

Branding

This worksheet on Branding 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. Pick a brand that is familiar to you from each of the eras below. For each era, try to find an early example of something that is still familiar today, for example Birds Custard Powder first appears in the Victorian period and continues to be a household name to the present day. For each era, note down the brand name and one distinctive element of its branding.

Period	Brand and Distinctive Element
Victorian	
Edwardian	
1910s	
1920s	
1930s	
1940s	
1950s	
1960s	
1970s	
1980s	
1990s	

2. Look at the brands you have chosen from before the 1940s. Pick two and explain why you think they have survived whilst many others have disappeared.

a)

b)

3.

Go to the 'Branding' section of the Museum. Find two brands 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 more successfully with the target market, and why?

4.

Still in the 'Branding' section of the Museum, you will see a number of famous brands that have evolved over time and still exist in today's market. Choose one brand that appeals to you and analyse how its branding elements have been developed and changed over time. Note all the changes you can find for each element.

Brand:

Element	Changes over time
Brand name	
Logos/Symbols	
Characters/Celebrities	
Slogans	
Materials	
Packaging Design	
Colour	
Illustration	

5.

There are many choices for customers who are looking to buy a product. Manufacturers must therefore find ways to make their products attractive and product names are one way of doing this. For each of the following choose a product with a name that fits the idea of 'clean', 'friendly' or 'luxury'. In what other ways does the brand reflect this idea?

a) Clean:

b) Friendly:

c) Luxury:

6.

Many products claim to be 'healthy'. Early versions of Rowntree's Cocoa, for example, claimed to contain 'Fresh-Food Vitamins'. Try to find three similar 'healthy' products. Look at the language used to persuade people that a product is good for them and list any words or short phrases that appear on either the packets or adverts for each of your three healthy products.

Product	'Health' indicators

Are there any themes or ideas that connect these words and phrases together?

7.

Choose three products that claim to be 'green'. Look at the language used to persuade people that a product is good for the environment. List 2 words or short phrases that appear on either the packets or adverts for each of your three green products.

Product	'Green' indicators

8.

The following brands have been repositioned over time - some more than once. Pick one and explain how it has been repositioned. Think about how and why the target market changed over time. What might be the next stage for this brand's development?

Lucozade, Kia Ora, Rowntree's Cocoa, Horlicks, Camp Coffee

9.

In the 'Branding' section of the Museum, you will find various brands that have changed little, based on their packaging timeline over a long period. One such product is Bovril. Try to find a similar example. What reasons would the brand-owners have for keeping your chosen brand the same? Should they continue to do this?