



# YOU ARE ACTUALLY THE BRAND

CLASA A X-A BD/AC

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In today's world, young people are at the target of a very wide industry sector with the market potential they have. Of course, the fact that they greatly influence the expenses of their families and friends and that they will direct consumption as adults of the future shows that the power that young people have is great. Therefore, creating brand loyalty on young people and Businesses develop strategies to be successful. The result of all these studies is a widespread brand addiction and even brand pressure in our schools. Our students position themselves in a certain place through the products they buy with money they did not earn, they see themselves as valuable and feel like they belong somewhere thanks to their branded products. Of course, our children need to feel valuable and experience a sense of belonging. It is very important for the child to exist. But it is best for the child to feel this because of who he is, not through brands. At this point, giving children the opportunity to produce something, fill a gap, take responsibility, and be an important part of the society whose absence is felt forms the basis of our project.

## **Information**

**Members:** 13

**Membership:** Turkey(6), Azerbaijan(2), Bulgaria(2), Georgia(1), Romania(1), Greece(1)

**Age range:**

14-18

**Subjects of teaching:**

Citizenship

Design & Technology

Home Economics

Social Studies / Sociology

**Vocational subjects of teaching:**

Guidance / Counselling

Handicrafts

Socio-cultural services

Textiles, Clothes and Leather, Fashion

**Key competences:**

Citizenship

Entrepreneurship

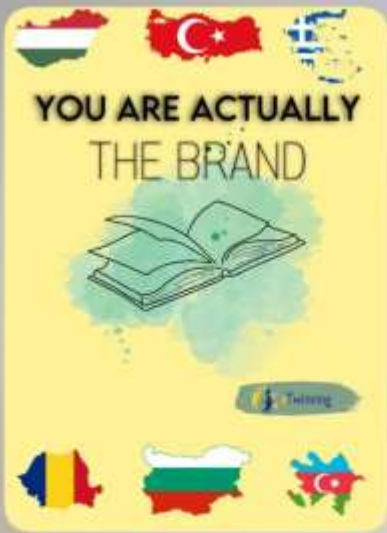
Personal, social and learning to learn

Social and learning

**"You are actually the brand"**



**The project Team**



# Logo/Poster Contest

# Actually you are the brand.

## TAKIM (3. TEAM)

Alyssa P. (D. C. Technological High School)  
 Anılcan Z. (D. C. Technological High School)  
 Seyral Y. (Küçükçekirce Kayıncısızlık Teknoloji MTAL)  
 Jovdy D. (Küçükçekirce Kayıncısızlık Teknoloji MTAL)  
 Çağrı Ö. (Kansu MTAL)  
 Ahmet Baran Ö. (Kansu MTAL)  
 Elru C. (Müqerref Hasan Eser MTAL)  
 Gülşen Y. (Müqerref Hasan Eser MTAL)  
 Melik K. (Dinar MTAL)  
 Zübeyra T. (Yalova Hınci Hatun MTAL)  
 Tuana A. (Yalova Hınci Hatun MTAL)

## TAKIM (2. TEAM)

Alexandra C. (D. C. Technological High School)  
 Andreea T. (D. C. Technological High School)  
 Melek A. (Küçükçekirce Kayıncısızlık Teknoloji MTAL)  
 Aramir Y. (Küçükçekirce Kayıncısızlık Teknoloji MTAL)  
 Ahmet Kayhan Y. (Kansu MTAL)  
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 Hacer T. (Müqerref Hasan Eser MTAL)  
 Meran A. (Müqerref Hasan Eser MTAL)  
 Südehür A. (Dinar MTAL)  
 H. Sehra E. (Yalova Hınci Hatun MTAL)  
 Hüseyin B. (Yalova Hınci Hatun MTAL)  
 Aneliğ S. (Saint Cyril and Methodius Secondary School)  
 İsmail H. (Saint Cyril and Methodius Secondary School)  
 Arifiniz T. (Kilis 2nd Experimental High School)  
 A. Georgia Ö. (Kilis 2nd Experimental High School)

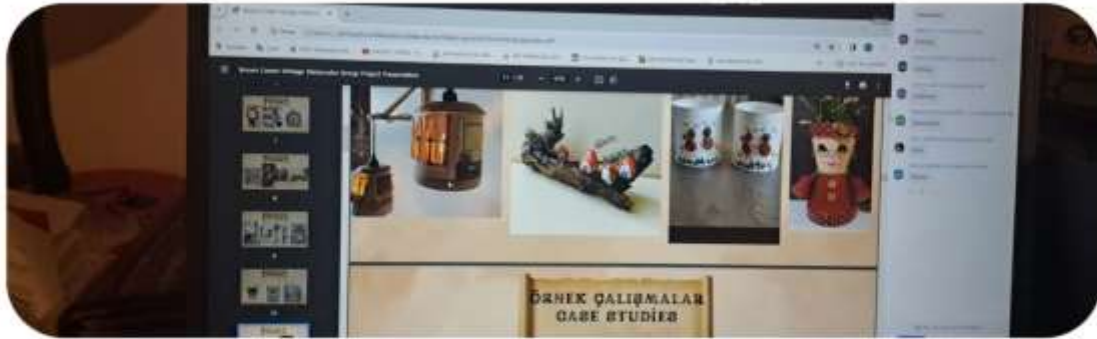
## TAKIM (1. TEAM)

Antonia P. (D. C. Technological High School)  
 Alexandra C. (D. C. Technological High School)  
 İsmail İ. (Küçükçekirce Kayıncısızlık Teknoloji MTAL)  
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 Ertem Y. (Kansu MTAL)  
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 Elru Y. (Müqerref Hasan Eser MTAL)  
 Ayşenur E. (Dinar MTAL)  
 Habibe G. (Yalova Hınci Hatun MTAL)  
 Selma Z. G. (Yalova Hınci Hatun MTAL)  
 Elif H. (Saint Cyril and Methodius Secondary School)  
 Melisa K. (Saint Cyril and Methodius Secondary School)  
 Ayşegül T. (Kilis 2nd Experimental High School)  
 Ayşe T. (Kilis 2nd Experimental High School)

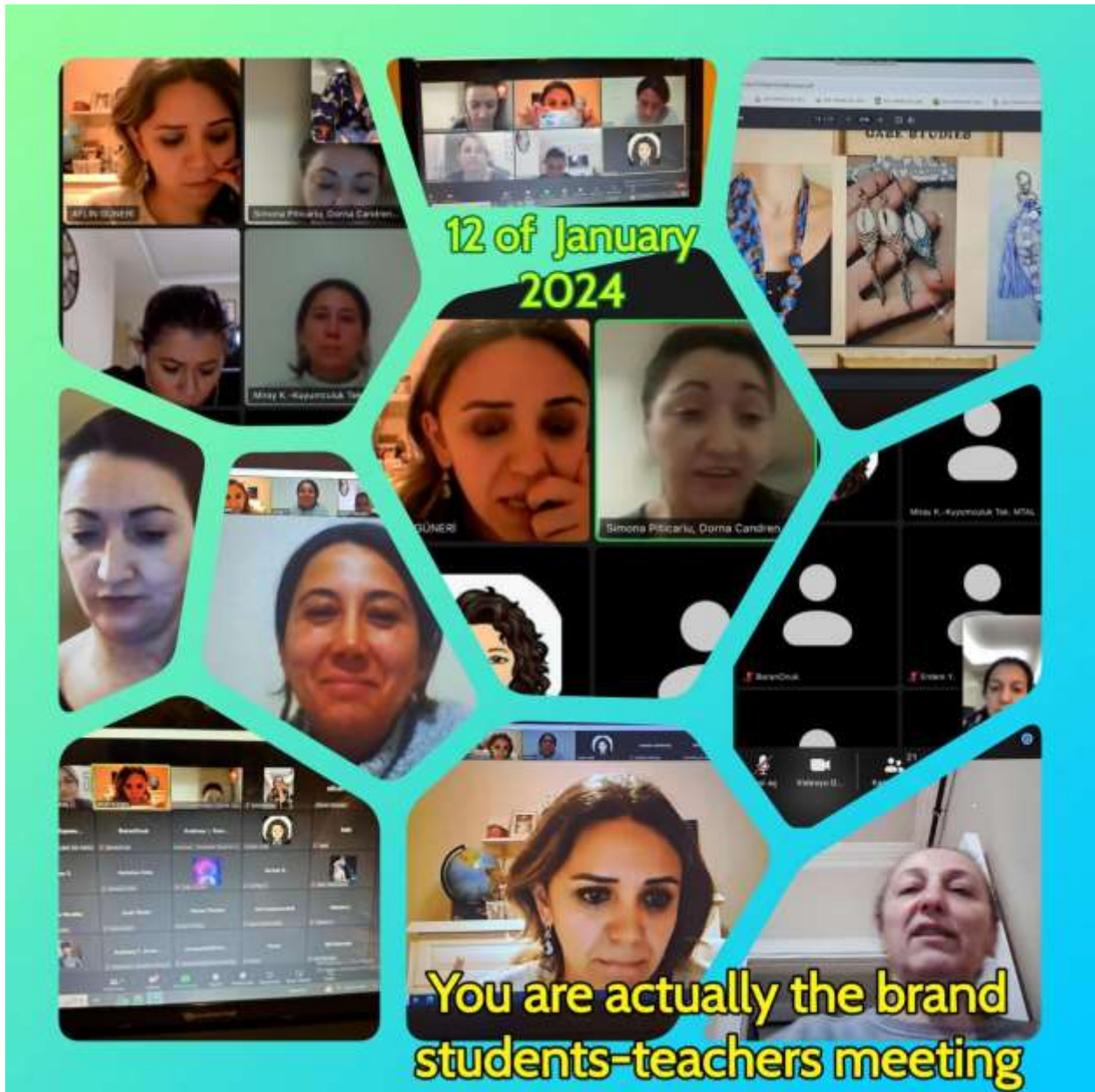
## TAKIM (4. TEAM)

Deniz R. (D. C. Technological High School)  
 Valeria C. (D. C. Technological High School)  
 Seyma Ö. (Küçükçekirce Kayıncısızlık Teknoloji MTAL)  
 Yareş Ş. (Küçükçekirce Kayıncısızlık Teknoloji MTAL)  
 Emir Muhammed Ö. (Kansu MTAL)  
 Fatma K. (Kansu MTAL)  
 Rana Y. (Müqerref Hasan Eser MTAL)  
 Sibel Y. T. (Müqerref Hasan Eser MTAL)  
 Melike A. (Dinar MTAL)  
 Ela İ. (Yalova Hınci Hatun MTAL)  
 Sebastian S. (D. C. Technological High School)  
 Kalina P. (Saint Cyril and Methodius Secondary School)  
 Hiba A. (Saint Cyril and Methodius Secondary School)  
 Feriun F. (Kilis 2nd Experimental High School)  
 Melis T. (Kilis 2nd Experimental High School)

# NOVEMBER ACTIVITY



# December Activity



12 of January  
2024

You are actually the brand  
students-teachers meeting

