

Communications Strategy

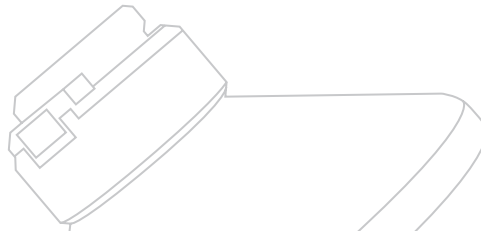
Museum of Brands Worksheet

This worksheet on Communications Strategy is for your use as you make your way around the Museum of Brands. As the questions use various parts of the Museum, you may need to go round more than once.

1. Go to the 'Branding' section of the Museum. Find two products that you have never heard of. For each, outline what kind of product it is and who might be expected to buy it.

a) Brand:
Product type:
Target consumer:

b) Brand:
Product type:
Target consumer:



2. There are many choices for customers who are looking to buy a product. Manufacturers must therefore find ways to make their products attractive and product names are one way of doing this. For each of the following choose a product with a name that fits the idea of 'clean', 'friendly' or 'luxury'. In what other ways does the brand reflect this idea?

a) Clean:

b) Friendly:

c) Luxury:

3. Another way of attracting customers to your product is through the use of an image or character, such as a cartoon animal. This image becomes a vital and instantly recognisable element of their brand. Choose one product that features an animal in this way and record the following:

Product name:

Type of animal:

What have they done to the animal to make it more appealing?

Who do you think the company is aiming at by using an animal on the packet/advert?

How well do you think this works and why?

4. One further method of attracting customers is through the use of use short phrases next to images of the product.

Find phrases that you think work well on two products and copy them below, explaining why you believe they suit their purpose.

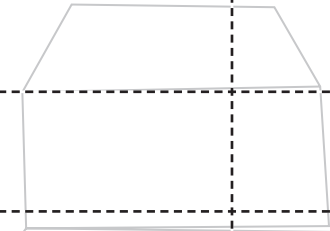
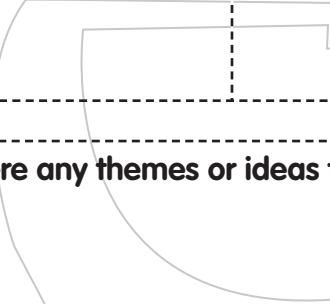
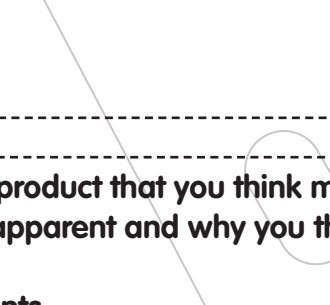
a) Phrase:

Reasons for choice:

b) Phrase:

Reasons for choice:

- 5.** Many products claim to be 'healthy'. Early versions of Rowntree's Cocoa, for example, claimed to contain 'Fresh-Food Vitamins'. Try to find three similar 'healthy' products. Look at the language used to persuade people that a product is good for them and list any words or short phrases that appear on either the packs or adverts for each of your three healthy products.

Product	'Health' indicators
	
	
	

Are there any themes or ideas that connect these words and phrases together?

- 6.** Find a product that you think might be aimed at each of the following audiences. Outline how this is apparent and why you think the manufacturer is trying to target this particular consumer.

a) Parents

b) Women

c) Men

