



THE AMERICAN LEGION FAMILY BRANDING GAME SCRIPT FOR PRESENTERS

After two presenters give a branding overview using the Building Brand Loyalty handout, presenters explain The American Legion Family Branding Game and that the audience will see 22 different brands.

1. Welcome, everyone! Thanks for attending today's meeting! We're going to play The American Legion Family 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 and American Legion Family brand and challenge you to care for and promote the brand with a new awareness of how others see the ALA and Legion Family as an organization. Everyone walks 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 22 spaces indicated for each brand name. There are also 22 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 22 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 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 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 22 logos).*



11. *(Again, go through the 22-brand logos, asking attendees to write down their perceptions of each. Remind them to not shout 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 22 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/Sons 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. Campbell's: healthy; comfort foods for families.
6. Starbucks: high-quality roasts and whole bean coffees.
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. Toyota: Let's Go Places. Built to last, created to perform and designed for life; the Toyota brand stands for ensuring value, safety, and quality wherever your adventures take you.
12. Chevrolet: an iconic American brand of quality cars and trucks; remember the campaign "Heartbeat of America?"
13. Maytag: Durable and dependable; remember the fictional Maytag repairman, Lonely George, and his basset hound, Newman?
14. Apple: from the best personal computers to defining the future of mobile media and devices.
15. Kodak: photographic film products; "You press the button — we do the rest."
16. John Deere: providing quality outdoor equipment solutions; "Nothing Runs Like a Deere."
17. Amazon: one-stop online shopping, low prices, and free shipping.



18. UPS: reliable, largest worldwide package delivery service; “everyone loves the big brown truck.”
19. Wounded Warrior Project: simple message – see a broken warrior, fix a broken warrior.
20. The American Legion
21. The American Legion Auxiliary
22. Sons of The American Legion

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. Pepsi: provides consumers with delicious, affordable, convenient, and complementary foods and beverages.
5. Starbucks: high-quality roasts and whole bean coffees.
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. Blockbuster: home movie and game rental service through retail stores.
8. Netflix: on-demand streaming content; watch what you want when you want.
9. Dominos: From humble beginnings as a single pizza restaurant in 1960, Domino’s has become today’s recognized world leader in pizza delivery.
10. Under Armour: quality athletic wear that competes with Nike and Adidas.
11. Major League Baseball: professional baseball organization and the oldest of the major professional sports leagues in the United States and Canada.
12. Apple: from the best personal computers to defining the future of mobile media and devices.
13. PlayStation: A video game console developed by Sony, first one was released in 1994.
14. Amazon: one-stop online shopping, low prices, and free shipping.
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.
20. The American Legion
21. The American Legion Auxiliary



22. Sons of The American Legion

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 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?*