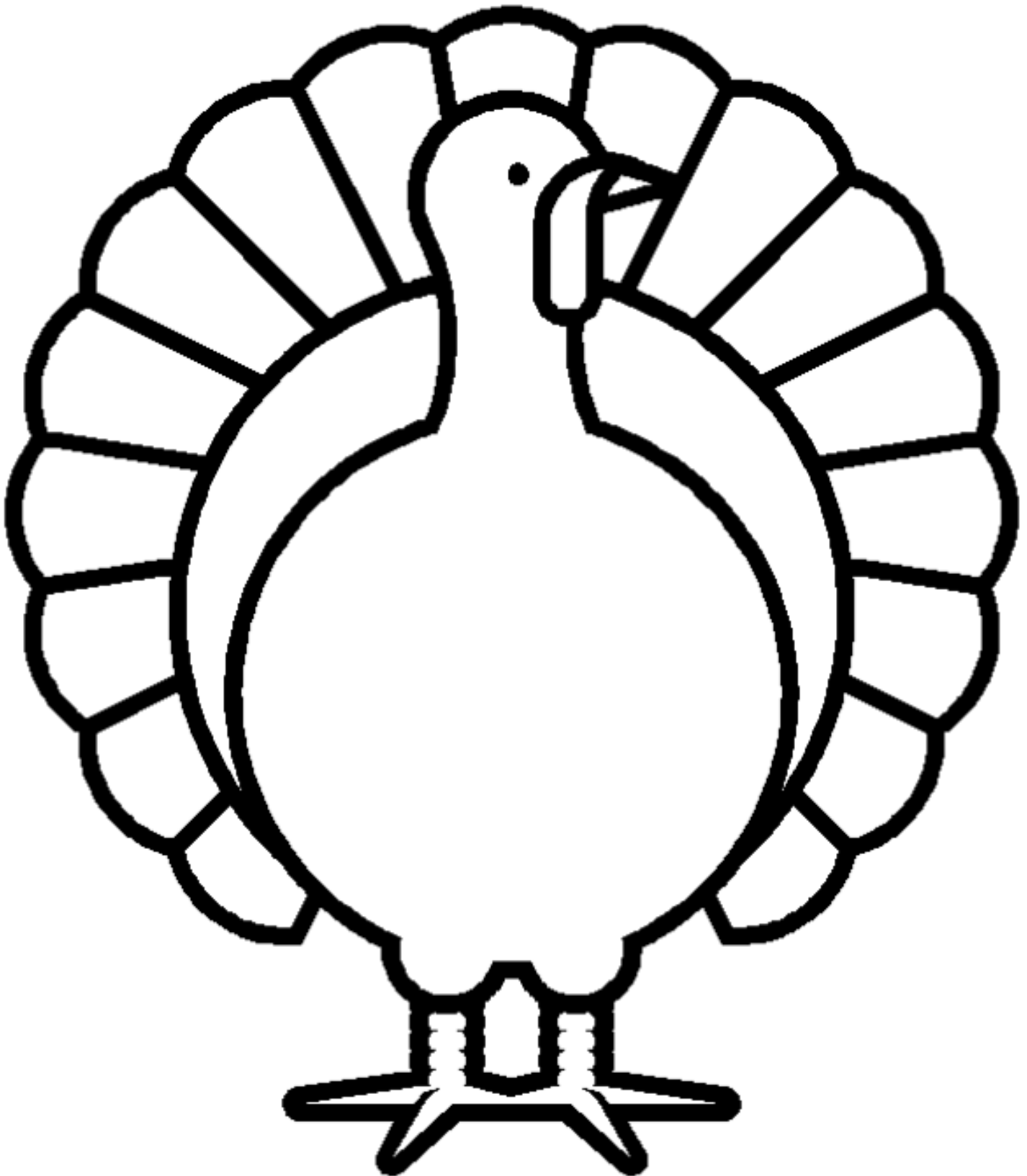


## Tell Me Your Brand Without Telling Me Your Brand (Turkey Edition)

**Directions:** 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, 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.



# EXAMPLES





TELL me THE  
BRAND WITHOUT  
TELLING me  
THE BRAND

