

Packaging

Museum of Brands Worksheet

This worksheet on Packaging 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.

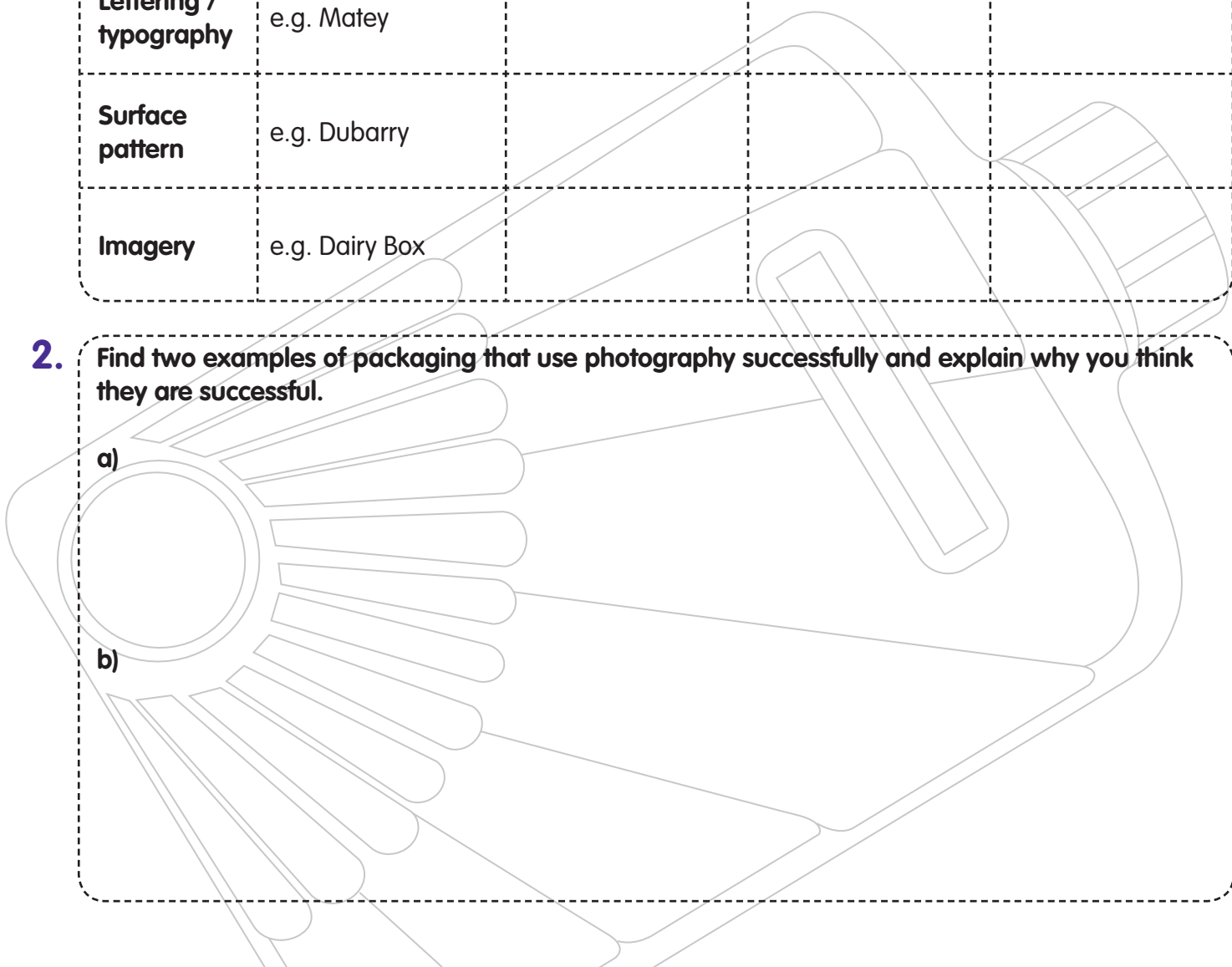
1. Go to the 'Branding' section of the museum. For each of the five categories below, choose three items of packaging that have impact and stand out on the shelf for the particular reason specified in the heading. An example has been given for each.

Shape	e.g. Marmite			
Colour	e.g. Windolene			
Lettering / typography	e.g. Matey			
Surface pattern	e.g. Dubarry			
Imagery	e.g. Dairy Box			

2. Find two examples of packaging that use photography successfully and explain why you think they are successful.

a)

b)



3. Find two examples of packaging that use illustration successfully and explain why you think they are successful.

a)

b)

4. Make your way through the 'Time Tunnel' and record the different types of materials used for different periods in the table below. Look out for any packaging innovations that use a specific material and note these down too.

Period	Materials (and any innovations you spot)
Victorian	
Edwardian	
1910s	
1920s	
1930s	
1940s	
1950s	
1960s	
1970s	
1980s	
1990s	

5. What packaging formats have been created to meet the needs of a new technology, e.g. the fridge? Find three brands that resulted from a new technology, and describe the changes below.

Brand	New technology	Resulting change in packaging

6. Find a product that you feel has had considerable changes to its packaging format over time. Sketch two or more examples of the same product below, describing how and why it has changed.

7. Pick two brand owners and describe what they are doing to improve the sustainability of their packaging (see the museum's sustainability section towards the end of the tunnel).

a)

b)