



## Workshop: Birth of a Brand

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

**Location:** M&S Company Archive

### Learning Objectives:

- To understand what a brand is and how they are developed.
- To learn about different forms of branding and advertising and how they have changed over time.
- 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"> <li>• Meet and greet</li> <li>• Why are you here? What we are going to do today.</li> <li>• Housekeeping</li> </ul>
What is an archive? What is M&S? What is an advert?	<ul style="list-style-type: none"> <li>• What is an archive? Why do we preserve objects and documents?</li> <li>• What is M&amp;S? What do you already know?</li> <li>• What is an advert? What are they for?</li> </ul>
What is a brand?	Find out what a brand is and create your own personal brand.
Types of advertising	Students think of as many different types of advertising as possible.
History of advertising at M&S	Exhibition tour
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 film their own TV advert.
Plenary	Prize for the best advert What have you learnt?