

Brand Evolution

Brand Evolution will help you think about why our favourite brands change over time. Have a go at thinking about each question before checking our hints and answers.

This activity is suitable for GCSE, A Level, Further Education and Higher Education Students, and is designed to support topics including business, marketing, entrepreneurship and design.

The brands around us are changing all the time. Why is this?

Well as customers, we are a lot more likely to buy something if its packaging reflects the things we are interested in and our needs. For example, an item with "50% Extra" written on it might appeal to people who want to get more for their money, or packaging with messages like "safe for children" might appeal to parents. Packaging might also use things like images to appeal to our interests, such as pictures of flowers and animals to attract people with an interest in nature, while pictures of things like wheat and other natural ingredients may be effective for people wanting to live a healthy life style. It is important for any brand to keep up with our needs and interests to be successful.

Lets begin thinking about this a little more. Take a look at this Cadbury Chocolate Fingers box. From the packaging, who do you think might want to buy this product?



Hint: the box is party themed, the name is in big, easy to read bubble writing, and the chocolate fingers have fun cartoon faces, so will probably attract children! This version was created for summer parties, and the bunting and balloons will help to encourage anyone having a party to buy it. We can also tell that this version was only sold in the UK, as all the bunting includes the Union Flag.

Now it's your turn to try this at home! Go to the cupboard and find a product. Look at the packaging and try to work out who might buy this – remember, like the Chocolate Fingers, this packaging might attract several different types of customer. You may find it useful to think about the following:

- Typography (font)
- Colours
- Images
- Slogans or written messages
- Size
- Material

Have you figured out who your customer, or customer groups are? Make sure to remember this!

Now, brands encouraging customers to buy products with packaging that appeals to us is certainly not a new development – it's been happening even since Victorian times, and the oldest packaging in the Museum's displays. Let's have a look at some examples of this:



Take a look at this jar of Robertson's Golden Shred marmalade. How old do you think it is? What do you think it's made of? Can you tell what's in the marmalade, or any of its ingredients from the packaging?

Answers: This jar is Edwardian, around 110 years old. It is made of earthenware and originally had a cloth cover. It is very big and sturdy as jars were often delivered by horse and cart, but this size made it difficult for customers to eat the marmalade before it went mouldy, especially with no fridges in the Edwardian period. This packaging design was a lot more convenient for manufacturers transporting the jar than customers trying to store and use all the marmalade. Looking at the label, it would also have been very difficult for customers to tell exactly what was inside the jar – all it tells us is that it contained marmalade, with a few pictures of oranges!



Let's compare this with exactly the same product from 2010. What differences can you spot? Think about the packaging material, design of the label, ingredients – and can you spot the word "marmalade"?

Answers: Golden Shred now comes in a cheaper glass jar. Modern customers are very concerned with hygiene – the glass lets us see the quality of the marmalade, and the addition of a resealable lid and use by date also ensures good hygiene. We can now see ingredients and nutritional information on the label, reflecting the importance of healthy diets to customers today. However, the visual design of the label has changed very little. The printing has improved, but the colours, font and images are very similar to the Edwardian packaging. In fact, the design has been so consistent over the past century that Robertson's have even been able to remove the "marmalade" from the name as so many people now recognise and trust the brand! This consistent identity is a great advantage when Golden Shred has to compete with other, less popular brands on busy supermarket shelves.

MUSEUM of BRANDS

Here are a few more examples of the ways some of our favourite brands have changed over time to keep up with our needs and interests. Can you spot changes in colours, design, typography, size, images? What about any similarities?



We have seen how different brands have evolved, changing over and over to stay relevant to us and keep up with our needs. Now it's your turn to have a go – find the product from your cupboard that you looked at earlier. Remember who you decided the customers for this product were? Imagine it is 5 years from now, and your brand needs to change their packaging again to keep up with their customers. Have a go at redesigning your product's packaging in the space below. If you aren't sure where to start, why not think about customer trends today, like sustainability and the environment, convenience, the growth of smart technology, or appealing to younger customers?

My brand in 5 years...

Once you're finished, Tweet us your design at @museumofbrands – we will be sharing our favourites!

While you're here...

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We look forward to welcoming you to the Museum again soon!