

Media Studies

Museum of Brands Worksheet

Use this worksheet as you make your way around the Museum of Brands, start in the Time Tunnel and then explore the Branding Hall. As the questions use various parts of the Museum, you may need to go around more than once.

This Museum forms an immersive representation of British life from the Victorian times to today by displaying mass media, advertisements and products which were engaged with by ordinary people every day.

1. Major social and political events such as The Great Exhibition and WW2 have influenced marketing communications since the mid-19th century. List two events below and explain for both the ways in which their influence can be seen in the collection.

a) Event:
Influence:

b) Event:
Influence:

2. Using two examples of advertising/packaging, explain how attitudes have changed in society, e.g. with regard to women, class, national identity.

a)

b)

3. Go to the 'Branding' section. 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:

4. 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) Children:

b) Women:

c) Men:

5. a) Within 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. Note all the changes you can find for each element.

Brand:

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

- b) Do you think there are any particular reasons why these changes have occurred?

6. Look at one example of an advert on the television in the branding hall. What narrative/story has been used to attract the target audience?

Advert example:

Explanation:

We would love to see work inspired by your visit, please photograph it and share it on our twitter or Instagram @museumofbrands #museumofbrands, or send it to rosehughes@museumofbrands.com