**Secrets of the Superbrands (Fashion)**

1. Explain the luxury brand pyramid.
2. Pick a brand from the documentary and explain what it stands for.
3. Why would anyone buy a pair of destroyed, ripped jeans?
4. List as many factors as you can that give a brand power over a consumer.
5. Why have humans become so consumed with brands? Think about the brand personality.
6. The fashion brands presented in the documentary convey certain values that seem to appeal to us, particularly in western countries. What are some of the values?
7. Do phones/technology strengthen our obsession with brands or weaken our obsession? Explain.
8. Why does Adidas and Nike have such a strong influence on children? What values do they convey?

**Questions for Secrets of the Superbrands (Food)**

1. Why has Coca Cola become such a successful brand?
2. What difference does a label make?
3. Why do companies want to recruit the teenage consumer so badly?
4. What is meant by ‘brand personality’?
5. Describe the Red Bull brand? How is it different from other brands?
6. Why are there no Starbucks in Italy?
7. Were you surprised to discover that our brains register familiar brands in the same way as close family and friends? Explain what this says about our connection to brands.
8. How do you now feel about the statement ‘We are what we consume’?

**Step 1:**

* Students will know the product they will be creating and develop a brand personality with a logo and a slogan..
* Write a paragraph describing the brand personality. Mention any celebrities that will be used and why. Draw a rough picture of the logo and explain why the logo works for your brand.
* Students will have created a list of items they will need in order to complete their advertisement.