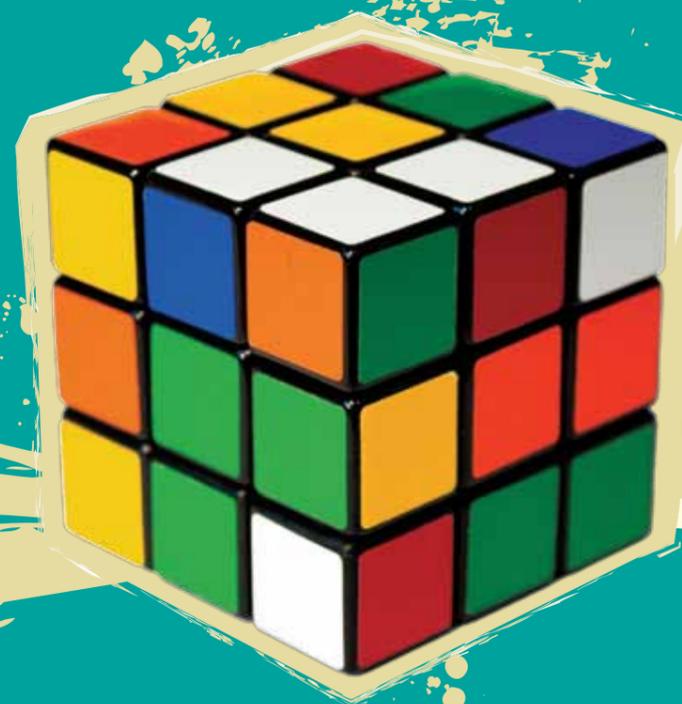


Family Trail



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.