

Business Studies

Museum of Brands Worksheet

This worksheet on Business Studies 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.

- As you make your way through the 'Time Tunnel', look at the way products and services are promoted through their packaging and advertising. Try to find a product that uses each of the following in their promotion. The first has been done for you.

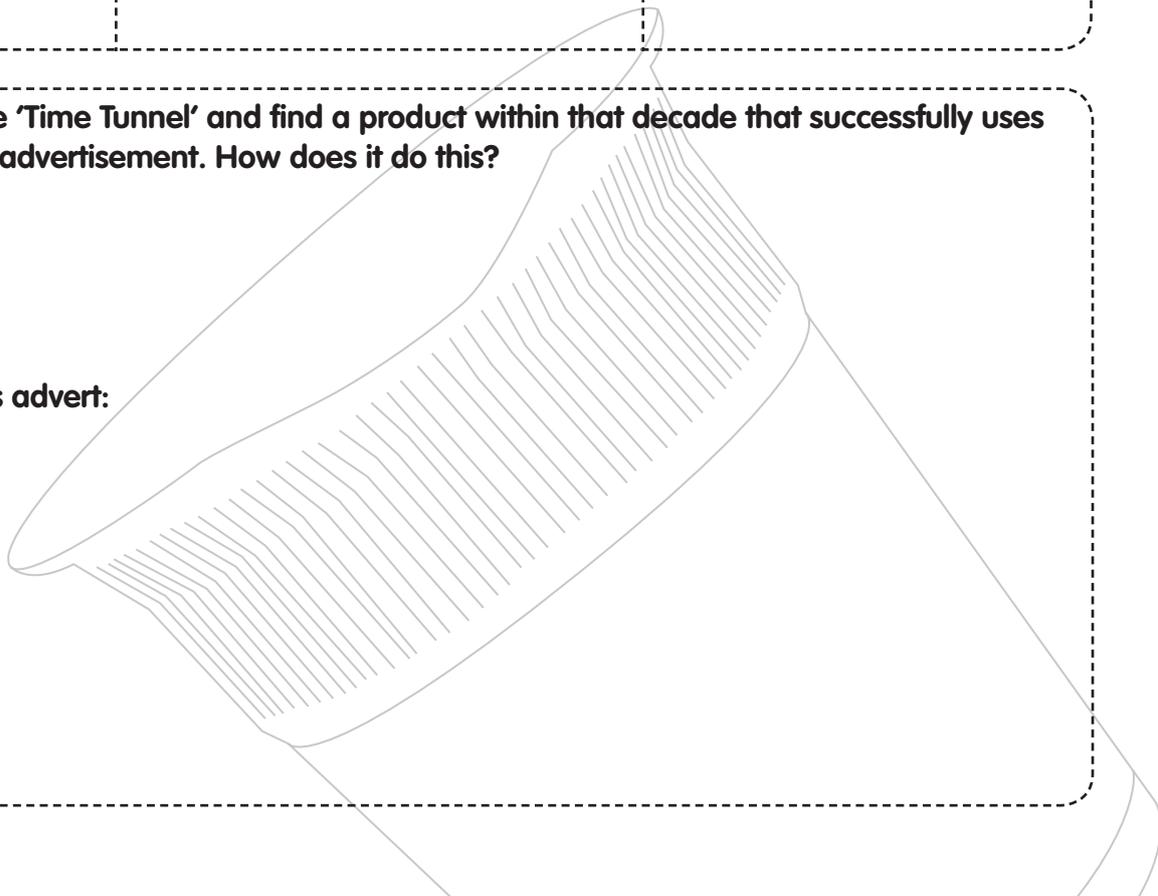
Imagery	Product	Date
Causes / campaigns	Oxo	1910s
Celebrity		
Sponsorship		
Endorsement		
Co-branding		
Events		

- Pick a decade in the 'Time Tunnel' and find a product within that decade that successfully uses its packaging in an advertisement. How does it do this?

Decade:

Product:

Key elements in this advert:

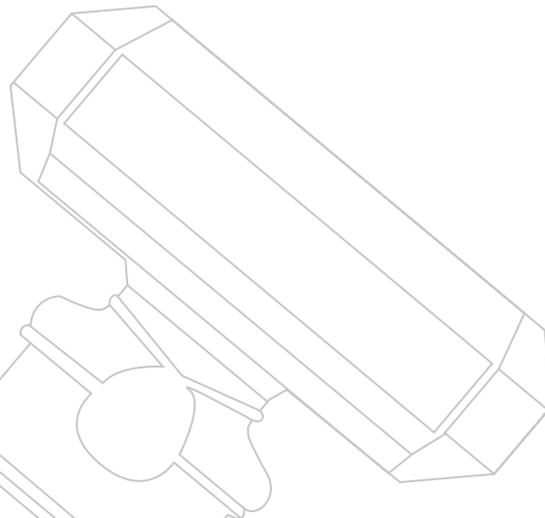


- 3.** Various products throughout the Museum are designed to capture the attention of children. Focus on one era or decade and find three products that stand out for this reason.

Era or decade:

Product	What elements add to the appeal?

- 4.** You may notice a change in how brand owners today market goods that are traditionally aimed at children. Who or what may have influenced brand owners to change their tactics?



- 5.** In the 1990s section of the 'Time Tunnel', you will find examples of products that are 'environmentally friendly'. What are the main characteristics of these products and what distinguishes them from the other products of the period?

6. Go to the 'Branding' section of the Museum. Find two products that you have never heard of. For each, outline what kind of product it is and who might be expected to buy it.

a) Brand:
Product type:
Target consumer:

b) Brand:
Product type:
Target consumer:

Which of these products do you think connects better with the target market, and why?

7. It is not just brands that evolve over time, but also the ways in which they are marketed. In what respects do you think that the job of the modern marketing professional differs from his or her equivalent in:

a) Victorian and Edwardian times

b) The 1950s

8. What do you think are the major challenges facing marketing professionals now?