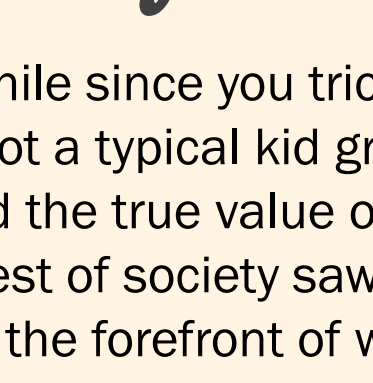


# What Your Favorite Candy Says About You as a Marketer



## Candy corn

Candy corn lovers have one of two personalities: you either proudly declare your love for the candy and jump enthusiastically in the middle of any heated, polarizing debate; or you are a closet candy corn lover and instead act the anonymous troll on social media.



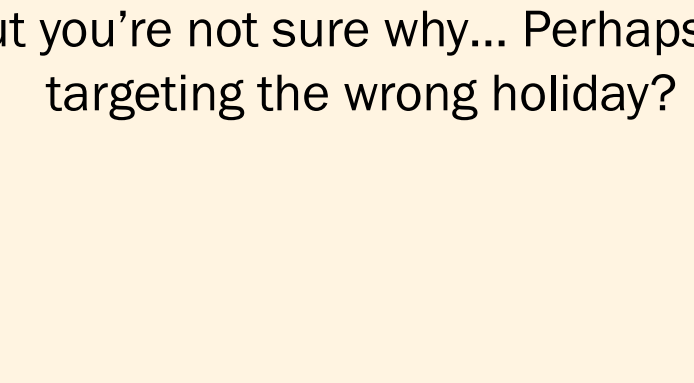
## Hershey's Special Dark

It's been a (long) while since you trick-or-treated and you were probably not a typical kid growing up. Having correctly recognized the true value of dark chocolate well before the rest of society saw the light, you continue to be on the forefront of what's hot, with plenty of social followers ready to take note.



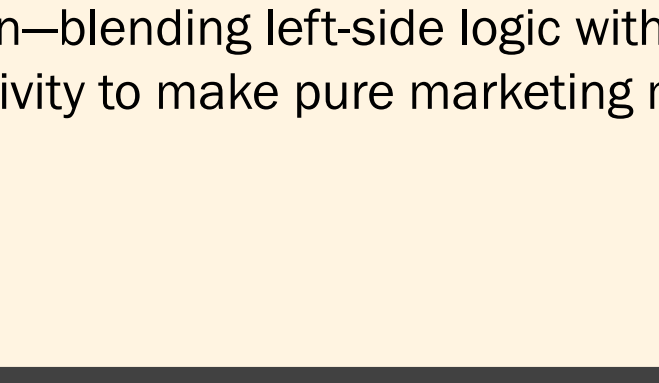
## Tootsie Roll

Just like no one believes a Tootsie Roll could ever masquerade as genuine chocolate, you're the kind of marketer who's always underestimated. While others are busy chasing trends, you quietly execute campaigns that deliver sweet results. You may not be flashy, but you're a classic.



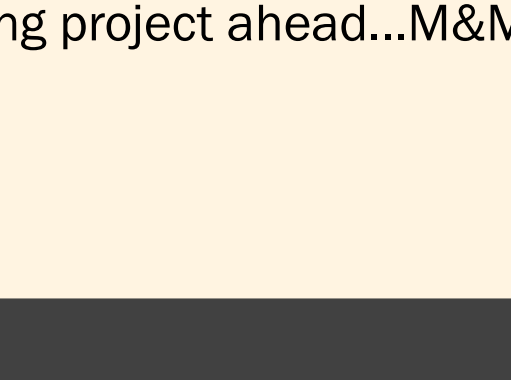
## Conversation hearts

You're a marketer who's campaigns continually fail but you're not sure why... Perhaps you're targeting the wrong holiday?



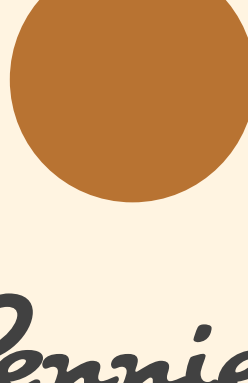
## Twix

Two sides are always better than one. Twix fans have mastered the skill of using both sides of their brain—blending left-side logic with right-side creativity to make pure marketing magic.



## M&M's

M&Ms are your favorite Halloween candy because you're all about Making Memorable Moments. Wait a minute...Seems you have a renaming project ahead...M&M(&M)'s.



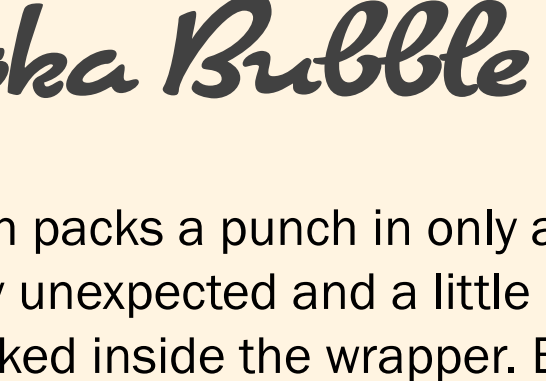
## Pennies

There's always one who thinks candy is for suckers. Money talks. These marketers are financially motivated, preferring cold hard compensation for their trick-or-treating efforts.   
MQLs, SQLs, and ROI first, fun later.



## POP ROCKS

You're the marketer who's always ready to shake things up. You live for campaigns that have a little fizz, crackle, and boom—grabbing attention and leaving a lasting impact. Subtlety? Not your style.



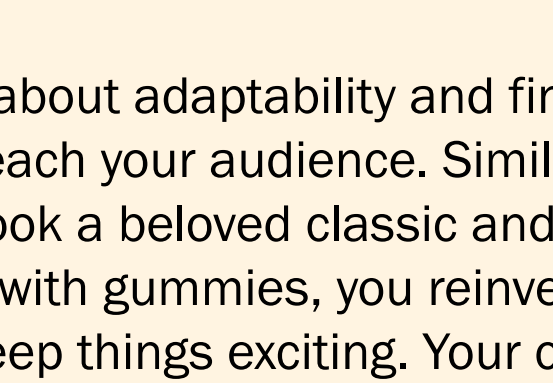
## Bazooka Bubble Gum

Your approach packs a punch in only a few words and is usually unexpected and a little quirky—like the comic tucked inside the wrapper. But be wary of blowing too many bubbles. Your ideas might end up abandoned like gum stuck under a desk.



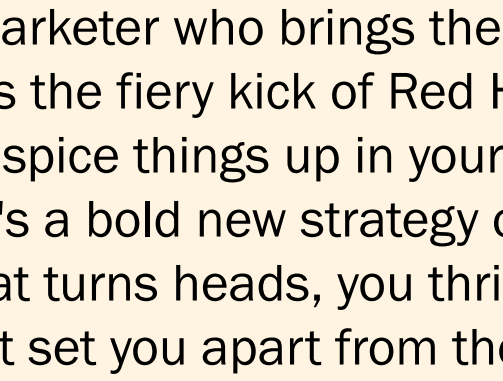
## Caffy Taffy

This marketer loves a good stickiness factor—and frequent visits to the dentist. They love engaging their audience with compelling marketing messages that cling to customers (like taffy on the back of their teeth) and keep them coming back for more.



## Skittles Gummies

You're all about adaptability and finding new ways to reach your audience. Similar to how Skittles took a beloved classic and gave it a fresh twist with gummies, you reinvent familiar ideas to keep things exciting. Your campaigns are colorful, fun, and irresistibly engaging.



## Red Hots

You're the marketer who brings the heat! Much the same as the fiery kick of Red Hots, you're not afraid to spice things up in your campaigns. Whether it's a bold new strategy or an edgy approach that turns heads, you thrive on taking risks that set you apart from the crowd.