Portobello Road
Museum of Brands Worksheet

We’re surrounded by branding and advertising – as we get ready in the morning... on public transport... as we walk down the street, go shopping, go for coffee, go to work...

Which brands and products have you already engaged with today?

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<th>Brands</th>
<th>Products</th>
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As you walk along Portobello Road look at the shops, their branding and think about the target audience they’re trying to attract...
Successful brands communicate their identity with consistency. Their brand name, the font and colours they use as well as the products they sell and the customer service they give all share the same message and aim to attract their target audience. Less successful brands are inconsistent and send out confusing messages to potential customers.

So, how well are the brands on Portobello Road communicating?

What do the sewing machines tell us about AllSaints?

What does the Blue Plaque above Ragyard say? Why is this significant?

Dolphin Arcade: If you look only at the signage, what would you think the Dolphin Arcade is? Why?

Compare The Blue Door and The Hummingbird Bakery. What are the similarities and differences? Who are their target markets?

Blanche Eatery: Is this a chain? How can you tell?
Brands constantly review their positioning within the market to ascertain how they are perceived by their target audience; who their competitors are; and how other brands view them. Based on their findings, brands can put together marketing strategies to reposition themselves within the market. With the brands you’ve seen on Portobello Road, position them on the chart below.

What other brands can you see on Portobello Road? Add these to your brand positioning chart.

- Five Guys
- Happy Socks
- Joe & The Juice
- The Hummingbird Bakery
- The Blue Door
- Crown Arcade
- Whittard Chelsea
- Portobello Souvenir Gifts
- Central Gallery
- Blanche Eatery
- Poundland
For a final thought...

How well do you think Portobello Road itself communicating as a brand?