

News Story Summary

Over the next few months, Malaysia Airlines will undergo a brand overhaul, with a new name, new logo, and new paint schemes for its aircraft. The changes are part of a plan to shed its negative image in international markets following the twin tragedies of flights MH370 and MH17 last year.

It was reported in August of 2015 that MAS has been working with an advertising agency to create a new name, logo, and advertising campaign to reintroduce the airline to the world. The MH370 and MH17 tragedies have damaged the airline's brand, once known for its five-star service and the world's best cabin crew. MAS had one of the best safety records in the aviation industry before these tragedies.

(For more on this story, search the Internet using phrases such as "Malaysian Airlines new name")

Focus Attention

As the group arrives, ask: *What are some of the most trusted product brand names in our world today?* Allow for responses, then ask: *Are there any brands we've lost trust in recently?* Give group members an opportunity to respond, then share the story about Malaysian Airlines. Discuss why corporate executives believed a name change was necessary. Comment that for consumers, a product name implies a promise. The name is associated with quality, or service, or safety. Transition to the session by explaining that when God changed Abram's name, there was a promise associated with his new name as well. Encourage group members to listen for what the name "Abram" means, and compare it to the meaning of the name "Abraham."

Challenge

Refer back to the news story. Emphasize that God did not change Abram's name in order to do "damage control" or to restore "brand credibility." But just as a product name implies a promise, Abraham's new name communicated a promise from God. He went from "exalted father" (Abram) to "father of a multitude" (Abraham). All of us sitting here today are beneficiaries of the promise God made to Abraham, because it is through Jesus Christ, a descendant of Abraham, that we have a relationship with God. Now that's a brand name we can trust!