

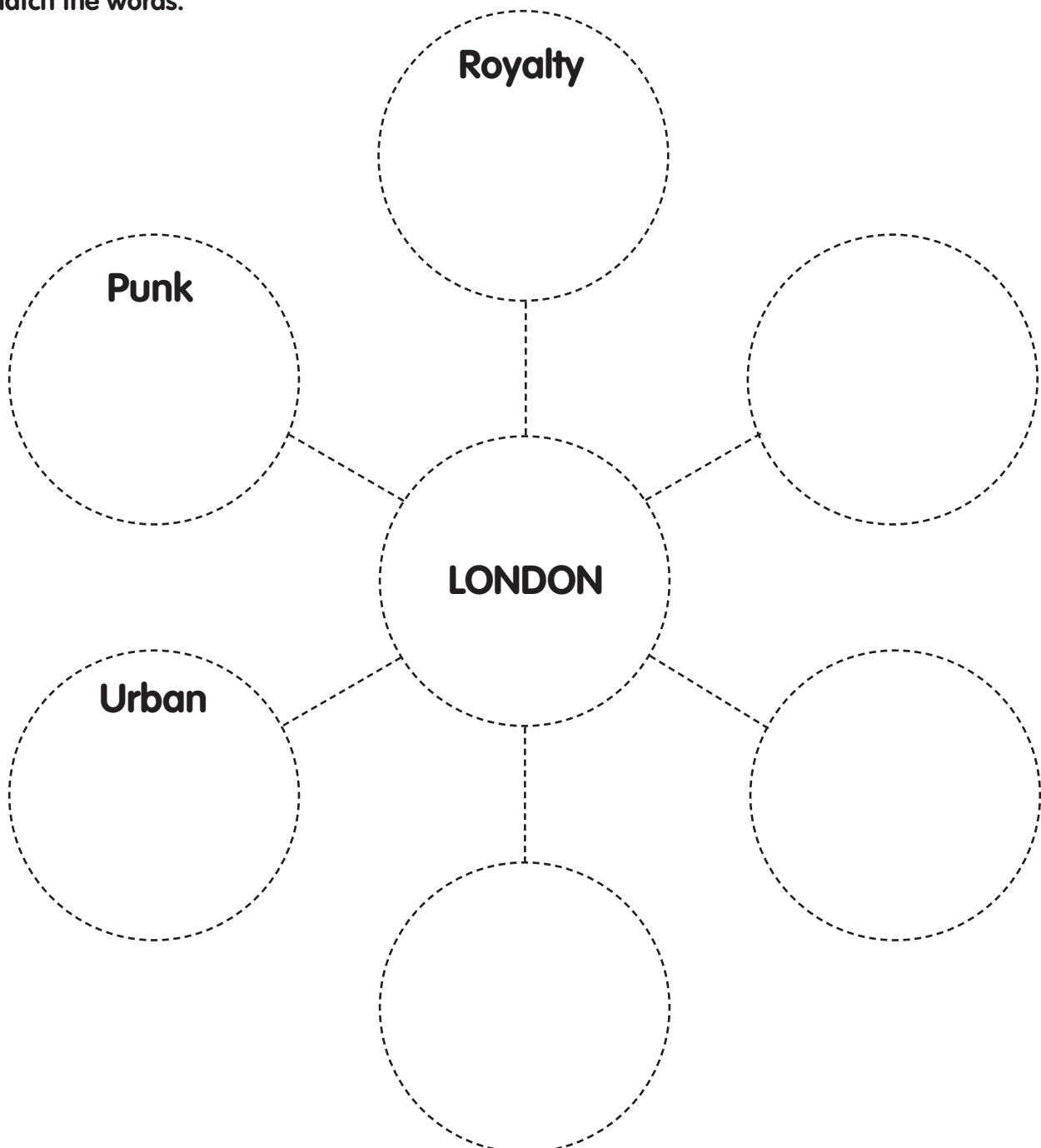
## EFL/ESL – English as a foreign/second language

### Museum of Brands Worksheet

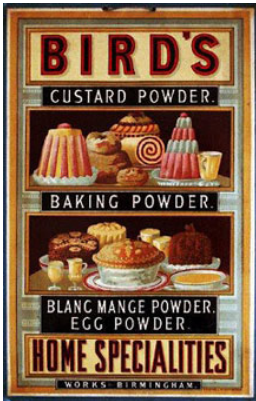
This worksheet is for your use as you make your way around the Museum of Brands. As the questions use various parts of the Museum, you may need to go round more than once.

1. Before you enter the 'Time Tunnel', think about words you would use to describe London. Add some of your own ideas to the diagram below.

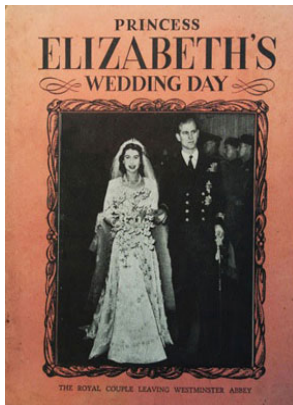
As you walk through the museum, try to find examples of advertising or products that match the words.



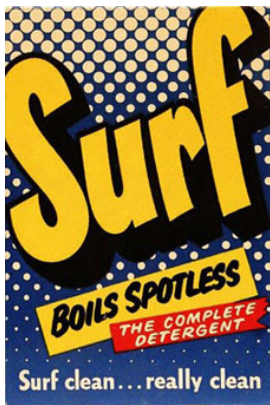
2. As you walk through the 'Time Tunnel', try to find the things pictured below. What can they tell us about that particular decade? Write three words or phrases next to each that give us an impression of the period they are from. One example has already been given for each of the periods featured.



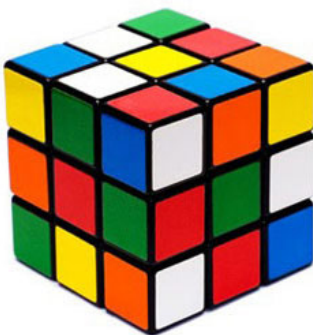
Victorian:  
e.g. Detailed



1940s:  
e.g. National Identity

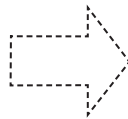


1950s:  
e.g. Pop Art



1980s:  
e.g. Innovation

**3.** Go to the 'Branding' section of the Museum. Here you will see a number of famous brands that have evolved over time. Choose one brand that appeals to you and sketch both the earliest and latest pack designs in the boxes below.



**Can you see?**

**3 similarities:**

- a)
- b)
- c)

**3 differences:**

- a)
- b)
- c)