



tpn presentation to Hershey

Hershey's Kisses Concepts

Assignment & approach

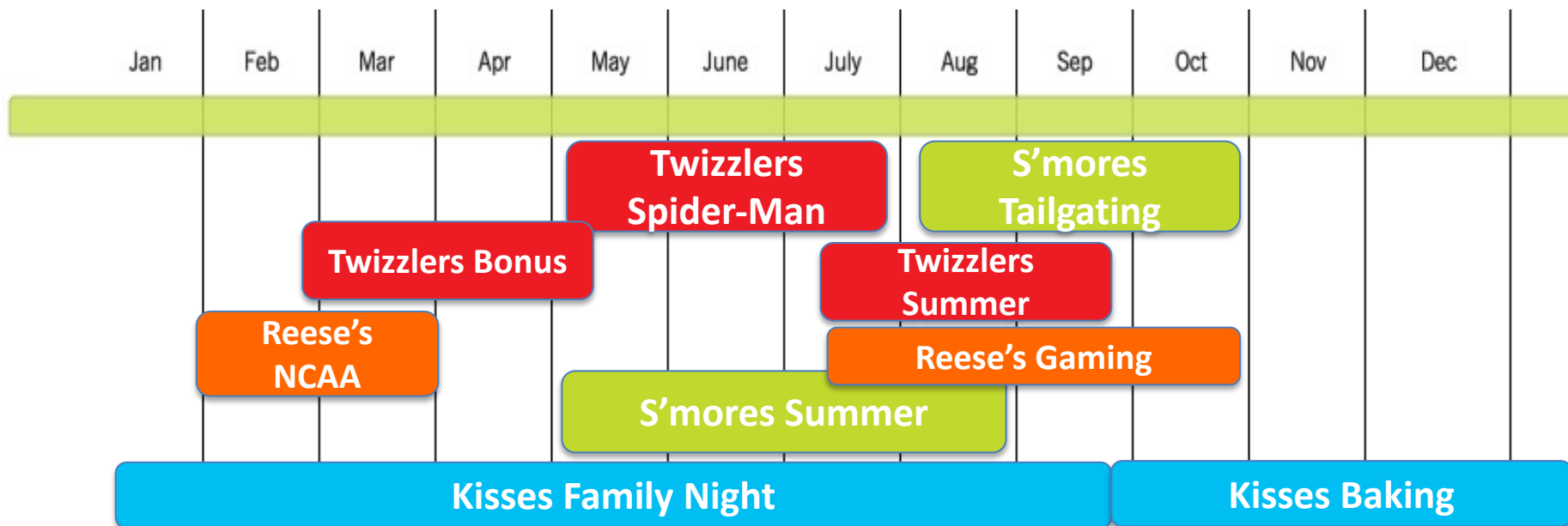


Develop promotional concepts for Kisses during designated timeframe

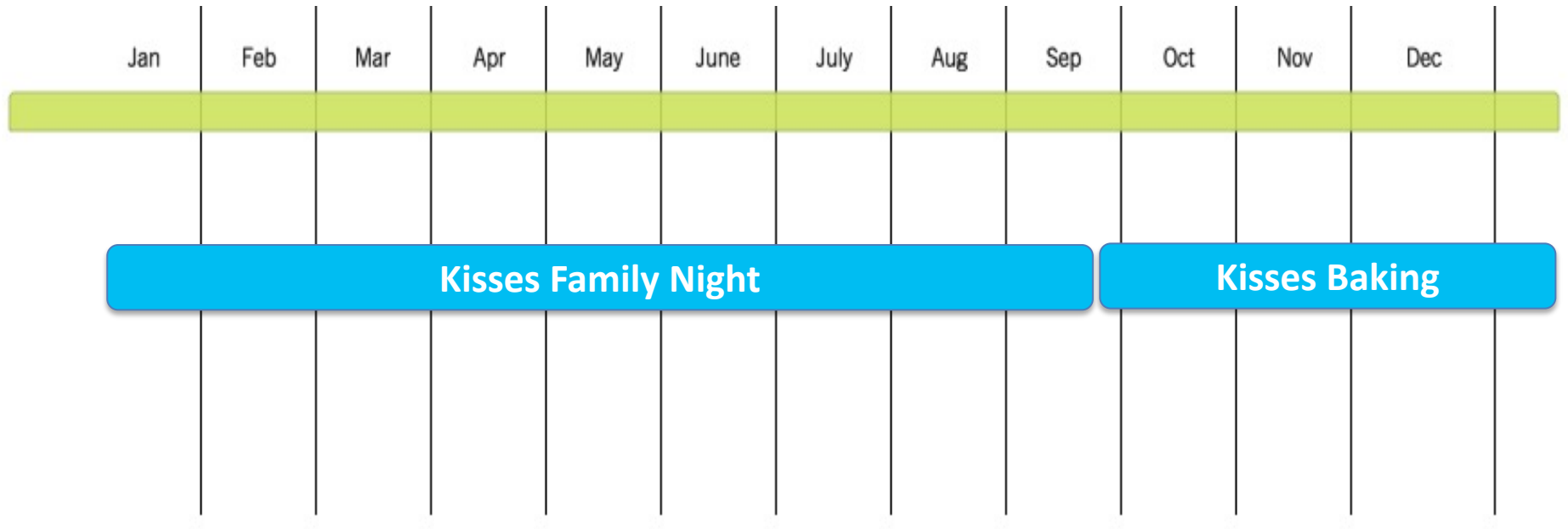
- Drive merchandising for entire 9-month window
 - Develop a Kisses promotion platform to stimulate merchandising and consumer takeaway during the mid January – September time period
 - Create pulses or waves to infuse excitement for entire promotion platform



2012 calendar



2012 calendar



TPN Consumer Activation Process (CAP)

Step 1: Clearly articulate the marketing challenge

Reframe the marketing/communications objectives from the consumer perspective

Ensure a consumer call to action is imbued

Step 2:

<p>Identify key consumer insight</p> <ul style="list-style-type: none">-- that is the key motivational trigger for the consumer target-- that will leverage the emotional connection that spurs action.	<p>Determine one key brand leverage point</p> <ul style="list-style-type: none">-- that is the key differentiating point for the brand-- articulated in consumer terms, or key aspect about brand that offers most fertile creative territory	<p>Determine key marketplace leverage point</p> <ul style="list-style-type: none">-- that is the key aspect of the marketing environment with the greatest potential to impact marketing efforts-- conduct an analysis of consumers purchase patterns, product distribution path, and differences by channel
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Step 3: Converge consumer insight, brand and marketplace leverage points into an Activation Flash Point (AFP) which serves as a launch pad for creative thinking and tactical development

shopper spectrum



Meet the Kisses family



Heidi & Brad, parents to Toby, Luke, Madeline, Maggie



- Heidi (44) and Brad (45), both divorced and remarried - 4 kids between the 2 of them: Toby (6) and Luke (8) and Madeline (9), Maggie (11)
- They've been married for a couple of years, both work full-time. Heidi is a VP of Sales and Brad runs his own graphic design agency
- Heidi drives a Ford Escape and Brad drives a Chevy Impala
- Heidi is the primary shopper and she shops multiple channels
- She buys: organic food when she can or local produce from the farmer's market; she loves chocolate and really makes sure she keeps some in the house for special treats and baking (which she does all year round)
- Competitive candy in her basket: M&Ms, Milky Way, Snickers, 3 Musketeers, Hot Tamales
- Insight: **When I spend time with my family, I want to cherish and enjoy each moment and smile**

A Day in the Life of Heidi



10:15 am: Posts recent pictures on Facebook



9:00 am: Checks her email at work and starts to think about kids' activities for this week



6:45 am: Brews her favorite cup of coffee from while watching GMA before sending the kids to school



1:15 pm: Runs out at lunch and purchases Target's Up & Up brand of body lotion so she can splurge on an extra bag of Kisses for the recipe she found in People Magazine



5:45 pm: Swings by supermarket to buy Kisses for a new recipe she found; picks up kids from after school activities



7:00 pm: Listens to LeAnn Rimes as they prepare dinner – it's Slow Cooker night



8:00 pm: Plays board games as a family before bedtime



Kisses



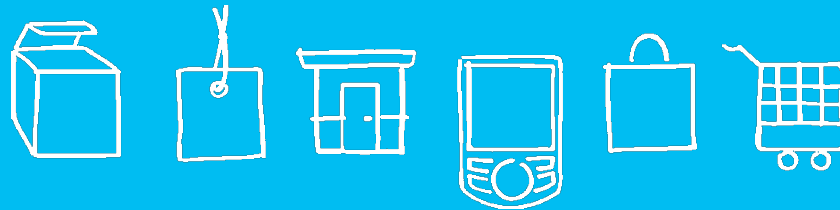
Brand Portrait

- A symbol of sharing and affection
- Big chocolate taste in a perfect bite-size piece
- Personality: Approachable, social, feminine, light-hearted, generous

Value: Thoughtful, affectionate, high quality

Insight: **A one-of-a-kind chocolate pleasure to savor and share every day**

What's happening in the marketplace



Marketplace



- Family solutions – from soup to nuts and more. Grocery stores are offering more than just food, it's convenience and timesavers and value – retailers are trying to offer everything that keeps mom happy
- Retailers are running their own events New Year's resolutions to Super Bowl to Spring Cleaning/Health & Wellness
- Moms have a choice of many different products when selecting snacking items. They are less price sensitive, since they know when they buy candy their family likes, the overall experience is enhanced
- **Insight:** I wish I could bring my family together for an occasion other than mealtime



Our creative destination



Where are we going?

	From	To
Consumer	Like pulling teeth to get everyone assembled	Can't wait to share the good times
Brand	Fill your candy dish with anything	Savor each Hershey's kiss
Marketplace	Eat and run, eat and run	Slow down and gather 'round

How do we get there?

Consumer:

When I spend time
with my family, I
want to cherish and
enjoy each moment
and smile

Brand:

One-of-a-kind
chocolate
pleasure to
savor and share
every day

Marketplace:

I wish I could bring
my family together
for an occasion
other than
mealtime

Kisses amplifies the joy of special moments with my family

Partners to leverage

- To ensure that we foster “making connections” with Kisses, we’ve explored several partnerships that can be instituted across multiple concepts
 - Board games (Hasbro)
 - Video gaming (EA)
 - Movies (DVDs, Redbox, iTunes, Netflix)
 - Baking (General Mills)



Kisses Family Night



Concept 1

These days replacing gadget time for family time is no easy task. When the family is under one roof it's sweet, but when the time is spent interacting with each other it's even sweeter. Add family, a shared activity and Hershey's Kisses and you have the sweetest moment where your family can really connect.

Share Sweet Moments of Family Fun

With this concept we encourage Mom to cherish those shared moments of connection that happen free of electronics and other distractions.

Share Sweet Moments of Family Fun

Kisses and Heidi focus on interactive fun for the whole family



Mobile



Partnerships:
Hasbro, Snapfish – properties
that promote family
engagement



Package



Online: Connected
games with other
families



In-Store Offer:
Family Night Bundle for
prepared fun



Event



Advertising:
Radio – Drive time radio
reminds mom of family
time to come



PR

Concept 2

There's nothing that replaces the smile or laughter from a loved one and every family desires to share fun throughout their home. Family time is a chance where family members can gather to share a collective happiness.

Kisses Make a Happy Home

This concept encourages Mom to elevate family time at home with Kisses. Bringing Kisses to family time is a welcomed delight to any home.

Kisses Make a Happy Home

Kisses and Heidi bring an extra shine to family time.



Mobile



Partnerships:
LG or electronic partner for
family time



Package



Online: Suggestions
on bringing fun
solutions to more
rooms in the home



Display:
Whole home family night
solutions to make
something good better



Event: Create a Kisses happy
home destination (possible link
with HGTV Dream Home) to
improve gathering space



Advertising



PR

Concept 3

There's no one way a family enjoys their time together. It may be surrounded by a meal, sharing a book or watching a movie. The uniqueness of the gathering makes family time special and Hershey's Kisses makes those moments one-of-a-kind.

Bring on One-of-a-Kind Family Fun

Kisses are one-of-a-kind chocolates that provide a multitude of ways to share during family time. Mom knows it's hard to please every member of the family, but Kisses is the connection everyone loves.

Bring on One-of-a-Kind Family Fun

Kisses, Heidi and her family time are all uniquely special



Mobile



Partnerships:
Redbox (or movie downloads)
for a movie your family loves or
video games/consoles



Package



Online:
Kisses Fun Generator –
input a list of family
activities and get the
perfect solution



In-Store Offers:
One-of-a-kind customized
bundle offers for individual
family enjoyment



Event



Advertising



PR

Concept 4

When family time is near it's time to turn focus on the ultimate destination for fun – the table. Whether it's sharing a meal in the dining room, a competitive game in the family room or a chorus of movie laughs on the couch, the table is the centerpiece for connection. Bringing Kisses to the table raises the stakes for fun.

Kisses Sets the Table

Indoor family time typically surrounds a table in some room of the home. “Kisses Sets the Table” shows how Kisses can turn an ordinary table into a comfortable and inviting centerpiece of fun.

Kisses Sets the Table

Kisses and Heidi bring an extra finish to the table



Mobile



Partnership:

Kimberly-Clark (i.e. Viva paper towels) provides finishing touches for your family



Package



Online



Display:

Co-display with family night items (i.e., Coke, popcorn)



Event: Retail parking lot event features a multitude of tables and activities surrounding them



Advertising



PR

Recap

- Share Sweet Moments of Family Fun (interactive)
- Kisses Make a Happy Home (enhancement)
- Bring on One-of-a Kind Family Fun (uniqueness)
- Kisses Sets the Table (reimagination)

Thank you!

