

Visual Communication

This worksheet on Visual Communication 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.

List three brands that you recognise from your childhood.

- a)
- b)
- c)

Now list three brands that you think would have been familiar to your parents.

- a)
- b)
- c)

And three brands that your grandparents may recognise from their childhood.

- a)
- b)
- c)

2.

Pick two brands that would have been familiar to both you and your grandparents as children.

Why do you think these particular brands have stood the test of time?

3.

Pick an era in the 'Time Tunnel' and find a product that successfully uses its packaging in an advertisement. How does it do this?

4. Look at the products in the 'Branding' section of the Museum. Choose two brands that stand out on the shelf and explain why you think they are successful:

a)

b)

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

Brand:

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

6.

It is not just brands that evolve over time, but also the ways in which they are marketed. In what respects do you think the job of the modern marketing professional differs from his or her equivalent in:

a) Victorian and Edwardian times

b) The 1950s

7.

What do you think are the major challenges facing marketing professionals now?