

newsworthy trends

Annoying Phrases: When Good Slogans Go Bad

(NAPS)—Slogans that once seemed like clever turns of phrase, if overused, can quickly become quite irritating, leading to disparaging looks and remarks if the words are ever uttered again.

As in years past, 2000 was full of phrases that seemed the epitome of trendy pop culture in January but by the fall had become as commonplace as *another* episode of “Who Wants to be a Millionaire.”

As part of the launch of the new Snickers Cruncher™ candy bar, the M&M/MARS company arranged for a national poll by Yankelovich Partners to determine the “Phrases of 2000 That Make Americans Want to Crunch Something.” The final votes are now in and no recounts are scheduled.

America has cast its votes (no punchcards allowed this time) and the “winners” of this dubious distinction are (listed in no particular order, as the results were too close to call):

- Y2K Bug.
 - The Millennium.
 - I would like a recount/revote.
 - Who is the President? Who won the election?
 - Whazzup?
 - Whatever.
 - Who let the dogs out?
 - Dot-com.
 - The world is coming to an end.
 - Is that your final answer?
- By now, most consumers want to



It's crunch time for 10 once-popular phrases that have since become the most annoying expressions of the year.

crunch something whenever they hear any of these phrases, and that's where the Snickers Cruncher comes in. The new confection is a puffed rice version of the popular candy bar that's packed with peanuts, chocolate and caramel.

“The purpose of this national poll was to have some fun and build on the ‘crunch factor’ of our new Snickers Cruncher,” said Scott Hudler, Brand Communications Manager for M&M/MARS. “The fact that our new candy bar is hitting the shelves at the same time of year when people tend to look back at the past year presented a great opportunity to get a sense of some of the phrases of 2000 that make people want to crunch something.”