FURTHER & HIGHER EDUCATION INCLUDING BTEC & GCSE

BRAND EVOLUTION

The Brand Evolution session uses objects from the Museum's collection to illustrate the different narratives and journeys of some of the nation's favourite brands. Learners analyse specific products and trace their positioning and repositioning over time, considering the reasons for this in the wider social context. Learners then propose an imagined incarnation of their chosen brand, presenting their rationale behind their decision making.

CUSTOMER PROFILING

Learners analyse branded products in terms of their market positioning, creating pen portraits and visuals of their primary target customer. This session complements commercial and business curriculum subjects as learners demonstrate an understanding of customer needs and lifestyle preferences for brand communication and sales promotion.

INTELLECTUAL PROPERTY

This session provides an introduction to the issue of IP rights for brand protection and brand promotion. Learners handle objects from the collection identifying their chronology and categorising their relevant IP rights and protected features. Learners consider the necessary intellectual property for luxury and high street brand collaborations.