



BUILDING BRAND LOYALTY: *THE AMERICAN LEGION FAMILY*

A brand is a product or service publicly distinguished from other products and services so that it can be easily communicated and marketed. Put simply, the American Legion Auxiliary and The American Legion Family brands are what come to mind when a prospective member, volunteer, or donor hears our organizations' names. The brand is everything the public thinks it knows about what our organizations offer — both factual and emotional.

A brand name is assigned to a distinctive product, service, or concept. The American Legion Family's brand name exists objectively; people can see it.

Branding is the process of creating and disseminating the brand name. Branding can be applied to our entire corporate identity, The American Legion Family, as well as to individual product and service names, such as ALA Girls State and Legion Boys State programs.

Our Brand Promise

At its core, a brand is a promise to consumers, or in our case, members and the public. What will our members receive when they volunteer, join, or donate under the brand? What will they experience? How do we interact with our local community?

Our Brand Perceptions

Brands are built by consumers, not companies or organizations. Ultimately, the way consumers perceive a brand defines it. It doesn't matter what we think the brand promises. The only thing that matters is how consumers perceive The American Legion brand — *Service. Patriotism. Camaraderie*; the Auxiliary brand — *A Community of Volunteers Serving Veterans, Military, and their Families*; and the Sons brand — *to honor the service and sacrifice of Legionnaires and strengthen the four pillars of The American Legion*.

Brand Persona

Rather than asking, "What is a brand?", a better question might be, "Who is a brand?" Every brand has a persona. Think of the Legion Family brand as a person. What is that person like? What can one expect when interacting with that person?

From appearance to personality and everything in between, our brand persona is one that consumers will evaluate and judge before they choose to join, renew membership, volunteer their time, donate their money, or recommend the Legion, ALA, or Sons as the premiere veteran support organizations in their communities.

Brand Name

Brand Perception

What you think brand stands for?

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