



The ALA Brand

Why it matters to me.



What is a Brand?

- **Logo**
- **Graphics**
- **Color**
- **Consistency**
- **Reputation**
- **Differentiation**



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- Logo
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- Consistency
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Experience and Behavior



Why is Branding Important?

Branding is the way to differentiate and distinguish ourselves from others



Who owns the Brand?

Those who make the product (service) or those who buy the product?



Let's Play the

American Legion Auxiliary

Branding Game



Rules of the Game

- **Number a piece of paper from 1-20**
- **We will show you 20 logos**
- **Write them down, in order...
DO NOT SHOUT OUT THEIR
NAMES...keep silent**
- **We will then ask you to write down
what these brands stand for...DO NOT
SHOUT OUT THE ANSWER...keep
silent**
- **Then we can share!**



Branding Game Logos



The ALA Brand

- **Brand involves recognition**
- **Brand evokes emotion based on experience**
- **Positive experiences impact brand loyalty**



The ALA Brand

- “Branding” is more than the proper use of our emblem and logos. It is our reputation based on our behavior while serving our mission.
- Branding is about the opinion people form based on the experience they have when interacting with *you*.
- When people enjoy their experience interacting with *you*, they want to join or support the ALA. That is building brand loyalty.



The ALA Brand

- While we don't have millions of dollars to raise awareness about the ALA brand, we do have countless opportunities for word-of-mouth awareness. Every day, hundreds of thousands of Auxiliary members across the country represent the ALA brand by how they look and act.
- How we behave every day, good or bad, reflects on our brand—it has a lasting impact and affects how others perceive us.



The ALA Brand

- McDonald's uses its logo (*trademark*) and slogan (theme) consistently no matter where you see it.
- Every McDonald's is required to follow its branding guidelines and to operate (*behave*) consistently in a way that keeps you loyal to them.



The ALA Brand

- Can you imagine driving on the interstate, looking for a McDonald's and not finding one that you recognize because every McDonald's franchise uses a different sign? That's the problem with inconsistent use of trademarks (*emblem*).
- Now can you imagine going into several McDonald's as you travel the country and each one has a different menu? (*programs*)
- Would McDonald's gain or lose customers? Improve or decrease brand loyalty?



The ALA Brand...what to do?

- Use the emblem consistently and following the ALA Branding Guide.
- Speak in one voice consistently, not changing the ALA's look or message every year
- Represent the ALA in a positive way – through correctly branded apparel and positive behavior.



The ALA Brand...what to do?

- Prioritize and strongly support ALA mission services: veterans and military family support, poppies, ALA Girls State. These build brand awareness and brand loyalty when properly executed consistently.



Thank You