



Build-a-Brand™ Your Next BIG Idea Starts Here | Making Marketing Fun *game*



CRITICAL THINKING & REAL-WORLD APPLICATION

Participants make strategic branding decisions, analyze outcomes, and explain their reasoning—mirroring real-world business thinking.



MULTI-PATH GAMEPLAY (68 POSSIBLE OUTCOMES)

With 68 gameplay paths, each session is different. Players navigate audience, positioning, and trade-offs in real time.



FACILITATOR GUIDE + STUDENT WORKBOOK

Includes structured facilitation prompts and a student workbook for reflection, discussion, and application.



LICENSING FOR ACADEMIC & ORGANIZATIONAL USE

Licensed for academic and organizational use, with facilitation materials, student workbooks, and game components for repeat delivery.

Build-a-Brand™
game

Your Service is:

Professional
Mattress Tester



Build-a-Brand™
game

Your Product is:

Scissors



The **Build-a-Brand™ Game** is an **experiential learning tool** that **teaches branding, strategy, and audience alignment** through **hands-on decision-making** rather than lectures.

Guided gameplay **encourages critical thinking, discussion, and strategic clarity.**

Supported by a **Facilitator Guide** and **Student Workbook**, it works as a **standalone workshop** or within a **broader curriculum.**