

Brands – reassuring consumers through thick and thin

1914–18



The Great War

1930s



The Great Depression

1939–45



The Second World War

1973



The three-day week

1989–92



The last recession

“The consistency of brands in the turmoil of daily lives gives us comfort and trust... and we vote for their existence every week.”

Robert Opie, founder, Museum of Brands



Museum of Brands, Packaging and Advertising
 2 Colville Mews, Lonsdale Road, Notting Hill, London W11 2AR
 Telephone: 020 7908 0880
 Email: info@museumofbrands.com
www.museumofbrands.com

Some of the famous names that have been with us for 50 years or more

Year	Brand
1769	Gordon's gin
1815	Royal Doulton china
1824	Cadbury's chocolate
1830	Tanqueray gin
1840	Pimm's cocktail
1864	Smirnoff vodka
1869	Heinz foods
1873	Colgate toothpaste
1877	Vaseline petroleum jelly
1886	Coca-Cola soft drinks
1886	Hovis bread
1901	Gillette razor
1903	HP Sauce
1904	Rolls Royce motor car
1904	Bell's whisky
1910	Oxo cube
1911	Nivea cream
1916	Kraft processed cheese
1924	Kleenex tissues
1929	Domestos bleach
1932	Mars confectionery bar
1933	Cuprinol wood preserver
1934	Lego children's building bricks
1935	Penguin books
1936	Tampax sanitary protection
1956	Andrex toilet paper
1959	Whiskas cat food
1959	Finish dishwasher detergent

The voice for brands