

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.

and fashion of wor connect with the t	men in advertisements. How d	rian, Edwardian, 1910s) look at the appearance loes the portrayal of women in these images
	advertising first appeared in the first appeared in the first appeared in the first and the first appeared in	he recruitment posters of WW1. Find one suc d explain how it works.
I		
its identity. How i		e Second World War, Britain was trying to asso g of the time? Use at least one example in
its identity. How i		e Second World War, Britain was trying to asse g of the time? Use at least one example in

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

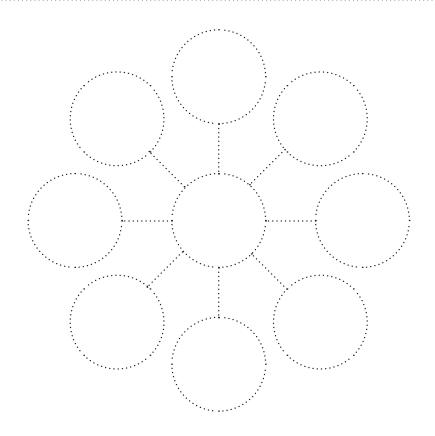
b) 1981: The wedding of Prince Charles and Lady Diana

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?

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.



We would love to see work inspired by your visit. Please photograph and share it on our twitter or instagram @museumofbrands #museumofbrands, or send it to abbie@museumofbrands.com