



Title	<b>Top Brands Challenge</b>
Key Stage(s)	Any from KS2 upwards
Subject(s)	Business Studies, Personal & Thinking Skills
Objectives	To raise awareness that businesses often have slogans that aim to send out a message to customers. To open young eyes to the power of advertising and branding
Duration	10-15 minutes
In brief	A fun quiz based on their slogan

## PREPARATION:

Print off the special slogan of Home Bargains, originally a quiz in their internal staff newsletter.

You may wish to print an extra copy if you are taking the challenge yourself. You may want to record the right answers.

## THE TASK:

Home Bargains has always believed that recognisable big brands give their customers confidence as they enter one of their stores.

Their slogan (or 'strapline') reflects this: **"Top brands, bottom prices"**

Study your printed version of this slogan. Each letter comes from a different brand.

How many of these 21 brands do you recognise? (*Tip: Log no. of answers inside 5 mins*)

## ANSWERS:

**T**horntons **P**olly Pocket **P**rinces

**B**isto **C**arlsberg **H**aribo **L**ynx **D**ove **S**chweppes

Sea**b**rooks Crisps **C**oca Cola Hawaiian**T**ropic Colgate **V**odafone Pa**m**pers

**P**ersil **S**tar**w**ars **C**hicco **C**adburys **M**eccano **K**ellogg**s**

## DISCUSS:

How many correct answers? How many within the first 5 minutes?

What does the fact that so many brands are recognised by a single letter tell us?