

Creativity Tool #3- Candy Bars

This is what is known as a random stimulation tool

- Use the lists of candy bars below:

Goo Goo Cluster	3 Musketeers
Payday	Butterfinger
Tootsie Roll	Kit Kat
Milky Way	Kisses
Rollo	Whoppers
Hershey Bar	Krackel
Twix	Mike and Ike
Take 5	Mallow Cup
Skor	Baby Ruth
Charleston Chew	5 th Ave.
Dove	Aero
Nestles Crunch	Nutrageous
Skittles	Bit O Honey
Mars	Bounty
\$100,000 Dollar	Carmello

Note: All products and their names are trademarks of their respective companies

- Identify the objective
- Look at the list & take each one and say- “that reminds me of...”
- Then write that on the chart
- Your brain will take over and apply it to the problem