

Name: _____

Hour: _____

Catchy Name and Slogan Activity

Directions: You work for the marketing company “Canter’s Marketing Company, Inc.” better known as CMC Inc. Your job is to read the following scenarios of various companies that are being opened up here in Farmington. Each of these companies has several items that they need catchy names and slogans for.

Scenario 1:

A new burger joint has opened up next to the high school. It will most likely be a new hangout for high school students here at FHS. You need to come up with a catchy name and slogan for this company.

Name: _____

Slogan: _____

Scenario 2:

The new burger joint from scenario 1 doesn’t really have a lot of food on their menu. They have informed CMC Inc. that they want to specialize in hamburgers and cheeseburgers but they don’t want to just call their product a hamburger or cheeseburger. Come up with a catchy name and slogan for this companies burgers.

Name: _____

Slogan: _____

Scenario 3:

Brett Hale, Kyle O’Dell, and Andreja Dumitrov have gone together and opened a gas station. They bought the old BP gas station across from Wal-Mart. This is a prime location due to it being located near Wal-Mart because as we all know, Wal-Mart has a lot of traffic and Hale, O’Dell, and Dumitrov hope that these people need gas and a snack before or after they shop. Create a catchy name and slogan for their new gas station.

Name: _____

Slogan: _____

Scenario 4:

The gas station is going to serve a drink and snack pack for their customers. The drink is a lot like a Slurpee™ and the snack is a bag of chips. Come up with a catchy name and slogan for this snack pack.

Name: _____

Slogan: _____