



# The right formula

## Taking driving into the classroom

### Communications – Theme 13: What is a brand?

### Activity 13c

#### Develop your own brand

For this activity, choose a group you are personally involved with, such as a school sports team, scouts or guides, a youth group, dance class, keep-fit class, your own band, your family or close friends.

- Give a name to your group if you do not have one already.
- Think what your group stands for. Make note of any key words that seem to describe you well. This will form the basis of 'your brand'.
- Test how your brand is seen by others. Carry out a survey similar to the one in Activity 13b.
- Compare the survey results with what you thought about your brand. Are they the same? If not, why? Is your brand seen differently by different age groups? Does it appeal more to one gender? What can you do to change people's perception about your brand?
- Devise a publicity campaign to promote the image of your brand that you would like to have.
- Check the results of your campaign by carrying out another survey and compare with the first. How well have you achieved your aims? What have you learnt about branding?

#### Class organisation

Individual work or  
in pairs

#### Resources

Template 13b:  
Brand Survey