

# New Zealand Brands Quiz

## Introduction

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The New Zealand Brands Quiz is a learning tool for high school students that will allow them to work in small teams to identify iconic New Zealand brands.

The aim of this game is to show students the significance of excellent brand development and to illustrate the increasing presence of brands in our lives – whether we are aware of it or not.

## Resources

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- Logos Power Point
- Answers
- Worksheet
- 10-15 minutes

## The Game

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- Students form groups of 2 to 4 people
- Each group is provided with a worksheet to record their answers
- Students are presented with the logos, one by one, giving 20 seconds for each logo
- When the time is up, groups swap their work sheets with another team to mark answers and the teacher goes through the answers
- Two points are awarded for each correct answer. One point is awarded for a close answer (e.g. incorrect spelling). The team with the most points wins a prize e.g. chocolate bar for each player, canteen vouchers

## Lesson

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Successful brands are recognised even when only part of their logo is visible. The Coca Cola bottle for example was designed to be “a bottle so distinct you would recognize it by feel in the dark or lying broken on the ground.” Even 100 years on from its original inception!

## Extension

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Areas for class room discussion:

- What do you think is the most iconic New Zealand logo and why?
- Do logos mean the same thing for different cultures?
- Discuss your school logo
- Develop your own personal logo

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## Answers

Logo	Your Answer	Points
1	2 Degrees	2
2	100% Pure New Zealand	2
3	Air New Zealand	2
4	All Blacks	2
5	Bluebird	2
6	BNZ	2
7	Cadbury	2
8	CCC Canterbury	2
9	Edmonds	2
10	Fly Buys	2
11	Hellers	2
12	Kiwi Shoe Polish	2
13	L&P	2
14	Meadow Fresh	2
15	Nestle	2
16	New World	2
17	New Zealand Police	2
18	Pascall	2
19	Resene	2
20	Speights	2
21	Swandri	2
22	Tegal	2
23	The Warehouse	2
24	Tip Top	2
25	Trade Me	2
26	Tui	2
27	Watties	2
28	Weet-Bix	2
29	Weta Workshop	2
30	Whittakers	2
Total		60