

KEY QUESTION:

100 years of Macmillan

Links to the National Curriculum

England and Wales: PSHE, Citizenship, ICT, English, Design and Technology

Scotland: PSD, Expressive Arts, English

Northern Ireland: PDMU, the Arts, Language and Literacy, Learning for Life and Work

Links can also be made to the *Every Child Matters Outcome Framework 2008* www.everychildmatters.gov.uk

Desired learning objectives

- Pupils understand the importance of brand recognition when promoting a product or organisation.
- pupils understand the history of brand change at Macmillan.
- pupils can create a new logo which ties in with Macmillan's aims to promote the centenary.

Logos speak louder than words

Starter

Show pupils a number of company logos, which don't mention the organisation's name but are easily identifiable. Examples could include McDonalds, Apple and Starbucks. Can pupils name the brand?

Now ask pupils if they can sketch some other famous brand logos, such as Coca-Cola, Nike, Tesco and Sainsbury's. Compare results. How close are pupils' attempts to the original?

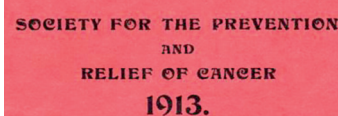
What makes a logo successful? Discuss ideas. Talk about colour, simplicity and shape. What makes a logo eye-catching? Why is a strong logo important to a company? Discuss recognition in a competitive market and point out that if one brand 'appeals' more than another sales may increase.

Main

Explain that since starting up in 1911, Macmillan Cancer Support has altered in several important ways. Firstly, discuss the name changes.

1911 – Society for the Prevention and Relief of Cancer

There wasn't any specialist support available when Douglas Macmillan's father was diagnosed with cancer, so Douglas set up the charity to provide people with cancer, doctors and the public with information about recognising, preventing and treating the illness.



SOCIETY FOR THE PREVENTION
AND
RELIEF OF CANCER
1913.

1924 – National Society for Cancer Relief

We changed the name and also started to help people with cancer and their families in practical ways. For example, we gave some people with cancer grants to help pay for their treatment.



1989 – Cancer Relief Macmillan Fund



1997 – Macmillan Cancer Relief



2006 – Macmillan Cancer Support

**WE ARE
MACMILLAN.
CANCER SUPPORT**

We changed the name to include 'support' to help people have a better idea of what we do.

Ask pupils why they think Macmillan may have changed its name? What are the benefits and risks of doing this? Discuss catchy names and names that reflect changes. You could also talk about the meaning of words: why would you use 'support' rather than 'relief'? Which sounds more positive and why?

Let pupils see the resource sheet which shows the different logos we've used over the past 100 years. You could cover up the dates and ask pupils to guess when each logo was used, based on the earlier discussions. Which logo do pupils like best – and why? Which do they think is the most effective in terms of recognising the brand? Why has the colour green been a feature since 1989? You can find more information about Macmillan's brand at be.macmillan.org.uk/AboutOurBrand/Home.aspx

Activity

Ask pupils to look at the current Macmillan logo before coming up with their own centenary logos for us. Remind pupils about these key points:

- It should be a statement about who we are and what we stand for. It should be more than our name and not just an average-looking logo.
- Macmillan is a movement. Anyone can join – especially if you want to help make the lives of people affected by cancer better. This means that you'll see our logo on all kinds of objects from all sorts of organisations who support us. This includes everything from supermarket bags to school signs.
- When you use our logo, you show that you've become part of something special – a movement to help people affected by cancer. Our logo is a way of demonstrating this.
- Point out that the logos should reflect 100 years of Macmillan.

Plenary

Create a gallery of logos and ask pupils to examine them. Which ones do they like best and why? Which are the most eye-catching and most likely to help Macmillan's brand stand out from other organisations'? Do the logos stick to the Macmillan logo aims and reflect the centenary? What could be done to improve the images?

We'd love to see any work that your pupils produce. You can email this to us at **schools@macmillan.org.uk/schools** or post it to Schools and Youth Team, Macmillan Cancer Support, 89 Albert Embankment, London SE1 7UQ.

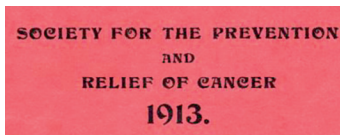
Post lesson assessment notes

Activity:

LOGOS SPEAK LOUDER THAN WORDS

Look at the Macmillan logos from over the last 100 years.
Can you guess which decade they were used in?

1. Society for the Prevention and Relief of Cancer



Decade

2. National Society for Cancer Relief



Decade

3. Cancer Relief Macmillan Fund



Decade

4. Macmillan Cancer Relief



Decade

5. Macmillan Cancer Support



Decade

Discuss which logo you think is the most effective? Why?