The Learning Team at the Museum of Brands is looking forward to welcoming your group to the museum for a Brand Evolution workshop.

To make sure that your group gets the most out of their visit we wanted to share with you some teaching ideas and materials for optional pre and post workshop activities.

**Brand Evolution Pre Workshop PowerPoint Activity**

This powerpoint can be used to support a class discussion activity designed to get students thinking more deeply about the brands that surround them and how they interact with these products.

Slide 1: Introduction- *you might want to remind students of their upcoming visit to the museum.*

Slide 2: Example Brands- *this could be done individually or in small teams. This activity could easily be turned into a competition, with teams racing one another or the clock. Extra points could be awarded to students or individuals who think of unique examples.*

Slide 3: Thinking about brand preferences- *this can be done as a group discussion activity, or you could ask students to give short presentations on a favourite brand of choice. You may prefer to set the task in advance and ask students to bring in physical examples of some of their favourite products and brands to share with the group.*

**Brand Evolution Post Workshop PowerPoint Activity**

This powerpoint can be used to recap some of the key themes covered in the Brand Evolution workshop at the Museum of Brands. This can be completed by students together in class or set as a homework activity.

Slide 1: Introduction- *you might want to recap the visit with students, perhaps asking them questions like ‘What did you learn at the Museum of Brands?’ or ‘What was your favourite object in the collection?’.*

Slide 2 + 3: Redesigning Packaging- *Students are encouraged to apply what they have learned in their Brand Evolution workshop to improve upon another product in their surroundings. This time they must focus on a particular consideration or cause which will help them design with direction and purpose. This activity can be done individually or in small groups and will work as a brief paragraph, longer essay, design brief, marketing plan or short pitch/ presentation.*