



BUILDING BRAND LOYALTY: *THE AMERICAN LEGION FAMILY*

A brand is a product or service publicly distinguished from other products and services so that it can be easily communicated and marketed. Put simply, the American Legion Auxiliary and The American Legion Family brands are what come to mind when a prospective member, volunteer, or donor hears our organizations' names. The brand is everything the public thinks it knows about what our organizations offer — both factual and emotional.

A brand name is assigned to a distinctive product, service, or concept. The American Legion Family brand name exists objectively; people can see it.

Branding is the process of creating and disseminating the brand name. Branding can be applied to our entire corporate identity, The American Legion Family, as well as to individual product and service names, such as ALA Girls State and Legion Boys State programs.

Brand Promise

At its core, a brand is a promise to consumers, or in our case, members and the public. What will our members receive when they volunteer, join, or donate under the brand? What will they experience? How do we interact with our local community?

Brand Perceptions

Brands are built by consumers, not companies or organizations. Ultimately, the way consumers perceive a brand defines it. It doesn't matter what we think the brand promises. The only thing that matters is how consumers perceive The American Legion brand — *Service. Patriotism. Camaraderie*; the Auxiliary brand — *A Community of Volunteers Serving Veterans, Military, and their Families*; and the Sons brand — *to honor the service and sacrifice of Legionnaires and strengthen the four pillars of The American Legion*.

Brand Expectations

Based on the brand promise, consumers develop expectations for the brand. When they pull their hard-earned money out of their pockets to donate or take the time to volunteer and join, they assume their expectations for our brand will be met. It's about how they experience who we are.

Brand Persona

Rather than asking, "What is a brand?", a better question might be, "Who is a brand?" Every brand has a persona. Think of the Legion Family brand as a person. What is that person like? What can one expect when interacting with that person? From appearance to personality and everything in between, our brand persona is one that consumers will evaluate and judge before they choose to join, renew membership, volunteer their time, donate their money, or recommend the Legion, ALA, or Sons as the premiere veteran support organizations in their communities.

The Brand Elements

The American Legion Family brand is represented by the intangible elements described above, as well as tangible elements such as our brand logo, which includes the Legion Family emblems, messaging (slogans, etc.), packaging, and so on. All of these elements must work together consistently to communicate our brand promise, shape brand perceptions, meet brand expectations, and define our brand persona. We must be careful to not confuse our audience with multiple changing themes, slogans, and brand designs so that they have a positive and consistent brand experience year after year.

Brand Name

Brand Perception
What you think brand stands for?

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