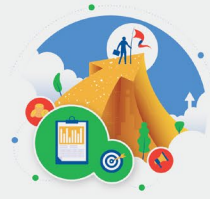


# INTRODUCTION TO BUSINESS



## ■ A new way to say “I love you!”

Valentine’s Day allows companies to create new and fun ways to market their products. Typically, their marketing revolves around candy, flowers, and chocolate, but some companies are finding new ways to connect with their customers on this holiday.

■ Read this article about Tyson and its [#SayItWithNuggets sweepstakes](#) to answer the following questions:

1. What’s the personality of the Tyson brand?

2. Does reading the article change the perception of that personality for you as a consumer?

■ Do a SWOT analysis for the #SayItWithNuggets campaign to determine its strengths and weaknesses.

<b>STRENGTH</b>	<b>WEAKNESS</b>
<b>OPPORTUNITY</b>	<b>THREAT</b>