

What is a Brand?

Principle 1: Live Each Day With Courage
Principle 7: Ride For The Brand

Group Size:

6+ participants

Materials:

*Pictures of numerous logos / brands
- i.e. Nike, McDonalds, sports logos, restaurant logos, commercial logos, etc.

Objective:

Students will identify what a brand is and what it stands for by looking at various logos and brands that are familiar to them.

Activity:

Identifying brands we know ...

1. Split the group into equal teams.
2. Each team sends a player to the front.
3. A logo/brand is shown. The first player to name what it stands for gets a point for the team.
4. The team with the most points at the end of the game wins.

Notes: *This activity is perfect to pair with the next lesson: What Is Your Brand?

Discussion:

- Were these brands familiar?

Life Application & Purpose :

- What brands are you loyal to? Why?
- What brands do you ride for? (school, family, job, etc.)
- What makes a brand successful?
- Look at the attributes of a brand and what it is trying to represent?
- What Principle do you feel you displayed in this activity?
- Any others? Why that one?
- What does that Principle look like in your life?
- Tell me about a time when ...