
BRANDING

Aim

- ◆ To evaluate the impact of public relations (PR) and marketing on our attitudes to well-known organisations: both non-governmental organisations (NGOs) and transnational corporations (TNCs). This activity is an alternative to *What's in a name*.

Outcome

- ◆ Participants become familiar with basic principles of PR by analysing brand identities.

What you need

One set of cut-out logos from Actionpage per group; glue and flip chart paper; background to organisations from **Actionpage: What's in a name**; copies of **Appendix 1: PR for beginners**

What you do

- ▷ Divide participants into small groups and hand out sets of logos and flip chart paper.
- ▷ Explain that they have a selection of logos from well known businesses and charities.
- ▷ They need to rank the logos in order of the reputation of the organisation. At one end of the paper they should write the statement 'we **do not** respect or trust the values or practices of this organisation', at the other the statement, 'we **do** respect and trust the values and practices of this organisation'. They should try to place every logo.
- ▷ They need to discuss the relative merits of each organisation to reach a consensus. When they have agreed on a ranking, they should stick the logos to the flip chart paper.
- ▷ If one person is dominating discussion or a consensus is not being reached, use this variation to arrive at a compromise: agree on a rough ranking; in turn, each person is allowed to move three different logos up or down the ranking by one place only.

Whole group discussion

- ▷ Ask groups to display their ranking, and allow time to look at the results.
- ▷ Ask one group to explain the main points of their discussion, and reasons for their choices.
- ▷ Ask another group with a very different ranking to explain their choices.
- ◆ Which organisations ranked highest/lowest? Do these results surprise you?
- ◆ How effective are the logos in reflecting the image and identity of these organisation? Which have most/least impact?
- ◆ How important is a brand name in your purchasing decisions?
- ◆ What factors influenced your trust and respect in an organisation?
- ◆ What media stories or advertising campaigns concerning these organisations do you recall? What impact do these have on your attitudes?
- ◆ How can you judge the accuracy of the information put out by these organisations?
- ◆ How do your attitudes affect behaviour towards these organisations, eg buying products, contributing to a charity, joining a campaign?
- ◆ How could they improve a negative image/lose a positive image?
- ◆ How concerned are you about the full story beneath the glossy advertising image?
- ◆ How can you find out about damaging effects that businesses may have on people's lives?
- ◆ Do you think charities are more trustworthy than businesses? Why?

Key ideas and follow-up

See *What's in a name*, p13.

Actionpage: Branding

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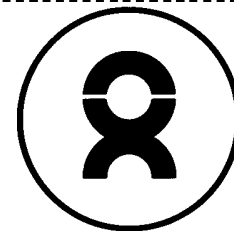
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