

Marketing

Museum of Brands Worksheet

This worksheet on 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. As you make your way through the 'Time Tunnel', look at the way that the branding of products and services has been achieved through the use of imagery. Try to find examples of all of the following elements. What is the earliest date that each of these examples appears? The first element has been done for you:

Imagery	Product	Date
Countries	Queen Victoria Jubilee Butter-Scotch Tin	Victorian Period
Co-branding		
Celebrities		
Sponsorship		
Explicit endorsement		
Causes		
Events		

2. Major social and political events such as The Great Exhibition and WW2 have influenced marketing communications since the mid 19th century. List 4 events below and explain for each the ways in which their influence is apparent.

a) Event:
Influence:

b) Event:
Influence:

c) Event:
Influence:

d) Event:
Influence:

- 3.** Go to the 'Branding' section of the Museum. Some of the products may strike you as standing out well on the shelf. Windolene, for example, works well due to the distinctive pink colour of its packaging. Choose another product that stands out for you and outline briefly what it is and why it stands out.

- 4.** Choose another product that strikes you as being particularly dull or unmemorable. Outline briefly what it is and why it doesn't stand out on the shelf.

- 5.** Find two brands that you have never heard of. For each, outline what kind of product it is and who might be expected to buy it.

a) Brand:
Product type:
Target consumer:

b) Brand:
Product type:
Target consumer:

Which of these products do you think connects more successfully with the target market, and why?

6. The following brands have been repositioned over time - some more than once. Pick one and explain how it has been repositioned.

a) Lucozade b) Kia Ora c) Rowntree's Cocoa d) Horlicks e) Camp

7. Which brand appears to have changed the least over time? If you were the brand manager for this product, what factors would make you consider a rebrand?