



Workshop: Birth of a Brand

Students will compare M&S advertising campaigns from across the decades and analyse what makes them successful. Using what they have learnt they will produce their own TV own advert.

Duration: 2 hours **Audience:** KS3-5, up to 30 students

Location: M&S Company Archive

Learning Objectives:

- To learn about different forms of advertising and how they have changed over time.
- To identify different features of advertisements.
- To understand what makes a successful advertising campaign.
- To use storyboards to plan and perform a TV advertisement,

Workshop Overview:

Activity	Content
Welcome & Introduction	<ul style="list-style-type: none"> • Meet and greet • Why are you here? What we are going to do today. • Housekeeping
What is an archive? What is M&S? What is an advert?	<ul style="list-style-type: none"> • What is an archive? Why do we preserve objects and documents? • What is M&S? What do you already know? • What is an advert? What are they for?
Types of advertising	Students think of as many different types of advertising as possible.
History of advertising at M&S	PowerPoint presentation
What makes a good advert?	Students are introduced to the different features of adverts and think about what makes a good advert.
M&S advertising across the decades	In groups students examine advertising material from a certain time in M&S history to discover who our advertising was aimed at and what messages we were trying to communicate. They then present their findings to the rest of the class.
Make your own advert	In groups, students create and act out their own TV advert.
Plenary	Prize for the best advert What have you learnt?