ALA BRANDING GAME SCRIPT FOR PRESENTERS

After two presenters give a branding overview using the Building Brand Loyalty handout, presenters explain the ALA Branding Game and that the audience will see 20 different brands.

1. Welcome, everyone! Thanks for attending today’s meeting! In the spirit of the American Legion Auxiliary’s Centennial Strategic Plan Goal 5 – With The American Legion, Build Brand Loyalty – we’re going to play the ALA Branding Game today! We hope you’ll have some fun!

2. By the end of this three-round game, the goal is to get you thinking about the brands you know and use, or once used, on a regular basis, why you recognize them, and how you feel about them. We will then compare and discuss our American Legion Auxiliary brand and challenge you to care for and promote the ALA brand with a new awareness of how others see the ALA as an organization. You will all walk away from this game as winners!

3. On the back side of your Building Brand Loyalty handout that we just reviewed with you, there are 20 spaces indicated for each brand name. There are also 20 corresponding spaces to share your awareness of and feelings for each brand – what you think the brand stands for, or what it means to you.

4. We will quickly take turns sharing images of famous brand logos or other iconic symbols, and we’ll ask you to write down the name of the company or organization. PLEASE do not yell out the names, and please don’t share your answers with those beside you.

5. After we get through the 20 logos, we will go back in the same order and ask you to jot down what the brand means to you. AGAIN: Please don’t shout out your answers – just quickly write them down.

6. And don’t get hung up on your answers – we want to know what first pops into your mind when you think of that brand. Your perception of that brand may be positive, or it may be negative. Some brands may be new; others may be old.

7. In the third round, as a group, we will share answers to the brand names and what each company would like for you to associate with or think about their brand. In this round, we want to hear what your thoughts are about each brand. It’s OK to shout out your answers in this round!

8. Now, let’s play the game!

9. I’m going to start by giving an example of a famous brand icon – we’ll call it the king of fast food. (Now show the first logo, which is McDonald’s.)

10. You can write the answers to the brand name on line number one under “Brand Name.” (Point to the back of the Building Brand Loyalty handout, and continue to go through all 20 logos.)

11. (Again, go through the 20 brand logos, asking attendees to write down their perceptions of each. Remind them to not shout out their answers, but just write down what first pops
into their minds when they think of that brand.)
So, for example with the McDonald’s logo, the company wants you to have the
perception of “great taste, fast, and convenient” over “death by grease.”

12. (Once you go through the 20 logos twice, talk about each brand, and consider these
questions. Also, include what each brand wishes to portray from step 13 – includes
brands/logos for the adult member version and Junior member version.)
   a. What is something positive about the brand?
   b. Does it have a good reputation?
   c. Is there a good value or importance in the company’s product and/or service?
   d. Does the brand have a lot of competition?
   e. Are there negatives to the brand?
   f. Is the brand still relevant?

13. Below is what each brand wishes to portray.
   a. LOGOS FOR ADULT MEMBER VERSION OF GAME:
      1. McDonald’s: great taste, fast, and convenient.
      2. Quaker Oats: wholesome and goodness, healthy eating.
      3. KFC: great fried chicken, the Colonel’s original recipe; “finger-lickin’
good.”
      4. Chick-fil-A: more than just selling chicken; customer service; to be a part
of its customers’ lives and communities.
      5. Starbucks: high-quality roasts and whole bean coffees.
      6. Campbells’: healthy; comfort foods for families.
      7. Blockbuster: home movie and game rental service through retail stores.
      8. Netflix: on-demand streaming content; watch what you want when you
want.
      9. Holiday Inn: enjoyable, modern hotel experience; guests warmly
welcomed.
     10. Motel 6: provides rooms at reduced costs.
     11. Chevy: an iconic American brand of quality cars and trucks; remember
the campaign “Heartbeat of America?”
     12. Apple: from the best personal computers to defining the future of mobile
media and devices.
     13. Kodak: photographic film products; “You press the button – we do the
rest.”
     14. Amazon: one-stop online shopping, low prices, and free shipping.
     15. Maytag: Durable and dependable; remember the fictional Maytag
repairman, Lonely George, and his basset hound, Newman?
     16. UPS: reliable, largest worldwide package delivery service; “everyone
loves the big brown truck.”
     17. Home Depot: shopping for the home do-it-yourselfer; “You can do it. We
can help.”
     18. John Deere: providing quality outdoor equipment solutions; “Nothing
Runs Like a Deere.”
     19. Wounded Warrior Project: simple message – see a broken warrior, fix a
broken warrior.
b. LOGOS FOR JUNIOR MEMBER VERSION OF GAME:
1. McDonald’s: great taste, fast, and convenient.
2. Taco Bell: making the best Mexican-style fast food.
3. Chick-fil-A: more than just selling chicken; customer service; to be a part of our customers’ lives and communities.
4. Starbucks: high-quality roasts and whole bean coffees.
5. Kellogg’s: nutritious food products of superior value for families.
6. Baskin-Robbins: a passion for ice cream; “31 flavors” slogan, with the idea that a customer could have a different flavor every day of any month.
7. Forever21: latest trends and designs; less expensive; a fashion-forward store.
8. Under Armour: quality athletic wear that competes with Nike and Adidas.
10. Amazon: one-stop online shopping, low prices, and free shipping.
11. Apple: from the best personal computers to defining the future of mobile media and devices.
12. Firefox: a smarter web browser, strong privacy, and open for community development.
15. Snapchat: private, simple, quick social media updates.
16. Facebook: where all your friends are likely to be.
17. Instagram: share photos, follow friends, celebrities, and businesses.
18. Twitter: breaking news, tracking trends, and celebrity access, all in 240 characters.
19. Wounded Warrior Project: simple message – see a broken warrior, fix a broken warrior.

14. Close out the game with a review of the effects of positive and negative branding. The activity ends with action items and a challenge to the audience on how to become brand ambassadors for the American Legion Auxiliary. What are positive ways they can share and promote the ALA brand and The American Legion Family as an organization to support and join?