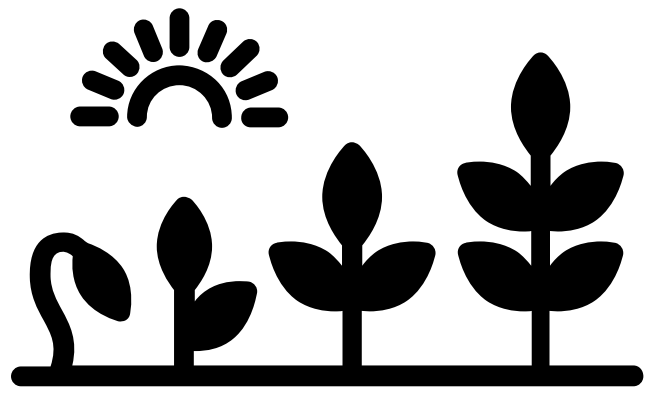


## Brand Evolution

### Museum of Brands Self-Guided Worksheet



Brands evolve constantly to meet the changing demands of society. Packaging is important to brands, as a way of communicating directly with the customer and establishing a relationship with them. Certain brands have become iconic through the use of either a catchy slogan, a particular colour, or even the variety of products they create.

As you explore the museum, you will see how some of our most famous brands, including Cadbury, Kellogg's, and Nestlé, have evolved over time.

## 1. Colour

Bright, eye-catching colours can grab consumers' attention and help them to recognise your brand. Different colours have different associations that can affect consumers' emotions; for example, the use of red and yellow has been found to stimulate hunger and is often found in restaurant chains.

Starting in the Victorian era opposite the rocking horse, look at some of the original packaging for companies such as Cadbury. Keep looking as you progress through to the 1920s display. Note how the use of colour has changed over time and think why this might be.

What examples can you see of eye-catching coloured packaging? Do any colours stand out more than others?

How might a signature colour be beneficial to brand image?

## 2. Product Variety

Brands have the power to create a range of products and reach multiple audiences. As societal changes influence manufacturers, they must adapt and evolve to keep up. Some companies choose to create a variety of products under one brand name, whereas others create different brand names for different products.

Look at the variety of chocolate and sweet brands in the 1930s display. Remember that companies like Nestlé own many different brands.

What benefit does product variety have for both consumers and manufacturers?

Why might companies want consumers to have only an *illusion* of choice by owning multiple brands with different names?

## 3. Marketing and Slogans

To reach a target audience, brands can change their marketing to appeal to specific demographics. Slogans are used as a way to capture the attention of consumers, so they will remember and recognise that brand when they shop. Memorable slogans and marketing campaigns can contribute to building a strong relationship between the manufacturer and consumer.

Stopping at the 1940s grocer and poster display, count how many brands have included slogans or product quality statements.

How do slogans help a brand to stand out against other competing brands?

How do slogans or product quality statements help brands to appeal to more consumers?

## 4. Brand Icons

When you hear Tony the Tiger, do you think about Frosted Flakes? Or if someone says Freddo Frog, do you begin to crave Cadbury chocolate? These characters are brand icons that help to promote a product, make it more memorable, and create a stronger relationship between brand and consumer. Brand icons have been used by Disney and the Olympics to great success, and can often widen the target audience of a brand by appealing to children.

Looking at the 1960s products display and the World Cup display, think about the ways that mascots have elevated the brand's presence. Think about some brand icons you have seen before and why they might be memorable.

What benefit do brand icons serve for a brand? Think about sales, marketing opportunities, and media presence.

Imagine you are part of the marketing team for a new brand and are creating a brand icon. What would you choose and why?



## 5. Convenience

As technology evolved and microwaves, fridges, and freezers became common household appliances, brands have had to adapt to meet the new demands of society. In particular, microwaveable meals grew in popularity as women entered the workplace, as they were an easy way to feed a family quickly.

As you make your way through the 1970s and 1980s displays, look at the changes in product packaging in relation to convenience of ready-made meals and single-use products.

List the key reasons why consumers needed convenience-driven products during this period?

How have new technologies changed the way food is packaged and what are the pros and cons of these innovations?

## 6. Franchising Partnership and Collaboration

As major movie franchises began growing in popularity, the collaboration of products became a profitable marketing technique to help increase sales and reach wider audiences. These marketing collaborations enable brands to increase social presence and promote their product by appealing to fanbases. Disney regularly partners with food brands to promote a newly released movie. Look from the 1980s to the end of the Time Tunnel and focus on products that have partnered with major franchises. Think about how these partnerships might have affected their sales and marketing.

Can you find any products where the collaborating franchise is more prominent on the packaging than the brand?

How might brands choose who they want to collaborate with on products? Which brand components that you have analysed earlier in the worksheet might play a role in this choice?

# 7. Sustainability

Many brands are exploring ways to make their packaging more sustainable and better for the planet to reduce their impact on the environment and meet consumer concerns about sustainability. Brands are working to find more sustainable materials to use for packaging, which might be biodegradable, recyclable, or reusable. Some brands are looking to the past to bring back old practices, such as local milkman services where empty bottles are collected and refilled.

Look at the present day displays in the Time Tunnel and the Branding Hall. Which products are sustainable and why?

Choose a brand from the Museum's collection and redesign the packaging to make it sustainable. Label which materials you use and your design choices.