



Creating a new Restaurant Trade Character

Trade Character - is a representation of a person, animal, or other being that is personified and used to identify a company, [brand](#), or [product](#). Exclusive use of a trade character requires a registered [trademark](#). Examples of trade characters include Kellogg's Tony the Tiger, Planters' Mr. Peanut, the Geico gecko, General Mills' Betty Crocker, and the Keebler elves. Additional examples found here: <http://www.lifeintheusa.com/food/foodicons.htm>

Scenario: You are the owner of American Burgers Company (ABC), a new concept restaurant opening next month. The customers will be able to enjoy seeing the grill masters in action, and be able to order the size and composition of burger, watch it grilled, and build their bun as they move through the cafeteria-style line. Customers also get access to endless french fries and an ice cream bar items. ***You want to create a trade character to represent your new restaurant.***

Student Choice: If you want to create your own scenario for this project (other than ABC), get it approved by the teacher and follow the same procedures below. Get creative and have fun.



1. Draw (to the best of your ability) & describe your unique trade character below.

Draw (on a separate sheet of paper or use a computer program to generate your design)

Describe:

2. What is your trade character's name?

3. What catch phrase will your trade character use? (example: Kool-Aid Man "Oh, Yeah")

4. How will your company use your trade character in marketing and promotional materials?

5. What about your trade character will catch the attention of your intended target market?