

## CANDY CANE MARKETING



Candy and Sugar Cane make delicious candy canes at their home near the North Pole. The Cane sisters have decided to try to sell their candy canes to other businesses in the United States. They need help, however, because no one knows about their business or where they are located.

**Work with a partner. Help the Canes by doing the following:**

1. Draw a logo for Candy and Cane's Candy Shoppe. (A logo is a picture that people associate with a business.)
2. Create a slogan or jingle for Candy and Cane's Business.
3. Create at least 12 different types of candy canes that they could make to sell. Make a catalog page featuring these products. Draw and describe each type of candy cane.
4. Design, draw, and color a full-page ad for Candy and Cane's Candy Shoppe. Your ad should contain:
  - a. a slogan or jingle
  - b. a logo
  - c. a description of the product and why the customer wants it
  - d. a picture of the product
  - e. contact information (address, phone, fax, webpage address, and/or email address)
  - f. information about product prices
5. Use an index card to design a business card. Remember to include the business name, logo, slogan, and contact information on it.