



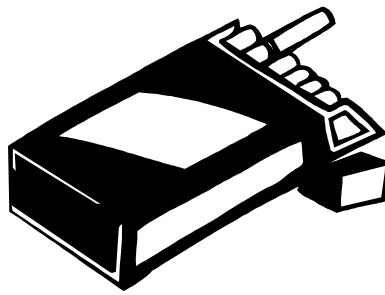
## **Logos and Branding**

### **Aim**

To introduce the power of branding and target marketing.

### **Resources required**

- Flipchart & markers
- Picture of blank cigarette carton template



### **Method**

1. Divide the main group into small teams of 5- 6 young people.
2. Ask pupils to draw as many logos for companies or products as they can think of in three minutes on a piece of flipchart. For example, one of the most recognised symbols in the world is the 'Golden Arches' of McDonalds; another is the globally famous Coca Cola logo.
3. Ask each team to share their sheet, awarding a point for each logo, and congratulating the team with the most.
4. As a whole group ask which logo's they think specifically appeal to young people and why. Record all the ideas onto a flipchart sheet
5. On a sheet with blank cigarette carton templates on. Ask the young people to draw on any logos, brand names or words (including health warnings) that they can remember seeing on cigarette packets. Remind the young people that this won't necessarily be from personal experience, but may be a carton they have seen on TV, amongst their peers or family.

6. In whole group ask the young people to consider the suggestion that even though there is a UK ban on all cigarette advertising except point of sale displays in small shops, tobacco companies design the packaging of their products to appeal to specific groups of people. Even established brands regularly employ advertising agencies, who fiercely compete for the lucrative contracts, to overhaul their 'corporate look' to make it attractive to new consumers, especially women, without losing old ones.
7. Stick all of the young people's template sheets up onto the wall and facilitate a whole group discussion that considers the following:
  - ◆ Which brands do you remember and why?
  - ◆ Is the packaging targeted at a specific group (e.g. women, younger people)?
  - ◆ How? What messages are given?
  - ◆ What words are used on packs to describe the contents? For example 'light', 'mild' or 'low tar' (outside UK only).
  - ◆ What do these imply?
  - ◆ Does the packet give useful information about the long or short-term effect of tobacco use?

Reference Smoke and Mirrors Vanessa Rogers (2009) produced for Smoke Free North West [www.seethroughtheillusion.co.uk](http://www.seethroughtheillusion.co.uk)

