



atpn presentation to Hershey's

Baking Program

Approach

- Last year, the Fall Baking Platform focused on “Bake and Share the Sweetest Gift”
 - 2013 is to continue with the same platform
- Moving forward we recommend to focus on new territory under the platform Communication Idea

Focus area was indirectly focused on gifting



We are recommending focusing more exclusively on “sharing”

Shared experiences

Sharing tips & recipes

Planned expressions of sweetness

Fall Baking Evolves as the Season Progresses...

	September	October	November	December
Mindset	<ul style="list-style-type: none"> BTS is top of mind Busy time of year 	<ul style="list-style-type: none"> Halloween is top of mind Kids take a priority in sharing candy / treats with them 	<ul style="list-style-type: none"> Thanksgiving is top of mind Sharing time with family is top of mind 	<ul style="list-style-type: none"> Holiday celebration on mind Family traditions and sharing time with loved ones are key
Behavior	<ul style="list-style-type: none"> As weather cools down, starting to bake comfort food to share with immediate family 	<ul style="list-style-type: none"> Prepping for Halloween Kickoff recipe searches & menu planning for the holidays 	<ul style="list-style-type: none"> Planning for Thanksgiving food prep and family gathering More menu planning & searching for holiday recipes Family traditions & recipes gain importance 	<ul style="list-style-type: none"> Menu planning & food prep are in full swing Recipe searches for holiday entertaining Recipe & cookie (gift) exchanges occurring
Baking Activities	<ul style="list-style-type: none"> Making / baking seasonal themed deserts like apple & pumpkin flavored pies, tarts & cakes 	<ul style="list-style-type: none"> Most baking is Halloween themed 	<ul style="list-style-type: none"> Apple & Pumpkin still on top of baking list 	<ul style="list-style-type: none"> Cookies are top recipe searched

...as does SHARING

- Sharing evolves during the Fall Baking season from immediate family during the Back-to-School time frame to extended family and friends later in the holiday season
 - 96% of home cooks believe that sharing holiday cookies & other baked goods is a good way to show you care
 - 91% of home cooks bake holiday cookies for their families, while 83% bake for friends
- Hershey Insight: Baking favorite recipes and *sharing* the best treats is the way I show family & friends how much I care

Opportunity

Who is our Target?

Moms aged 24-49 years old, typically with multiple children in the home, who like to bake treats from Scratch or Speed Scratch

Mindset & Behavior

- As Fall Baking evolves through the season, so does the engagement with sharing baked goods
- Family and family traditions play an important role in holiday baking
- Baking has a dual benefit, with sharing baked needs filling an emotional space with the baker

Opportunity Areas

- Delivering recipes which are focused on “sharing” (baking together, gifting to others, etc.) is territory Hershey's can own
- Recipe dissemination is key given the external landscape and the target's interest in recipe ideas
- Digital tactics which could lend themselves to supporting sharing should be considered, especially forums like pinterest or Facebook
- Providing gifting solutions to shoppers can help drive sharing of Hershey baked goods

Single-Minded Communication Idea

Hershey's makes it easy to “Bake the Sweetest Gift” with your family and friends

Concept



Concept

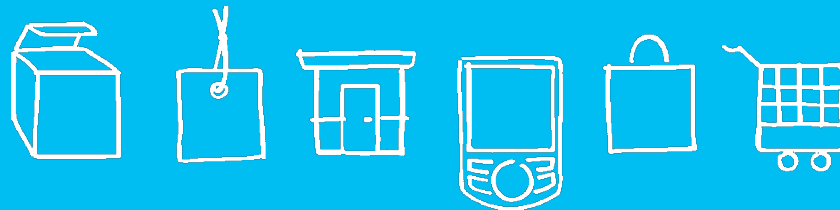
Making someone's day doesn't need much time or money to bring out a smile. It starts with a thought and blossoms into a dozen simple ways to share how you feel. Hershey's is that simple solution that everyone loves.

Concept

Bake and Share the Sweetest Gift



how the concept comes to life



Bake
and
Share
the sweetest gift



Motivation and Activation by Channel

	Shopper Trip Mission	October – November (Fall Baking)	December (Holiday Baking)
Food	<p>Shopper: She shops for family meals; favorite brands are at the top of her list</p> <p>What the Channel Means to Her: Meal solutions</p>	Sharing means the start of family meals and a flurry of activities. These new schedules inspire lists of must-haves. Recipes focus on individual treats that can be enjoyed family style at home or shared with friends away from home.	Focus is on the gifting and food/party occasion. Recipes include individual treats for easy sharing and add that special touch to holiday gifting.
Mass	<p>Shopper: She shops for food and household items; getting everything she needs for her family all in one place is important</p> <p>What the Channel Means to Her: In-Store destinations</p>	Sharing means sports gatherings and planned events for friends and family. Lists are important to capture everything needed for these planned events. Recipes focus on easy to make and easy to share treats that everyone loves.	Focus is on the gifting, plus party-giving and party-attending occasion. Recipes include individual treats for sharing at home and away, plus add that special touch to holiday gifting.
Drug	<p>Shopper: She shops for key specific items that fill the bathroom, fridge or household voids, plus picks up whatever inspires her</p> <p>What the Channel Means to Her: Quick trip</p>	Sharing revolves around crazy schedules and grabbing last-minute items until the next big shopping Thanksgiving-based stock up trip. Point-of-sale items are important to remind shopper mom of events coming down the pipeline. Recipes focus on quick solutions.	Focus is on last-minute stops and simple gifting before season end. Recipes include quick gifting solutions that everyone will enjoy.



Baking and the Happiness Cycle

Hershey's Kitchens
and other digital
tactics (leveraging
Cookie
Headquarters)



Cross-
Merchandising,
Secondary
Signage,
Sampling Event

Bake & Share



How Baking Comes to Life In Store

In-Store Sharing - Sampling event

- Feature one of the Baker's Dozen from Cookie Headquarters in-store, plus from the event that directs the shopper online to Cookie Headquarters
- Display of featured recipe items will be close by at sampling station or demo spot



Sharing with Partners - Cross-Merchandising

- Create a turnkey display or endcap featuring baking and sharing solutions with easy recipe suggestions that include Hershey's products close at hand
- Food: Dessert solutions include recipes she can share with her family post-meal
- Mass: Holistic gifting solutions include recipes, plus cling wrap, gift tins, etc.
- Drug: Baking solutions include quick recipes to share with fewer, but still fabulous ingredients.



Aisle Sharing - Secondary Signage

- Dairy clings on or near milk, eggs and butter draw in shopper for a quick purchase. I.e., "Don't forget to bake and share the sweetest gift."
- Signage also directs shoppers to Cookie Headquarters to learn more



How Digital Comes to Life Through Shopper Marketing

- Cookie Headquarters offers Hershey's branded and seasonally-relevant and customizable printable gift tags consumers attach to shared baked goods that feature the recipe as well as a greeting (i.e., "Seasons Greetings from the Smith Family."). Can link through specific retailer's website or social media
- Create a Hershey's baking Pinterest page that can be accessed on both Cookie Headquarters and the specific retailer's social media sites (possible sweeps for number of board followers)
- Loyalty shoppers are emailed before and during the promotion with special retailer coupons for Hershey's baking products, plus a link and recipes from Cookie Headquarters. The more they share the greater their coupon becomes (crowdsourcing)



Thank you!

