



THE MUSEUM OF BRANDS, PACKAGING AND ADVERTISING

Consumer Culture Quiz

See how many slogans you remember, or use the Museum to help find the answers...

Which famous brands use these slogans? We have done the first for you.

1. 'The taste of paradise' Bounty
2. 'All because the lady loves...'
3. 'The longer lasting snack'
4. 'Made to make your mouth water'
5. 'Too good to hurry mints'
6. 'Bet you can't eat three'

As you travel through the Time Tunnel, look out for the brands, packaging and advertising-inspired clues...

Victorian: Q: Which year were Bassett's Liquorice All-Sorts invented?

A: 1879

B: 1889

C: 1899

Edwardian: Q: How many boys appear on the Fry's Milk Chocolate packaging?

A: Three

B: Four

C: Five

1910s: Q: What is the other name for the WWI board game 'Campaign'?

A: _____

1920s: Q: Which animals are Pip, Squeak, and Wilfred?

A: _____, _____, and _____

1930s: Q: Name all of Snow White's seven dwarfs.

A: _____

1940s: Q: What is the Daily Mail headline for Tuesday 08 May 1945?

A: _____

1950s: Q: Which classic children's story does Guinness reference in their Festival of Britain poster?

A: _____



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1960s: Q: What prize can you win with Cadbury's Lucky Numbers and Michael Miles?

A: _____

1970s: Q: To what brand of instant drink does the slogan, 'More than a bedtime drink' belong?

A: Horlicks B: Ovaltine C: Options

1980s: Q: Whose is the other Royal Wedding in the Charles and Diana display case?

A: _____

1990s: Q: Mario is a character best associated with what video game manufacturer?

A: Apple B: Sony C: Nintendo

2000s: Q: What popular Caribbean-style sauce first gained attention at the Notting Hill Carnival?

A: _____

Fill in the missing words. We have done the first for you.

1. 'Do you love anyone enough to give them your last _____ Rolo _____'
2. 'Only _____ have the answer'
3. 'I'd rather have a bowl of _____'
4. 'Have you had your _____'
5. 'A _____ a day helps you work, rest and play'
6. 'Have a break, have a _____'

Answers

2: Cadbury's Milk Tray, 3: Twix, 4: Opal Fruits (Starburst), 5: Murray Mints, 6: Shredded Wheat.

Slogans

Victorian: 1899, Edwardian: Five, 1910s: Down the Kaiser, 1920s: Dog, Penguin, Rabbit, 1930s: Doc, Grumpy, Happy, Sleepy, Dopey, Bashful and Sneezzy, 1940s: VE Day – 'it's all over!', 1950s: Alice in Wonderland, 1960s: A big night out in London, 1970s: Ovaltine, 1980s: Andrew & Fergie, 1990s: Nintendo, 2000s: Reggae Reggae Sauce

Missing Words

2: Smarties, 3: Coco Pops, 4: Weetabix, 5: Mars, 6: Kit-Kat.