Business Marketing
Museum of Brands Worksheet

This worksheet on Business Marketing 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. **Pick a brand that is familiar to you from each of the eras below.** Birds Custard Powder, **for example, first appears in the Victorian period and continues to be a household name today. For each era, note down the brand name and one distinctive element of its branding.**

Period	Brand and Distinctive Element
Victorian/Edwardian	
1910s	
1920s/1930s	
1940s	
1950s	
1960s/1970s	
1980s/1990s	

2. **Look at the brands you have chosen from before the 1940s. Pick two and explain why you think they have survived whilst many others have disappeared.**

a)

b)

3. What examples of marketing principles do you see developed over time? Record the changes in the table below. Pick one brand for each principle.

Marketing principle	Brand	Changes
Use of technology		
Understanding customer needs		
Communicating with customers		
Keeping ahead of competition		

4. Pick an innovation in the Museum that impacts on the products of the same era, e.g. gramophone » records.

Innovation:
Decade it appeared:

Name two new products that directly relate to this innovation. How did the brand owner try to reflect the 'innovation' in their brand?

a)

b)

Did any existing brands change their products to keep up with the new innovation? List any that you find below, explaining how they changed.

5. Take a look at the advertising content for some of the brands in the 'Victorian' section. What is the basis for their advertising appeal?

6. In the 'Branding' section you will see a number of famous brands that have evolved over time. Choose one brand that appeals to you and analyse how its branding elements have developed and changed.

Brand Chosen:

Element	Changes over time
Brand name	
Logos/Symbols	
Characters/Celebrities	
Slogans	
Packaging	
Colour	
Illustration	

7. It is not just brands that evolve over time, but also the ways in which they are marketed. In what respects do you think the job of the modern marketing professional differs from his or her equivalent in:

a) Victorian and Edwardian times

b) The 1950s

8. What do you think are the major challenges facing marketing professionals now?