

BRAND NATIONAL

CREATING

EVENT INFO

TIME: 2-4 HRS

NUMBERS: 50-300

LOCATION: INDOORS

APPROACH: COLLABORATIVE & COMPETITIVE



Raise the flag, sing the National Anthem and create the country's costume before the next revolution!

A distinctive message, culture and identity are vital to any business. This not only provides a unique brand for the company but also acts to bring its people together with a shared spirit and identity.

The same goes for nations. Over time, national identities are influenced by history, geography and culture and, just like companies, they have to foster and celebrate what makes them unique and special.

Brand National is a creative and fun teambuilding exercise that explores the issues of brand and identity by challenging delegates to create a national brand identity from scratch.

First they have to 'invent' their countries. To help them each team will be given a unique set of national characteristics that will be chosen at random. For instance, they might be a coastal nation with a cool climate, where the people are warriors and horses are the sacred animal. From national characteristics like these the teams visualise their nation and develop their national brand identity – a country name, flag, anthem (in song and dance), and national dress. Blank flags, fabric, accessories and tools can be traded and bought by the teams.

The event ends with a high-energy Eurovision-style show where each nation launches its new identity in a choreographed extravaganza with flags, song, dance and national costume.

Without doubt **Brand National** is a great way to explore the importance of a brand and how its influence extends far beyond the company logo to the behaviour of each and every member of the organisation.

BUSINESS BENEFITS

STIMULATES CREATIVITY

VISUALISING FUTURE

REVIEW & REFLECTION

UNIFIES THE GROUP

CREATES BRAND AWARENESS

