

# BRAND WORD ASSOCIATION GAME:

## Match Brands with Their Emotion

Let's take a stroll down memory lane! Do you remember those match games we used to play as kids? We all know brands are more than just names – they're crafted to make us feel something powerful. So, let's have some fun and see if you can match these iconic brands with the emotions they aim to evoke.

**Instructions:** Match each emotion to the proper brand.

	Samsung
	Chanel
	Amazon
	Disney
	Coca-Cola
	Tesla
	Microsoft
	McDonald's
	Facebook
	Instagram

	BMW
	Mercedes-Benz
	JP Morgan
	Adobe
	Apple
	Louis Vuitton
	Toyota
	Oracle
	Nike
	Google

- A. Reliability
- B. Innovation
- C. Magic
- D. Dependability
- E. Exclusivity
- F. Convenience
- G. Productivity
- H. Inspiration
- I. Happiness
- J. Connection
- K. Luxury
- L. Trust
- M. Community
- N. Enjoyment
- O. Expertise
- P. Performance
- Q. Creativity
- R. Futuristic
- S. Elegance
- T. Knowledge

What core emotion(s) do you want your members to feel when they interact with your credit union?

In what ways do your current branding and marketing efforts successfully evoke these desired emotions? Where might there be gaps or opportunities for improvement?

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**Samsung:** Reliability  
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**Toyota:** Dependability