

'A Century of Public Health Marketing': Higher Education Worksheet

This worksheet corresponds to our exhibition 'Can Marketing Save Lives? A Century of Public Health England Marketing Campaigns'. Make your way to the Branding Hall where you will find the exhibit on the back wall.

- 1) Choose a public health campaign that you think effectively reaches its target audience.

Describe the features that make it successful.

Name of campaign: _____

Successful features: _____

- 2) Pick one of the TV adverts from the screen on the wall. How successfully does it communicate its message to the intended audience?

Name of TV advert: _____

Answer: _____

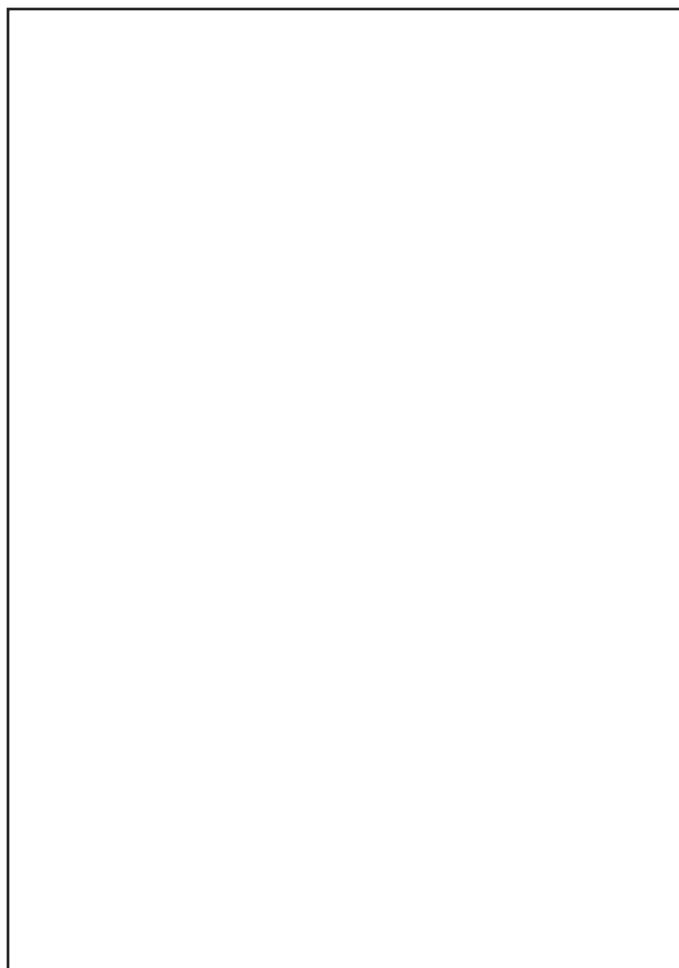
3) Pick two campaigns aimed at parents. What are the techniques used to engage this audience?

Campaign 1	Campaign 2
<p>Which of the two campaigns do you find the most effective at communicating its message and why?</p>	

4) Marketing trends and techniques have changed considerably over the past 100 years.

Look at the Blood Donor poster from the Second World War on the War to Welfare board. An injured soldier is used to encourage people to donate blood, and he is even smoking a cigarette for medicinal purposes. This poster is relatively different from blood donor posters you see today.

In the next space, design your own poster encouraging a modern audience to donate blood.



5) Pick one Public Health Campaign from each era; Fighting Fit, 1900-1938, War to Welfare, 1939-1959, Age of Aspiration, 1960-1985, and Age of Fear, 1986-2005. What marketing techniques are employed and how has this changed over time?

Era	Marketing Techniques
Fighting Fit, 1900-1938	
War to Welfare, 1939-1959	
Age of Aspiration, 1960-1985	
Age of Fear, 1986-2005	

6) Consider how our lives have changed from 1900 to today. Do you think it has become easier or more difficult for public health campaigns to inspire people to have a healthier lifestyle? Think about factors such as new technology, lifestyle and consumer habits.

- 7) Design your own public health campaign poster focusing on a health issue currently trending e.g. obesity, reducing sugar intake, quitting smoking. Think carefully about your target audience and what message you are trying to convey.

