

This session was called *Branded*, and was a follow on from *Ambience* for <Destination> Priory School Christian Union.

The idea came from a discussion about the book **NOLOGO** By Naomi Klein we talked about the power and importance of brand in our culture.

In the session I used Nike and other brands to illustrate how destructive branding *can* be and the cost to humans and suffering. I also used the branding of churches and Para church organisations to show another side of branding, where it's used to portray a message or a place of sanctuary.

Any brand image can be used, I normally use nestle and MacDonald's as negative images given the company's history's and actions. You may need to do some research if you are not familiar with what company's do. Here are some ideas for sites to help.

I do not endorse any of the following and didn't use them for this study but have used them in the past.

<http://www.nologo.org/>
<http://www.corporatewatch.org.uk/>
<http://www.corporatewatch.org.uk/magazine/issue1/cw1res.html>
<http://www.antislavery.org/>
<http://www.fairtradefederation.com/>
<http://www.fairtrade.org.uk/>
<http://www.mcspotlight.org/>
<http://www.mcspotlight.org/beyond/www.html#oppressive>
<http://www.babymilkaction.org/>

Feel free to use and adapt this outline. I would be interested to hear views and how it's used and how sessions went.

Sugar

How could I make an advert to convince u to drink the equivalent of 17 cubes of sugar?

Show a coke can: coke spends over 11 million pounds a year to try and make u drink this product!

This illustrates the power of advertising and brand image

Quiz time

Hand out the picture quiz and give 3-5 minuets to do it. Most can do it in less than a minute.

Just a quick quiz to look at brand recognition, maybe say something about how brand savvy or not the group is

Consumed by brand.

In this section talk about the cost of brand, the human cost its affects on poor people who make the products, you could touch on slavery and forced labour

The cost of brand:

NIKE: In 1996, *Life* magazine revealed to the world the conditions of Nike's sweatshops in south Asia, most notably the manufacturing of soccer balls in Pakistan where children as young as three years old were toiling all day for a 60-cent per day

CARPETS: The total number of children involved in the carpet making industry in South Asia is very difficult to assess, but in India the South Asian Coalition on Child Servitude estimates that between 200,000 and 300,000 children are involved, most of them in the carpet belt of Uttar Pradesh in central India.

INVESTING: in Burma, people are still under repression; thousands of political prisoners are subjected to physical and psychological torture.

many companies invest heavily in Burma and other countries who abuse human rights. Pepsi withdrew in 1997/8.

Brand of justice

*Isaiah 58 talks a lot about justice and freeing people from the yoke and feeding the **hungry**, sheltering the homeless and clothing the naked*

Isaiah 58:6 "Is not this the kind of fasting I have chosen: to loose the chains of injustice and untie the cords of the yoke, to set the oppressed free and break every yoke?

7, Is it not to share your food with the hungry and to provide the poor wanderer with shelter when you see the naked, to clothe him, and not to turn away from your own flesh and blood?

Micah asks us a tough and direct question he also gives the answer, but how can we act justly and to love mercy and to walk humbly?

Micah 6.8 He has showed you, O man, what is good. And what does the LORD require of you? To act justly and to love mercy and to walk humbly with your God.

Luke 12 25 a man's life does not consist in the abundance of his possessions.

Is this true? Or is it do we live our lives acquiring more and more things, striving after the next toy gadget or car, that the TV can make us lust after?

WE ARE BRANDED

Our brand is Christ if we are Christians the way we live is a testament to our brand.

The way we conduct our lives is how people see our brand. How often have u heard people say bad things about Christians because of they way one person they have known has behaved?

The brand image we represent is that of Christ. Like Nike we have

a “product”, in our case its one that does not abuse use and harm,
Our “product” is the love of God, the relationship we have and others can have.
How we live our brand has an impact on how people respond to Christ.

Our brand (taken from the passages we read)

Act justly
Love mercy
Walk humbly
Free the oppressed
Feed the hungry
Clothe the naked
Fight for justice and freedom

That’s an awesome list and I know if I asked, you could give me other examples in the bible where it talks about our responsibilities, it’s a tough list, and a tough task, but the gospel is tough, its not an easy way out we are called to make sacrifices and to look out for other people. It’s the way it is, its part of our brand image.

Isaiah 58 talks about the idea of praying for something and not doing anything else about it, but we are not only called to pray but to take action, what good is it if we pray and then do nothing? *See James*
Do just pray, listen to God if he is saying do something do it! And just a hint, he is saying DO SOMETHING!

Homework for your group
Read Isaiah 58 also read the book of James

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Youth Work Resources