

# Rule of Three

The rule of three suggests that when words, phrases and sentences are written in threes they are funnier, more satisfying and are more persuasive than any other amount of words.

Your challenge is to find as many quotes, phrases, company slogans, titles (films and books) and anything else you can see that uses the rule of three.

Write a few of your findings below.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_



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Here are a few examples of companies that have decided to use the rule of three in their company slogans and adverts.

1. **Every Little Helps – Tesco**
2. **Just Do It – Nike**
3. **Finger Lickin' Good – KFC**
4. **Power of Dreams – Honda**
5. **Believe in Better – Sky**
6. **I'm Lovin' It – McDonalds**
7. **Impossible is Nothing – Adidas**
8. **Greatness from Domino's – Dominos Pizza**
9. **Taste the Rainbow – Skittles**
10. **Snap, Crackle, Pop - Rice Krispies**
11. **Grace, Space, Pace – Jaguar**
12. **Ideas for Life – Panasonic**
13. **Because Change Happens – Zurich**
14. **Beanz, Meanz, Heinz - Heinz**