



**Tell Me The
Brand,
Without Telling
Me The Brand**

Thanksgiving Edition

Students will represent a well-known brand by designing a graphic in its' styling, to emphasize the importance of brand recognition.

This activity is based on the
Tell Me Without Telling Me
social media challenge, also known as
#TheTellMeChallenge.

The concept is that users ask others to share
personal opinions and beliefs
without using direct mentions of the subject.

For this activity you are to share
brand elements of a brand
without directly including the logo or name
of the company.

You can use **fonts, colors, trade characters/mascots,**
etc. to emphasize the brand
but it should be done in a *subtle* way that makes the
viewer use **brand recognition**
to identify the brand you are highlighting.
NO words, names or letters allowed!



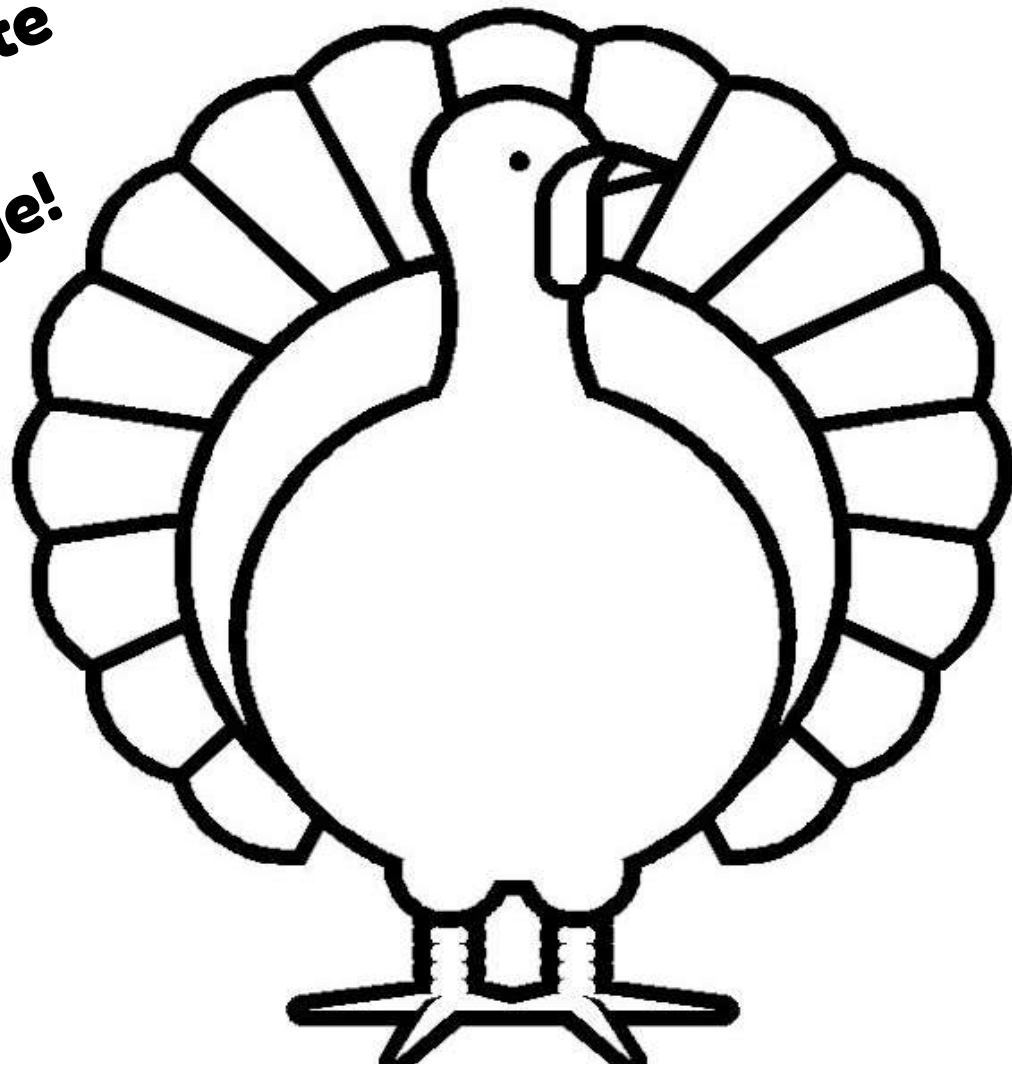
**Can you
identify these
brands?**



**How about
these?**



**Your Template
for this
Challenge!**











































THE TOP 100 FAVORITE MILLENNIAL BRANDS

Need some
Inspo?



The top 10 most loved brands across generations in the US

BOOMERS	GEN X	MILLENNIALS	GEN Z
 UPS	 Google	 Netflix	 Google
 Home Depot	 Amazon	 Google	 Netflix
 USPS	 Netflix	 Amazon	 YouTube
 Lowe's	 UPS	 YouTube	 Amazon
 FedEx	 Home Depot	 Target	 Oreo
 Amazon	 Hershey	 Nintendo	 PlayStation
 Hershey	 Cheerios	 Dollar Tree	 Walmart
 AAA	 USPS	 Samsung	 Target
 Tide	 Android	 Android	 Doritos
 Cheerios	 FedEx	 UPS	 Nintendo

Pro-Tip: Choose a brand with lots of character!

Note: Rank based on fan

Source: Morning Consult

ould be to promote the brand.

BUSINESS INSIDER


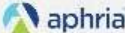













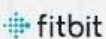








Sign up with the teacher
(keeping who gets what
SECRET for now)!

No Brands may be
duplicated ... if the one
you want is already
taken, choose something
else!

THINK about how you
can represent each brand
without naming it!

The most popular stocks millennials and Gen Z are investing in

DAILYFX
provided by IG

1	 Apple	11	 moderna	21	 Bank of America	31	 spirit	41	 FACEBOOK
2	 TESLA	12	 amazon	22	 aphria	32	 Southwest	42	 AT&T
3	 GE	13	 Microsoft	23	 Alibaba	33	 GENIUS BRANDS INTERNATIONAL	43	 Uber
4	 Ford	14	 GoPro	24	 AMC	34		44	 CANOPY GROWTH THANALOG
5	 American Airlines	15	 AURORA	25	 BOEING	35	 PROSPECT CAPITAL	45	 ExxonMobil
6	 Pfizer	16	 PLUG POWER	26	 fitbit	36	 NETFLIX	46	 STARBUCKS™
7	 CARNIVAL CORPORATION & P&L	17	 NCL NORWEGIAN CRUISE LINE	27	 ORGANIGRAM	37	 Coca-Cola	47	 DRAFTKINGS
8	 DELTA	18	 Snap Inc.	28	 jetBlue AIRWAYS	38	 Direxion	48	 NOVIO INTERNATIONAL AUTO PARTS
9	 NIO	19	 Marathon Oil	29	 NIKOLA	39	 MGM RESORTS	49	 Palantir
10	 Disney	20	 UNITED	30	 Royal Caribbean INTERNATIONAL	40	 WORKHORSE	50	 GALACTIC

To learn more visit dailyfx.com/nas-100/what-are-millennials-and-gen-z-investing-in

Tell

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