

1. Match the Brand to the Mascot

Match these popular brands to their mascots/icon. Don't be fooled by some of the similar mascots! Many of these brands have been around for over a century with very little change in branding.

2. Find the pairs

This game tests your ability to remember patterns and locations! The memory game requires two copies of the match game, and you can use as many pairs as you want during your game so long as there is an identical match for each card. You can play individually or as a pair. Follow the instructions below to play:

1. Shuffle the cards and place the cards face-down, without looking at the front, in even rows
2. Turn over two cards. If they match, keep them. If they don't match, place them back face-down in the same location
3. Remember the location and type of card
4. If playing with another person, take turns and try to remember the location and card type the other player picks up
5. When all the cards have been matched, the game is over. The player with the most matches is the winner!

3. Match the brand to the category

Group similar items together i.e. breakfast cereals, sweets, baking ingredients, drinks, etc. If you don't know what the item is, think of what it can be used for and group them together based on use (for example, putting items that look like you can eat them together and separating them from the items that you don't think are edible). The categories are up to you! You can create as many or as few categories as you want. Below are some example categories to get you started:

- Breakfast cereals
- Baking ingredients
- Cleaning supplies
- Food that you like or dislike
- Sweets
- Items you can drink
- Hygiene items



Kellogg's
**SUGAR
FROSTED
FLAKES**

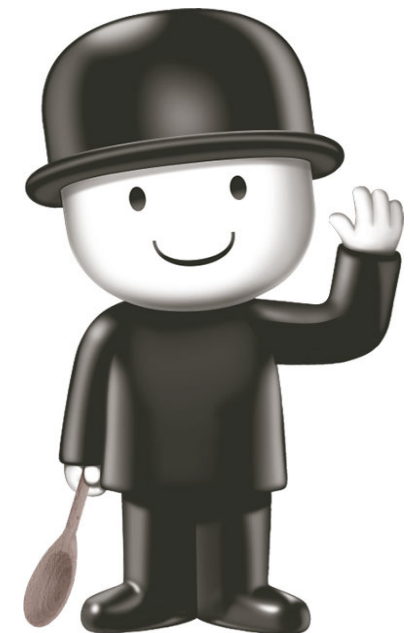
MUSEUM *of*
BRANDS

MUSEUM *of*
BRANDS



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BRANDS

MUSEUM *of*
BRANDS



GREAT BRITISH BAKING SINCE 1964

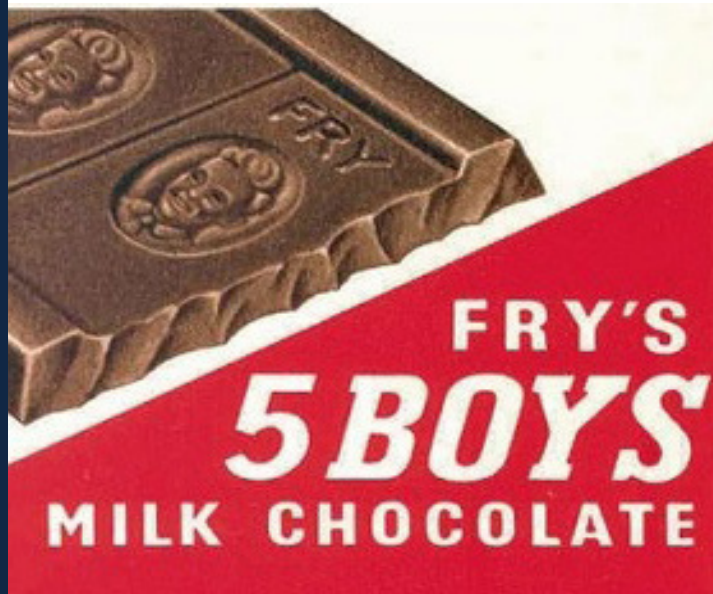
Homepride®

SELF RAISING & PLAIN FLOUR

MUSEUM *of*
BRANDS

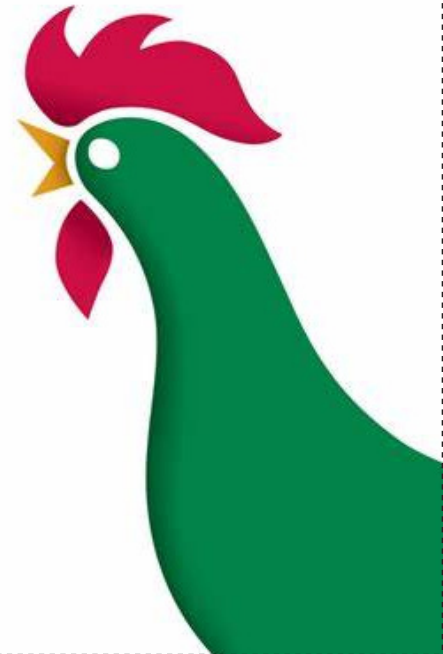


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BRANDS



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Kellogg's[®]
**CORN
FLAKES**

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BRANDS



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BRANDS



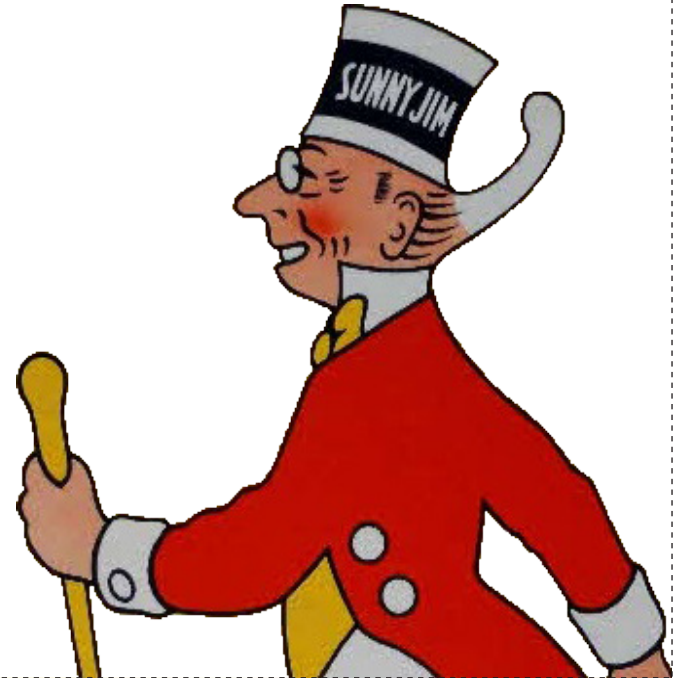
MUSEUM *of*
BRANDS

QUAKER[™]
- ESTD 1877 -

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BRANDS



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BRANDS

FORCE WHEAT FLAKES

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BISTO

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