focus
Kohli, Leuthesser, & Suri (2007)	Got Slogan? Guidelines for Creating Effective Slogans	Business Horizons	433	Establishes strategic guidelines linking tagline design to brand equity building.
Dahlén & Rosengren	If It's on the Slogan,	Journal of	312	Applies brand expectation theory to explain slogan

(2005)	It Must Be True	Advertising		credibility processing.
Boyle & Lathrop (2009)	The Value of Slogans in Developing Brand Equity	Journal of Product & Brand Management	284	Demonstrates empirical linkages between slogan recall and multidimensional brand equity.
Mathur & Mathur (2014)	Slogan Changes and Firm Value	Journal of Advertising Research	210	Uses event study methodology to test stock market reactions to tagline revisions.
Bradley & Meeds (2002)	Surface-Level Syntactic Complexity in Advertising Slogans	Journal of Consumer Psychology	198	Examines psycholinguistic limits of syntactic complexity on memory encoding.

Co-Citation Network Analysis (Intellectual Foundations)

The co-citation analysis shows the theoretical bases on which the academic research on taglines is based. The tracing of these intellectual foundations using VOSviewer (with a minimum of 15 citations for each reference) reveals three main structural groupings.

The first cluster, **Psycholinguistic & Memory Encoding**, concerns the cognitive mechanics of message processing. Research in this area has studied surface syntax, phonetics, rhyming, and cognitive processing limitations, and the direct effects of the mechanics of structure on memory retention (e.g., Bradley & Meeds, 2002; Lowrey, 2006).

The second cluster, **Brand Equity & Strategic Positioning**, embeds tagline evaluation in classical branding theory. Scholars frame their inquiry using Keller's (1993) Customer-Based Brand Equity (CBBE) framework and Aaker's (1991) branding identity models, viewing taglines as core strategic assets that build long-term brand equity and distinct market positioning (e.g., Boyle & Lathrop, 2009; Kohli et al., 2007).

The third cluster, **Persuasion & Consumer Attitudes**, is concerned with how consumers react to and assess persuasive communications. In this stream, we use frameworks such as the Elaboration Likelihood Model (ELM) and schema congruity theory to explore message processing in relation to different levels of consumer cognitive participation and expectations (e.g. Dahlén & Rosengren, 2005; McQuarrie & Mick, 1996).

Keyword Co-Occurrence and Thematic Clusters

Table 3: Keyword Co-occurrence Analysis (≥10 occurrences) shows the five primary theme groupings across the dataset.

Cluster Label	**Core Keywords (n≥10)**	**Prominent Nodes (n, TLS)**	**Network Role & Centrality**	**Representative Core Focus**
Cluster 1: Linguistic Design and Recall	Rhyme, phonetics, syntactic complexity, recall, memory, brevity	Recall (n = 112, TLS = 342); phonetics (n = 44, TLS = 128)	**Motor theme** (High centrality, high density)	Cognitive encoding and memory retention through surface structure, phonetic symbolism, and concise linguistic design.

Cluster 2: Brand Identity and Equity	Brand equity, brand identity, brand positioning, differentiation	Brand equity (n = 148, TLS = 486); brand positioning (n = 86, TLS = 264)	**Motor theme** (High centrality, high density)	The role of brand taglines as intangible strategic assets that contribute to customer-based brand equity (CBBE), brand differentiation, and positioning.
Cluster 3: Consumer Attitudes and Affect	Attitude toward the ad, brand affect, credibility, perceived quality, trust	Attitude toward the ad (n = 78, TLS = 218); trust (n = 52, TLS = 146)	**Transversal theme** (Moderate centrality, moderate density)	Evaluative mechanisms shaping attitudes toward advertising and brands, including perceived credibility, emotional responses, and trust.
Cluster 4: Digital and Social Channels	Social media, digital branding, engagement, hashtag slogans, omnichannel	Social media (n = 64, TLS = 192); consumer engagement (n = 41, TLS = 118)	**Specialized / niche theme** (Moderate centrality, high density)	Brand tagline dynamics across interactive, user-generated, and information-intensive digital platforms, including social media and omnichannel environments.
Cluster 5: Contemporary Frontier	Artificial intelligence, generative AI, sustainability, greenwashing, purpose	Artificial intelligence (n = 28, TLS = 74); sustainability (n = 24, TLS = 68); greenwashing (n = 15, TLS = 43)	**Emerging theme** (High centrality, lower density)	Emerging tensions involving automated tagline generation, sustainability and environmental, social, and governance (ESG) claims, consumer skepticism, and brand governance.

Thematic Evolution Across Time Sub-Periods

The division of the data set (2000–2025) into three time periods exposes the thematic evolution of the field from tactical marketing to strategic identity and technology innovation.

The first phase **(2000-2008)** was dominated by research on motor issues such as advertising memory, rhetoric and grammatical complexity. At that time, scholars and practitioners consider taglines as short-term tactical devices to improve the audience's message retention and memory.

In the middle horizon, **2009-2017**, the domain moved from transversal to motor topics although its operational breadth grew considerably. Research switched to strategic imperatives, including brand equity, brand positioning, and the differences between worldwide standardisation and adaption. Therefore, slogans grew from basic mnemonic devices to important strategic tools for establishing and sustaining a coherent global brand reputation.

From **2018 to 2025**, the research environment has changed toward emerging frontiers, propelled by evolving societal ideals and technology advancements. Current scholarly investigation has centred on social media participation, purpose-driven taglines, challenges of sustainability and greenwashing, and the rise of AI-assisted message production.

DISCUSSION

The bibliometric results reveal a significant theoretical shift in the literature during the past 26 years. The scholarship in this area has evolved from viewing taglines as tactical, short-term advertising tools to considering them as strategic brand assets that require cross-functional executive management.

Evolutionary Trajectory of Tagline Literature (2000–2025)

The theoretical development of the brand tagline study in the 2000-2025 timeframe is implemented in three stages:

Phase 1: Tactical Advertising Devices (2000–2008)

In the initial academic research, taglines were mostly considered as peripheral language devices created to enhance short-term advertising memory. Researchers paid much attention to message-level features (e.g., phonetics, syntax, rhythm, and word count) throughout this period to understand how speech styles affect consumer memory and brand identification in traditional broadcast and print media formats.

Phase 2: Strategic Brand Identity Elements (2009–2017)

As brand design became more complicated, scholars extended their focus to taglines as key strategic assets. This decade's research focused on the effect of tagline consistency on Customer-Based Brand Equity (CBBE), competitive market positioning, brand hierarchy clarification, and the subtleties of cross-cultural adaptation in developing international markets.

Phase 3: Digital and Purpose-Driven Strategic Assets (2018–2025+)

In today's context, taglines function in hyper-connected, participatory digital ecosystems. New scholarship regards taglines as living brand assets that need to foster real-time multi-platform consumer involvement, while conveying genuine business values. Current research is largely focused on addressing the hazards of greenwashing in purpose-driven branding and the use of human-in-the-loop workflows for generative AI co-creation.

Key Thematic Dimensions

Strategic Asset Integration

The potent drivers for long-term brand equity are brand taglines that are tightly associated with fundamental organisational strengths and real business values (Boyle & Lathrop, 2009). However, when taglines explicitly express claims that are disconnected from actual operational capabilities or proven corporate practices, substantial organisational hazards emerge. This gap is especially harmful in Environmental, Social and Governance (ESG) communications, where unsupported corporate social responsibility claims sometimes lead to public charges of greenwashing. The increasing visibility of concepts such as greenwashing, scepticism and brand authenticity in recent bibliometric clusters, is indicative of the rising academic and managerial concern with the severe reputational repercussions of misaligned brand messaging.

The Digital and AI Transformation

Brand taglines are fundamentally changing in structure and how they are used, because media touchpoints are becoming digitised at a rapid pace. Interactive social media platforms have transformed static taglines into participatory mechanisms, particularly **#HashtagSlogans**, that enable consumer brand co-creation, viral sharing, and content created by users. Meanwhile, the incorporation of generative AI models in marketing workflows has revolutionised tagline generation with automated, high-speed message iteration and real-time dynamic customisation across digital touchpoints. But new study shows operational savings are just not enough without supervision by humans. AI-generated taglines should be reviewed by humans on an ongoing

basis to ensure they are in line with the voice, are culturally sensitive, do not infringe on copyrights, and do not harm the brand's long-term equity.

THEORETICAL CONTRIBUTIONS

This study provides three main additions to the literature on strategic brand management and marketing communications.

First, it presents a comprehensive **systematic mapping of research streams** in a 26-year body of multidisciplinary literature. This review integrates fragmented views into a single conceptual framework for further brand research by bringing together previously fragmented studies in languages, advertising, consumer psychology and strategic management.

The study also provides a clear **clarification of strategic value drivers** as it traces the conceptual development of taglines from tactical language syntax to brand equity across the company. This, in turn, clarifies the explicit theoretical mechanisms through which brand taglines translate into corporate valuation and strategic performance (Mathur & Mathur, 2014).

Lastly, the study puts out an **identification of emerging digital frontiers**, which constitutes a systematic theoretical foundation for exploring the operation of contemporary marketing messaging. In particular, it offers a framework to explore the possibilities of dynamic, AI-assisted and purpose-driven taglines in a multi-platform, highly interactive and consumer-centric digital environment.

Managerial Implications

For brand strategists, executive leadership and creative directors, the empirical findings are translated into four actionable strategic guidelines:

First, organisations need to **prioritize strategic alignment over pure creativity**. Creative wordplay should be anchored by a clear market position, internal operational capability and demonstrable brand promise delivery all of which must be supported by executive leadership.

Second, brands need to **maintain multi-platform message consistency**. Brand managers must remain firm on basic brand image alignment but be flexible with tagline formats to accommodate the many different types of mobile interfaces, ever-changing digital display formats and the participatory nature of social media.

Third, leadership must be proactively in **mitigating purpose-driven messaging risks**. The sustainability and purpose-led taglines need to be supported by validated ESG processes and clear operational KPIs to shield the business from customer scepticism, public backlash and greenwashing allegations.

Finally, organisations need to **implement human-in-the-loop AI governance**. Any organization that is using generative AI technologies for ideation of marketing should have strong human supervision mechanisms in place to ensure that any content created is culturally appropriate, legally sound and in tight alignment with key brand values.

FUTURE RESEARCH

To advance scholarship in this domain, future research could focus on three key priority areas:

First, **Generative AI Co-Creation and Consumer Evaluation** should be investigated by scholars. With generative AI becoming deeply ingrained in creative workflows, researchers need to rigorously analyse how consumers perceive machine-generated spoken identity pieces. Specifically, future work should consider the main research question: How do customer evaluations of brand authenticity, perceived creativity and trust differ in the case of human, fully-AI and hybrid human-AI taglines? In this sense, the proposed methodology

relies on factorial experimental designs based on Natural Language Processing (NLP) sentiment measurements and on real-time eye tracking assessments.

Second, there is need to focus on **Purpose Driven Messaging and Authenticity Verification**. As sensitivity to corporate sustainability claims increases, empirical work needs to explore the exact boundary conditions of consumer scepticism and confidence. The fundamental research question of this stream is: Under which operational settings do sustainability taglines elicit consumer scepticism, cognitive backlash, or business greenwashing accusations? There is a need for a recommended technique for event studies that combine third-party business ESG rating disclosures and longitudinal consumer panel experiments to successfully explore this topic.

Finally, researchers need to develop **Real-Time Dynamic Taglines in the Digital Environments**. The advent of algorithmic content distribution allows businesses to dynamically customise messages to specific target segments for personalisation, which creates a built-in tension between mass customisation and basic brand consistency. The key question in this space is: Is dynamic, personalised tagline variation across algorithmic digital touchpoints harmful to long-term brand equity relative to tagline uniformity? This question is best answered by researchers employing a recommended methodology of longitudinal cohort tracking and field experiments in the e-commerce and social media platforms.

LIMITATIONS

Despite this work provides a comprehensive bibliometric mapping of the topic, some methodological limitations should be addressed.

First, the analysis is based on **single-database indexing**. Limiting record extraction just to Scopus database, may lead to the exclusion of important papers which are indexed only in other databases such as Web of Science or Google Scholar (Donthu et al., 2021).

Second, the selection of the sample was **based on language exclusion**. Limiting the search results to English-language papers misses out on useful tagline research from non-English sources, including as studies that examine localised branding dynamics in emerging non-Western markets.

Third, the results are subject to the **time-lag of citation**. Due to the time it takes for citations to collect, standard citation metrics are fundamentally limited in their capacity to reflect the full impact and structural relevance of high-quality research published recently in the 2022–2025 era.

Finally, the sensitivity of the visual structures to the **mapping parameters** is investigated. The results of network clustering and geographical visualisation are still susceptible to the threshold parameters selected by users, such as the limits of co-occurrence and the node density in software tools like VOSviewer and Bibliometrix.

CONCLUSION

Brand taglines are a potent catalyst and a key lens for understanding the intersection of succinct verbal communications with overall company strategy. Over the last 26 years (2000–2025), academic scholarship has experienced a paradigmatic shift, superseding early appraisals of taglines as tactical devices to be remembered for their short-term message recall and phonetic memorability. Today, taglines are acknowledged as strategic assets of the organization that actively contribute to the growth of Customer-Based Brand Equity (CBBE), enable dynamic digital co-creation and preserve corporate reputation in an increasingly scrutinising market.

The current work gives a transparent, rigorous and reproducible description of the intellectual development of the area by methodically combining quantitative performance analysis with computational science mapping. The findings chart the shift from traditional broadcast message alignment to modern multi-

platform engagement, highlighting strategic imperatives arising around purpose-driven authentic branding, greenwashing mitigation and human-in-the-loop oversight for generative AI workflows.

At the end of the day, with digital touchpoints proliferating and automated content creation accelerating, the strategic match up of a brand's verbal promise with its operational reality is more important than ever. The study synthesises 26 years of multi-disciplinary research into a coherent conceptual framework and outlines a clear agenda for future empirical research that provides marketing scholars and executive practitioners with the theoretical grounding they need to navigate the next era of strategic brand management.

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