

## **Brand around us' treasure hunt**

The treasure hunt will be outside of activity room and it is time for participants to get to know Kaunas a little bit better and go looking for brands in the city centre. But in the beginning they will need to be divided into teams, each team needs to have around 4-5 people and in every team has to be at least 1 Lithuanian (it is the best for the team).

### **Here is a list of rules which need to be followed:**

1. All tasks need to be documented (in video or photo format);
2. In each task brands need to be different and none of the brands can be used second time;
3. In the end of treasure hunt each team needs to present the presentation about their findings.

### **Tasks:**

- 1) Find local brand, take a photo of their brand logo and interpret what does that logo mean. If it is possible find out actual meaning of their logo.
- 2) Find the brand which is very important for community, has very interesting history and it has been for a long time in Kaunas. Don't forget to take a picture and if you want to also visit it (We highly recommend it!). Hint: this is a place in Laisvės street, has been there from the XX century and serves delicious donuts and you can pay there only in cash.
- 3) Find three brands logos (they need to be in the same sector) and take photos of them. Analyse them and evaluate their creativity and which one of those three looks the best in your opinion and why.
- 4) Find a brand which is located physically in Kaunas, but also has very creative and active social media (on Facebook, Instagram, Tik Tok etc.) and present why it is very good for the brand.
- 5) Find eco-friendly brand and take a photo of the logo and tell us about this brand, what they do, what they sell etc.
- 6) Find a brand which has very strong cultural influence (it can be any cultural from around the world) and analyse how they show that heritage.
- 7) Find the brand which is most actively engaging with their customers (it can be through interactive displays, tasting stations etc.) .
- 8) Look up for a brand on internet, it can be any brand and prepare three clues about it (it can be verbal or visual clue) and during your presentation present them and let others to guess about what brand you are talking about!
- 9) Also, think of your team name and create your own team logo which represents you as a team.

Good luck!