

## 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?

Brands	Products

The Royal Borough of Kensington  
and Chelsea

PORTOBELLO  
ROAD, W.11

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?



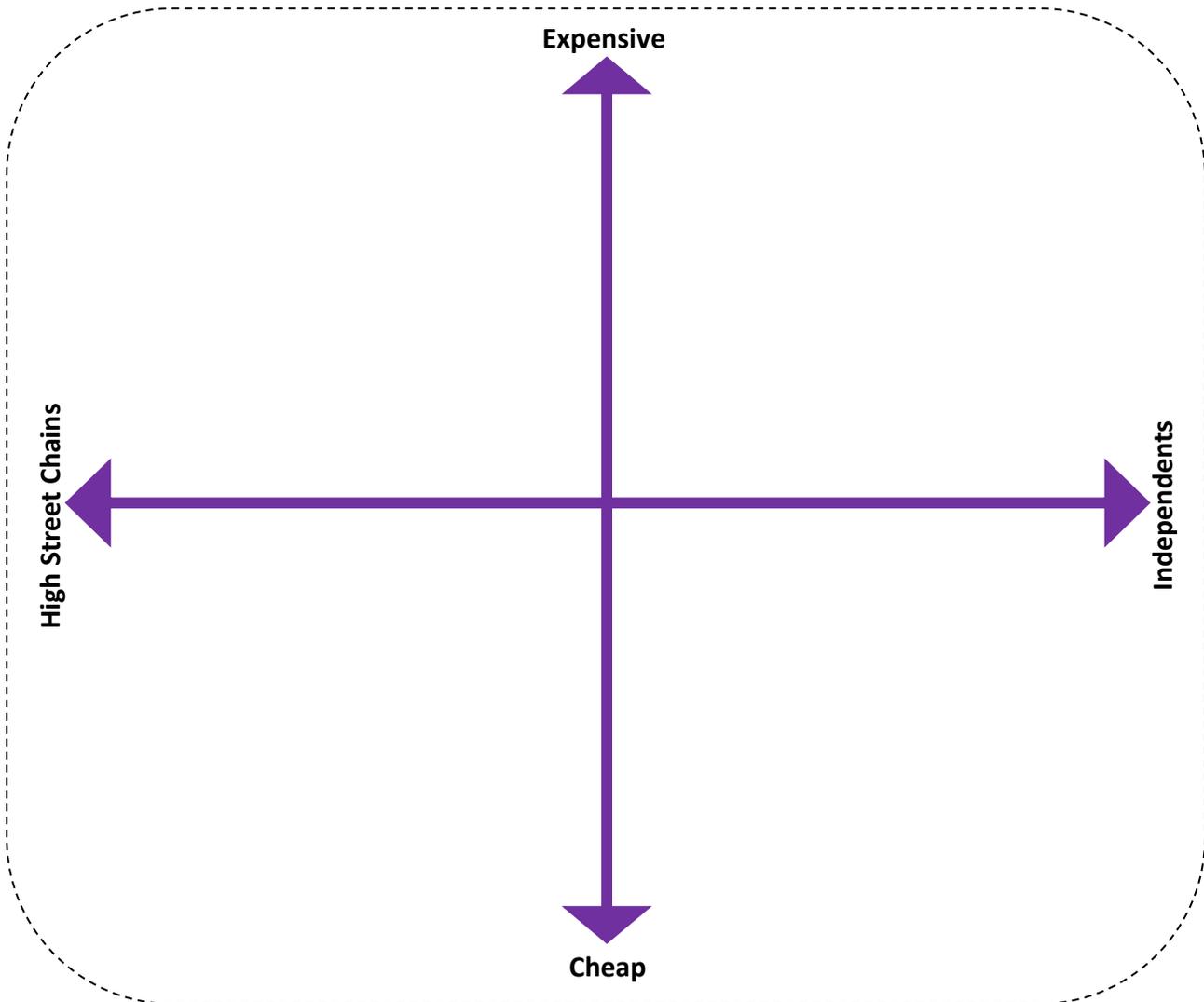
What does the Blue Plaque above **Ragyard** say? Why is this significant?

**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.



Five Guys

Happy Socks

Joe & The Juice

The Hummingbird Bakery

The Blue Door

Crown Arcade

Whittard Chelsea

Poundland

Portobello Souvenir Gifts

Central Gallery

Blanche Eatery

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



**MUSEUM** *of*  
**BRANDS**

**For a final thought...**

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



THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA

# MUSEUM of BRANDS

## Market hours

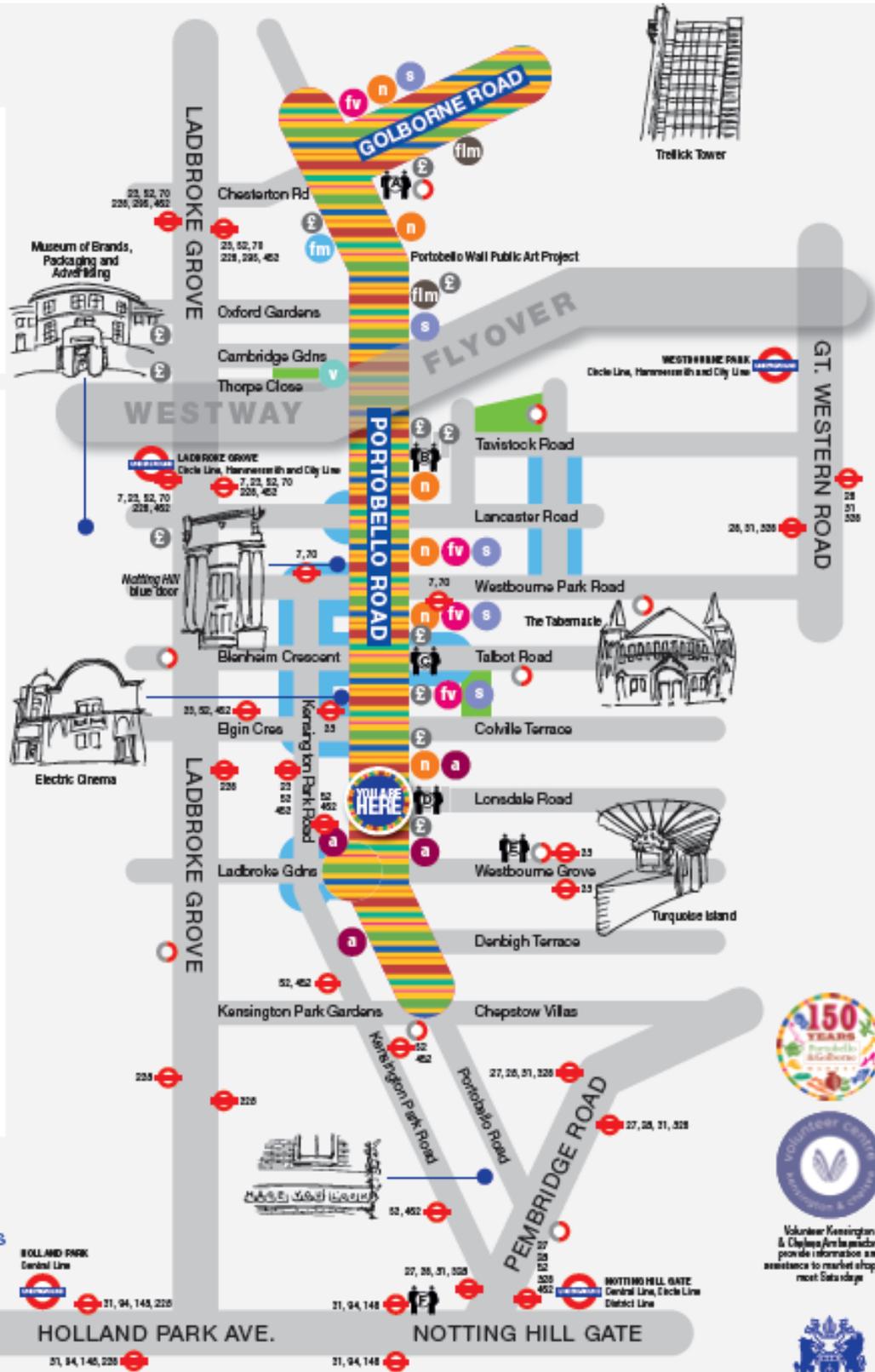
Monday	8am-7pm
Tuesday	8am-7pm
Wednesday	8am-7pm
Thursday	8am-1pm
Friday	8am-7pm
Saturday	8am-7pm
Sunday	(under the Westway flyover) 8am-6pm

## Key to symbols

- a** Antiques and collectables  
Street market Friday and Saturday only  
Most indoor excursions Saturday only
- fm** Five market  
Friday and Saturday only
- fm** Ladbroke Grove Farmers Market  
Saturday 9am to 2pm
- fv** Fruit, vegetables and other food
- n** New goods  
Fashion, household, jewellery and more
- s** Street food
- v** Vintage and new fashions  
Accessories, jewellery, hi-fi-a-lic and more  
Friday to Sunday 8am-5.30pm
- Nearby shopping streets  
All Saints Road, Eton Square, Eton Road,  
Lancaster Road, Talbot Road,  
Westbourne Grove and Westbourne Park Road
- Public toilets**
- A** Bainsville  
8am to 5pm Monday to Thursday  
8am to 5pm Friday and Saturday
- B** Bainsville Road  
24hour
- C** Talbot Road  
8am to 5pm Friday and Saturday
- D** Lonsdale Road  
24hour
- E** Westbourne Grove (Turquoise Island)  
8am to 5pm Monday to Friday  
7am to 5pm Saturday
- F** Notting Hill Gate  
24hour
- £** Cash points
- 🚏** Bus stops with route number
- 🚲** Hire bike docking stations

Note: map is not drawn to scale and not all streets are shown

[f](https://www.facebook.com/rbkcmarkets) [ig](https://www.instagram.com/rbkcmarkets) [tiktok](https://www.tiktok.com/@rbkcmarkets) [www.shopportobello.co.uk](https://www.shopportobello.co.uk)  
[www.rbkc.gov.uk/ourmarkets](https://www.rbkc.gov.uk/ourmarkets)



# Portobello and Golborne Road markets

150 YEARS  
Portobello  
Antique  
Market

Volunteer Kensington & Chelsea are in the picture provide information and assistance to market shoppers next Saturday

THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA