

Advertising

This worksheet on Advertising 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.

1.

In the early sections of the 'Time Tunnel' (Victorian, Edwardian, 1910s) look at the appearance and fashion of women in advertisements. How does the portrayal of women in these images connect with the target market?

2.

The psychology of advertising first appeared in the recruitment posters of WW1. Find one such example in the 1910s section of the Museum and explain how it works.

3.

Look at the exhibits from the 1940s. During the Second World War, Britain was trying to assert its identity. How is this evident in the advertising of the time? Use at least one example in your answer.

4.

In the 1950s section, pick two contrasting adverts where women are selling products in different presentations. Analyse these adverts in the table below, thinking about visual elements, language, settings and characters.

Product advertised	How is she selling this product?

5.

Both the British Empire exhibition and the Festival of Britain have a whole case of exhibits. Find an advert or branded product in each that you feel reflects British identity and explain how it does this.

Event	Object	Reflection of British Identity
British Empire Exhibition 1924 / 5		
Festival of Britain 1951		

6.

There are products in various periods which commemorate royal occasions, some of which are listed below. Discuss for each set of items – what their appeal is and who the target audiences are. What are the significant changes over time?

a) 1935: King George V's Silver Jubilee products

b) 1981: The wedding of Prince Charles and Lady Diana

7.

Pick an advert from two different eras in the 'Time Tunnel' and compare the advertising strategy employed by each using the table below:

	Advert 1	Advert 2
Product		
Era		
Target Market		
Advertising Strategy		

How has advertising strategy changed or developed across these two eras? How is this apparent?

8.

As you reach the end of the exhibits, return to the café area and take 10 minutes to watch the adverts on the television. Choose one advert that you believe portrays gender, class or nationality in some way and use the spider diagram below to create a map of words and ideas relating to that particular theme.

