



The right formula

Taking driving into the classroom

Communications – Theme 13: What is a brand?

Activity 13a

Brand values

Choose a company for each of the following categories:

Multi-national companies

- soft drinks company
- clothes designer
- car manufacturer
- petrol company
- fast food chain

National companies

- clothes retailer
 - bank
 - music retailer
 - supermarket
 - non-profit charity
- Collect advertising and publicity material for each company.
 - Discuss what each company's brand stands for i.e. what are the words/images that come into mind when you think of a certain company or organisation.
 - Complete **Worksheet 13a: Brand values**. You can choose words to describe each brand from the list, come up with your own, or use a combination.

Class organisation

Individual or group work

Resources

Worksheet 13a:
Brand values