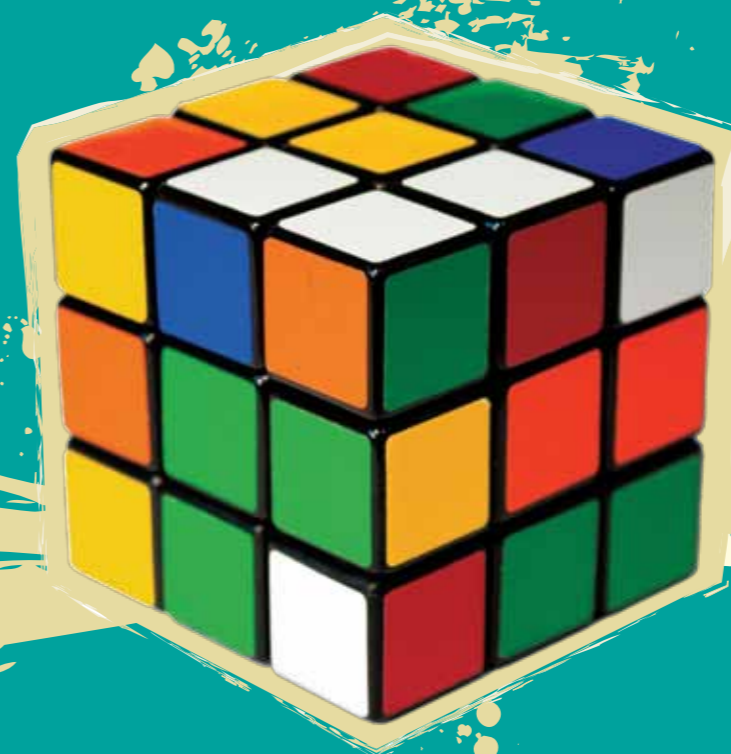


Family Trail



Suitable for ages 9-13 (and family!)



What you need:

- Pencil
- Head torch
- An adult



TURN OVER!



9

1970s

• Did you know?

Snickers used to be called Marathon. Sometimes companies completely change the name or the look of their product. This is known as rebranding. There is a famous sweet that was rebranded in the 1990s. See if older members of your family can help you spot the original in the 1970s.

Clue: This sweet treat comes in a yellow packet and 'bursts' with fruitiness!

1970s brand: _____

New rebranded name: _____



10

1980s



11

1990s

• Teenage Mutant Ninja Turtles were used on the packaging for 1990s pizza, but which other characters were used on these products:

- a. Yoghurt →
- b. Biscuits →
- c. Pasta shapes →

12

2000s



13

Branding

• Can you spot:

One brand that has changed over time:

One brand that has stayed the same:

• Together with the other members of your family, pick your 'Family Favourite' brand from those you can see in the cabinets around you.

Our family favourite: _____



Thank you for completing this Museum of Brands Family Trail.



Please show your finished trail to any member of staff on the front desk to get a badge.

Start here and then move on to question 1. Look up at the beginning of the Time Tunnel to see the entrance to the Victorian era. Your journey begins here. There will be a sign like this each time you move forward into a new era. See if you can find your way back to the present day by answering the questions as you make your way through the Time Tunnel.

1

Victorian Era (1837 – 1901)

- There are many different ways for us to listen to music now, but what did the Victorians use to listen to music?

2

Edwardian Era (1901 – 1910)

- Did you know?

The first vacuum cleaner was invented by Hubert Cecil Booth. He tested his idea by placing a handkerchief over a cushioned chair in a posh London restaurant, and sucking through it. Although he choked a little, when he turned over the hanky it was filthy from the dust that had been trapped in it.

One brand of vacuum cleaner has become so famous that we now use it to describe all vacuum cleaners. Can you and your family think of what it might be?

4

1920s

- Did you know?

Women in the 1920s followed the fashion for fringed dresses and beaded caps with interesting details.

What features do you and your family look for when you buy your clothes today? Comfort/ brand /loose fit/ tight fit/ bright colours? You may find that different members of your family like completely different things.

3

1910s

5

1930s

- Find the sweets cabinet. Many of the brands that you can see here were introduced in this era and can still be bought today.

Can you match these well known brands to the descriptions below?

Rolo

These came in a much smaller box in the 1930s, but still use the same red colour theme today. Now seen as 'a lighter way to enjoy chocolate'.

Maltesers

The red and white packaging on this chocolate bar looks almost the same today as it did in the 1930s.

KitKat

These cost only 2 pence in the 1930s!

6

1940s

- Can you find Heinz Vegetable Soup in the first cabinet on your right? Copy the label onto the tin:

Why do you think the label is so small?

Now turn over to continue your journey and enter the 1970s...



7

1950s

- Some things in this decade are not what they seem. What unlikely shapes are the following items? The first one has been done for you:

- a. Mirror → Eye
- b. Stool →
- c. Clock →
- d. Lamp →

Can you think of any similar novelty items you have at home?

8

1960s

- Find the boxes of washing powder and match the slogans and brand names. One has already been done for you:

- Persil "Adds new freshness to the whitest wash"
- Daz "Now - brand new brightness for your wash"
- Tide "For the Whiter White"
- Omo "Drives out stains. Washes whitest ever"
- Radiant "Washes whiter"

