



**ICG** Strategic  
Marketing  
Agency

Let's create a  
**GREAT**  
Sweet Shop

icg.agency



# Hi kids!

We know you're probably getting fed up at home, so we thought we'd create a pack of activities, so you can try out some of the creative things we do at ICG!

Your mission is to create the ultimate sweet shop, from thinking up its name and logo to designing a poster to promote its opening.

Send us your finished designs and we'll share with all the ICG team. Who knows, we may even try and bring some of your ideas to life! Plus, everyone who enters will go into a draw to win a family ticket to **Blackpool Zoo!**

**Enjoy creating great!**

# One: We need a name.

What do we want to call our sweet shop?  
It could be a funny name or a name people can remember.  
What shop names do you like? Does your name mean anything or is it just silly?

## Inspiration:



Haribo was named after the founder and the place of its inception. Hans Riegal, born in Bonn, Germany took the first two letters of each word **HA**ns, **RI**egal and **BO**nn to spell **HARIBO**.



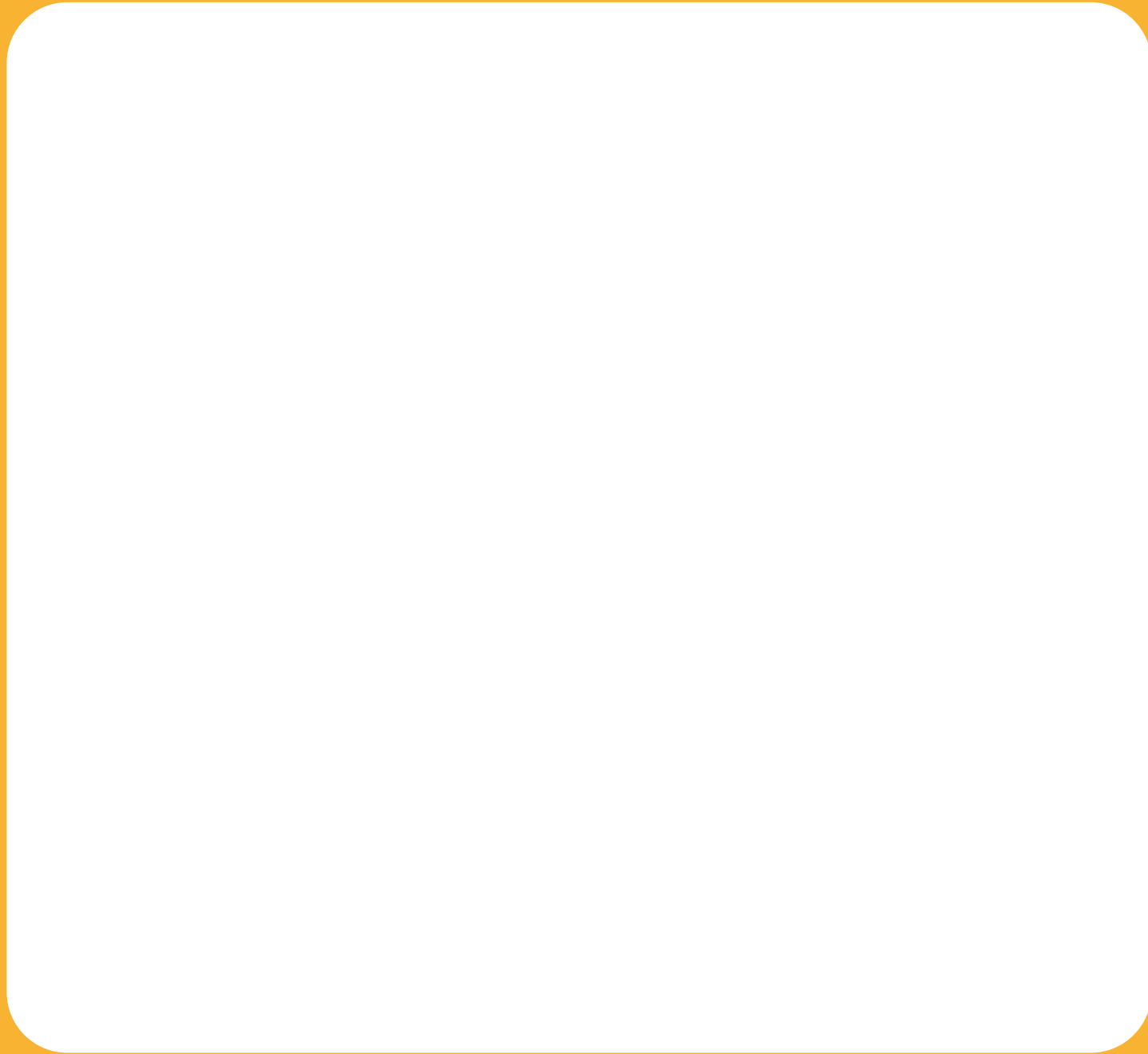
Founded in Denmark, the name Lego derives from an abbreviation of the Danish phrase "leg godt" which translates as "**play well.**"



Apple, the world's largest computer brand wasn't named after Issac Newton's apple, but because it was **memorable**, started with the letter **A** and its creator had just been to visit an **apple farm!**

# Two: We need a logo.

Now we've got a name for our sweet shop, we need a logo so our customers will remember it. It could be a shape or a letter. It could be bright and colourful. It needs to be simple and memorable. How many logos can you think of?



## Inspiration:

**amazon**

The amazon logo has an arrow that goes from **A** to **Z** with a **smile**.

**Disney**

The Disney logo is the signature of its founder, **Walt Disney**.

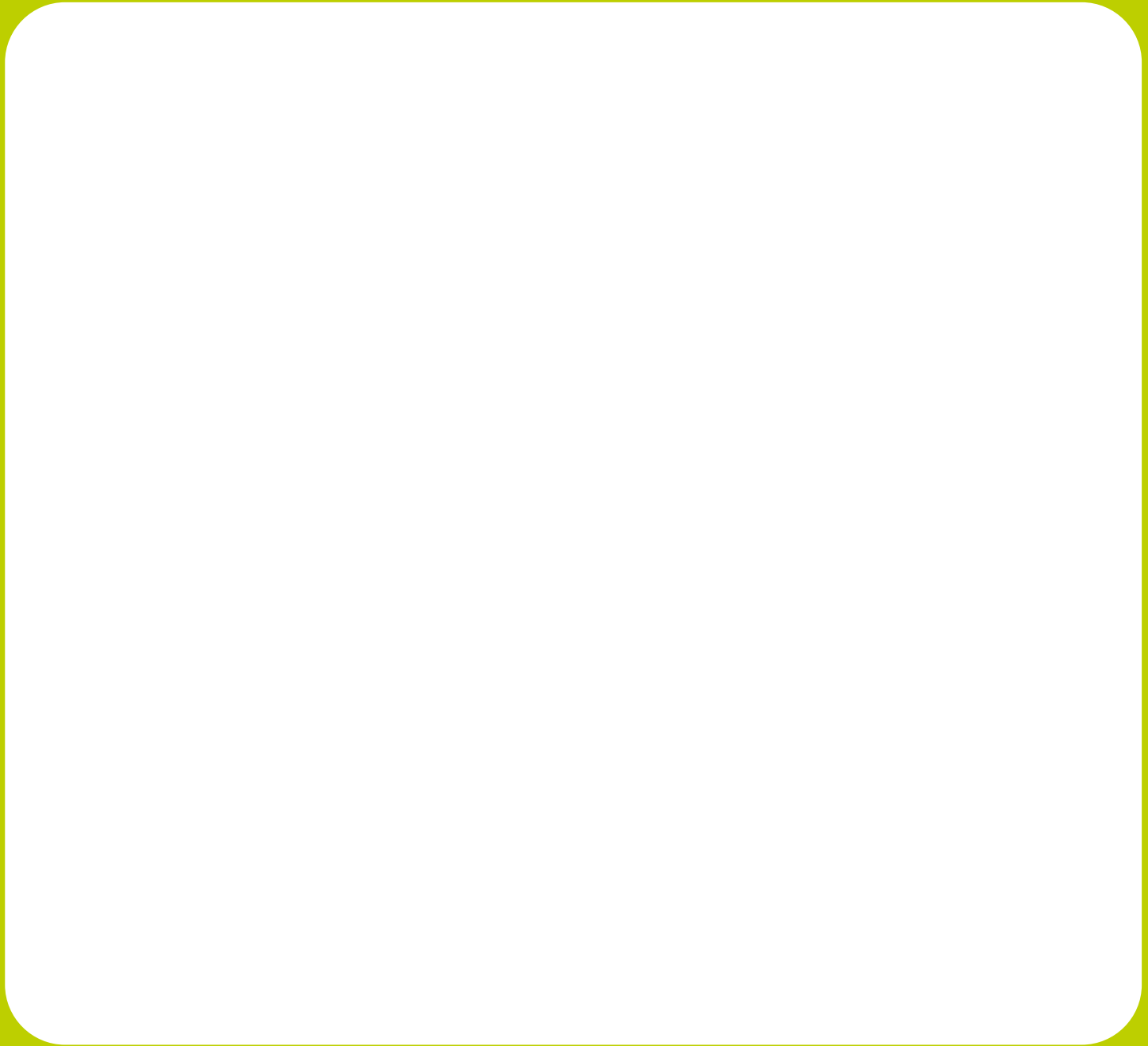


McDonalds' famous golden arches not only form the letter **M** but is inspired by the architecture of its **original restaurants** in the 1950's.



# Three: We need some sweets.

Let's pretend we're in Willy Wonka's Chocolate Factory! What sweets do you think our shop should sell? Are they fizzy or fruity? Do you chomp, chew or lick them? Draw the craziest, yummiest sweets you can think of! Use craft materials too!



## Inspiration:



Liquorice Allsorts were invented by a salesman in the Midlands in 1899, who was carrying samples around in a case when they all got **muddled up**.



Early versions of **lollipops** were developed way back in the 16th Century, over 500 years ago!

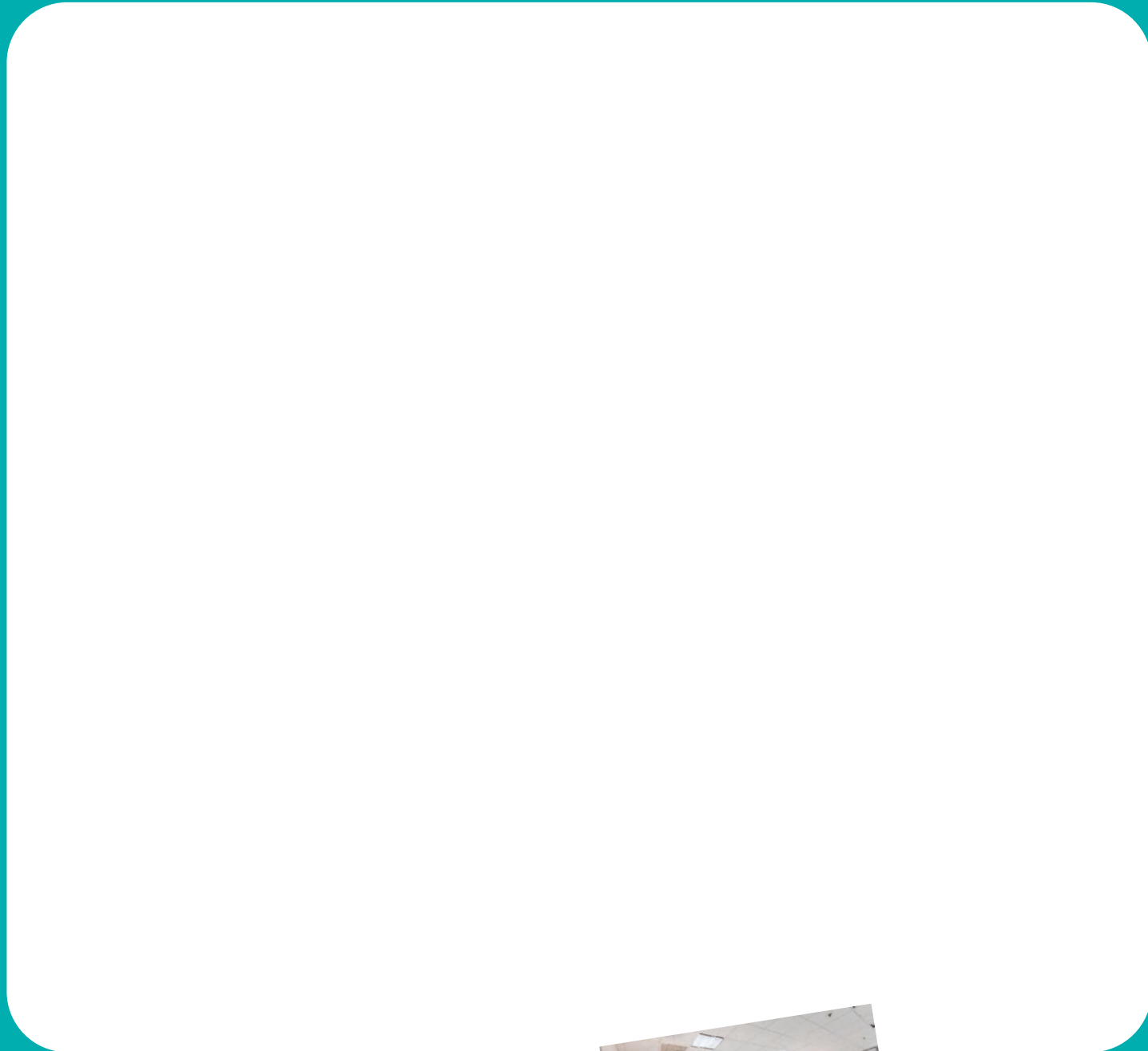


British seaside staple rock, complete with the letters through the middle, is thought to have been **invented in Morecambe** in the 1830s.



# Four: What's our shop going to look like?

How do we want to sell our sweets? Should our shop be bright and colourful with lots of jars and pick 'n' mixes? Or does it have a theme like an enchanted forest or a mad scientist's lab! Draw the sweet shop you'd LOVE to go to!



## Inspiration:



Lots of sweets in jars/



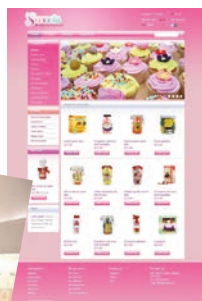
Giant lolly tree!



This shop is like a colouring book!



Or is our shop only online?



This shop looks like a doctors!



# Five: We need to sell our sweets!

OK, we've got logo, our sweets are made and our shop is about to open. How do we tell all our friends about it? Create a poster or advert about the opening. Perhaps invent a memorable character or a catchy slogan!



Silly sells! Cadbury's once did a TV advert that featured a **gorilla drumming**. People remembered the advert and remembered the chocolate too! Watch it here: [www.youtube.com/watch?v=V1KiAtVcOw](http://www.youtube.com/watch?v=V1KiAtVcOw)



**M&Ms** have two funny characters who look like their famous sweets. Their names? **Red** and **Yellow**! Can you guess which is which?

## Inspiration:



Mars bars used a catchy slogan: "A mars a day helps you work, rest and play" to keep the chocolate bar in peoples' minds.



**Send us your  
finished designs**

**Take photos and email  
[simon@icg.agency](mailto:simon@icg.agency)**

See you all soon!

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