



## THE AMERICAN LEGION FAMILY BRANDING GAME HOW-TO SHEET

### Purpose/Objective:

1. Learn more about branding and how it applies to the American Legion Auxiliary and The American Legion Family.
2. Discuss the importance of branding through review of current company brands.
3. Discover the potential positive and negative consequences of branding.
4. Learn about and discuss public perception for both members and those who aren't familiar with our organization.

### Preparation:

- Print either of the two provided logo files (one version for adult members, one for Juniors/Sons of The American Legion) on 8.5x11" paper in color. These images could also be presented on screen via a tablet or projector to reduce printing costs.
- Print either of the two provided *Building Brand Loyalty* handouts (one version for adult members, one for Juniors/Sons): one per attendee with branding information on one side and lined worksheet on the other.
- Review branding script with presenter.

### Audience:

Two versions of the branding game (one version for adult members, one for Juniors/Sons) are available on the American Legion Auxiliary national website at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) and The American Legion national website at [www.Legion.org](http://www.Legion.org).

#### Adult members:

- Includes 22 logos of well-known company/organization brands.
- Includes a handout for adult members.

#### Junior/Sons members:

- Includes 22 logos of brands that appeal to a younger target audience.
- Includes a handout for Junior/Sons members.

### Time allotted for presentation:

The game should take a minimum of 45 minutes with up to one hour, depending on audience discussion and interaction.

### Before starting the game:

Using *The American Legion Family Branding Game Script*, review the handout *Building Brand Loyalty* with the audience. This will establish the importance of branding, the intent of the presentation, and establish a baseline of terminology and general knowledge about brand names and branding before beginning the game.

### Presenting the game:

The game will be played in a series of three rounds. Rounds 1 and 2 should move swiftly, encouraging users to write down first thoughts without discussion. Audience interaction is encouraged in Round 3, as discussion on impression and brand occurs. Using the *Branding Game Script*, review the introduction of the game with the audience.



#### Round 1: Recognition

- Presenter will share logo images from printed pages, on tablet, or projector.
- Audience is asked to jot down the names of the company or organization that corresponds with the logo/symbol, using the backside of the *Building Brand Loyalty* handout. They should add names in only the first column under “Brand Name.”

#### Round 2: Perception

- In the same order, presenter will again share logo images from printed pages, on tablet, or projector.
- Audience is asked to jot down what the brand means to them, utilizing the second column on the backside of the *Building Brand Loyalty* handout. This should be their first impression of the company or organization’s brand, whether positive or negative.

#### Round 3: Discussion

- Presenter serves as moderator for the discussion reviewing the company/organization name with the logo/symbol and opening the floor to conversations on the perception of the individual brands. Review logos/symbols one at a time in the same order, and share the questions to consider from the *Legion Family Branding Game Script*.
- Presenter should keep the discussion flowing, as some brands may inspire more conversation while others may lag.
- Audience is asked to join in the discussion by sharing their thoughts and impressions on the company/organization brands.

#### **Following the game:**

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 ALA and American Legion Family. What are positive ways they can share and promote the ALA brand and The American Legion Family as an organization to support and join?