The Learning Team at the Museum of Brands is looking forward to welcoming your group to the museum for a Customer Profiling 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.

**Customer Profiling Pre Workshop Activity Powerpoint and Worksheet**

This worksheet and powerpoint are designed to get students thinking more deeply about the brands that surround them and how their packaging is designed with particular audiences in mind.

*This activity is best completed individually although you may ask students to share their ideas with the class/ in small groups. The worksheet could also be completed as a homework task in preparation for their visit. You may wish to ask students to bring in packaging examples from home to discuss with the group.*

**Customer Profiling Post Workshop PowerPoint Activity**

This powerpoint can be used to recap some of the key ideas covered in the Customer Profiling workshop at the Museum of Brands. It could be completed 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: The task is to build a detailed profile of yourself as a customer. *You may wish to add additional details or categories to the profile.*

Slide 3+ 4: Students are then asked to think about the products they buy, which ones are targeted towards a profile such as theirs and which, if any, are not.

*You may like to ask students to pick a particular example and write a short paragraph, essay or presentation on how its design and marketing is targeted at a customer like them.*