

## Primary Brands & Characters

### Museum of Brands Worksheet

Use this worksheet on Brands & Characters as you explore the Museum of Brands. As the questions use various parts of the Museum, you may need to go around more than once.

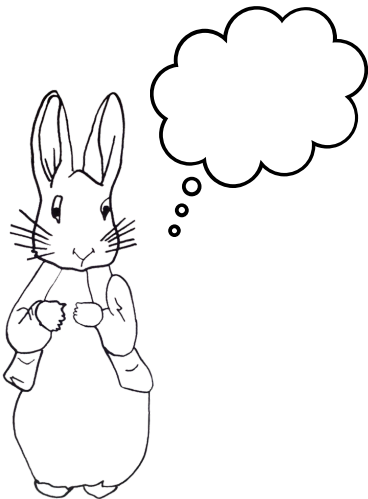
Enter the Time Tunnel and head through the Victorian era to the Edwardian cases.

1. Can you spot Peter Rabbit? Can you find the book about Sunny Coco Land?

a.) What kind of place do you think Sunny Coco Land is? Can you write down 3 sentences to describe it?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

2. In the 1920s there are lots of jigsaws, toys and books decorated with characters. Can you find the characters pictured below? Fill in the thought bubbles to show what they are thinking about.



Can you write down an adjective to describe their personalities or feelings?

Peter Rabbit

Felix the Cat

Squeak  
(from Pip, Squeak & Wilfred)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**3. Continue through the Time Tunnel to the 1930s.**

**Can you find Mickey Mouse in the Disney case?**

**Mickey is one of the most popular and famous brand characters in the world. Can you draw him below?**

**The first Disney princess, created in 1937, also appears in this case. What is her name?**

\_\_\_\_\_

**\*Challenge: Can you name her 7 little friends?**

\_\_\_\_\_

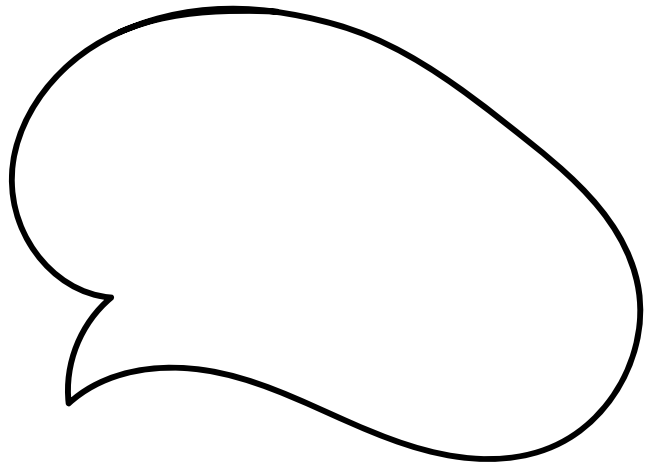
**4. Make your way through the 1940s and 1950s into the 1960s.**

**Can you find the case with lots of cereal boxes?**

**How many brand characters can you spot? Write them below.**

\_\_\_\_\_

**What famous catch phrase does Tony the Tiger say to make people want to eat Frosties?**



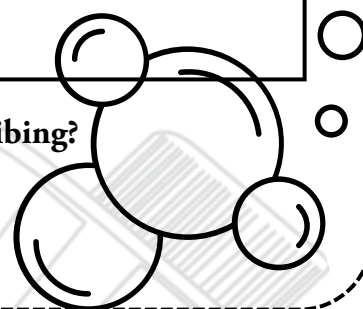
**This is called a slogan!**

5. Find the case full of bubble bath bottle characters in the 1990s. Choose one character and write down 5 words to describe their appearance and personality below.

Appearance	Personality

Show your words to a friend. Can they guess which character you are describing?

\_\_\_\_\_

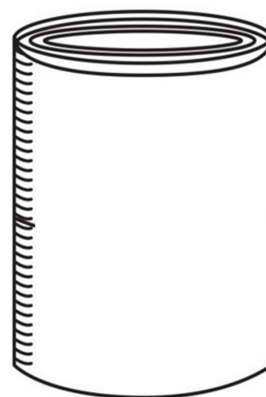
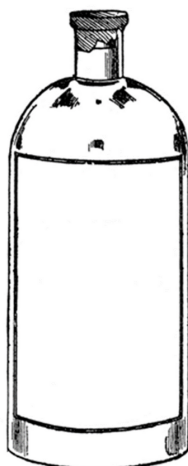


6. Continue into the 2000s and 2010s. How many of your favourite characters from stories, films and TV can you find on packaging? Write them below.

\_\_\_\_\_

Characters are often used to make products more fun and exciting for children.

Can you decorate the items below with some of your favourite characters?



## 7. Character Match!

Draw lines to match the famous brand character to their brand?



Cornelius Rooster

Bassett's Liquorice Allsorts

Coco the Monkey

Duracell

World Cup Willie

Coco Pops

Bertie

Compare the Market

Aleksandr Orlov

Aldi

Bunny

Kellogg's

Kevin the Carrot

England World Cup 1966