The regional authorities at your place announced a contest for citizens. Participants are expected to suggest an idea of a regional brand or regional symbol. You and your partner need to decide what it should be and why.

Discuss the following:
1) What are pros and cons of tentative brands?
2) What problems can arise in designing and promoting them?
3) Which is more likely to appeal to people?

Make decisions about:
 a) the type of brand you would like to work out (person, animal, place, thing, etc.),
 b) the main requirements for the regional brand,
 c) the stages of creating a regional brand.

Remember:
 to be polite,
 to keep the conversation going,
 to come up with the decision.