



HIGHER EDUCATION



Brand Evolution Challenge

Students work in teams to analyse the evolution and development of iconic brands. After undertaking market research, students devise how they think the brand should re-position in relation to current market trends. Ideas are pitched to the group and museum team.



Customer Profiling

Students explore how brands communicate with their customers before creating in-depth consumer profiles. Informed by this research, students present a potential new market and strategy to communicate with this new consumer group.



Gender in Advertising

Students undertake research in the Branding Hall to identify changes in the representations of men and women in advertising since Victorian times. Responding to this research, students pitch ideas for the future of gender representation within a chosen brand.



Enterprise Experience

An interactive branding day course. Teams of students are given a branding brief, perform live market research and present a new brand innovation to the museum team for constructive critique. Available as a half or full day course, email Rose for more information.

Email Rose for bookings enquiries rosehughes@museumofbrands.com