



**50 giving stories shared as part of
The Marketors' Trust's 50th Anniversary celebrations in 2026**

No 32: A masterclass surrounded by 150 years of brands



The Museum of Brands in Notting Hill, west London.

Walking into the Museum of Brands in Notting Hill is a journey through memory. Its famous Time Tunnel winds through 150 years of packaging, adverts and toys, and almost everyone who visits finds something from their own childhood: a sweet wrapper, a cereal box, a bottle of Ribena. It is the only museum in Britain devoted to the brands that fill our shelves, and our memories.



Familiar names from the collection: the museum charts 150 years of brands, packaging and advertising.

Built on the extraordinary collection of consumer historian Robert Opie, who began collecting in 1963, the museum became a charity in 2002 and now welcomes more than 20,000 students a year. Its mission is to help people understand the design, advertising and packaging that shape everyday life, which makes it the perfect place to think seriously about the craft of marketing itself.



A professional development event that The Marketer's Trust supported.

That is exactly what The Marketers' Trust set out to support. Over three years, the Trust gave the museum a grant towards its professional development programme for mid-career marketers: a series of expert-led sessions designed to keep working marketers learning and growing. The topics were as sharp as the setting, from "A World Without Brands: Why It Would Never Work" to

“Neuroscience: Why Do People Buy?” and “Decoding the Face to Unlock Audiences.” Each drew an audience of around seventy marketers.

It is a different kind of giving from much of the £50 for 50 campaign, and a revealing one. Alongside supporting charities across the country, The Marketers’ Trust also invests in the marketing profession itself, helping the people who practice the craft to do it better and more thoughtfully.

There is a neat symmetry to it. The Museum of Brands preserves the history of marketing; The Marketers’ Trust, by helping today’s marketers keep learning, invests in its future. Both believe the same thing: that the craft of marketing is worth taking seriously, and worth doing well.



Website: museumofbrands.com

How to give

Every gift, at whatever level, helps secure the Trust’s grants, awards and care for the next fifty years.

To give, go to: <https://www.marketors.org/the-marketers-trust/support-ways-to-give>

The Marketers’ Trust, Registered charity no. 272339