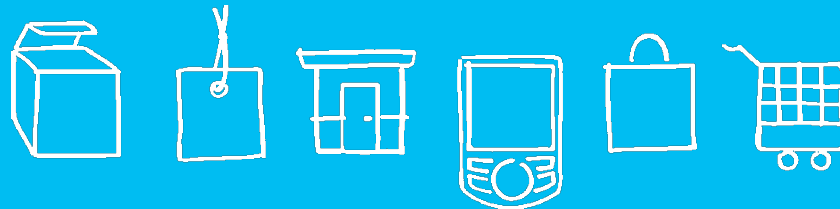




tpn presentation to Hershey

S'mores Concepts

Assignment & approach

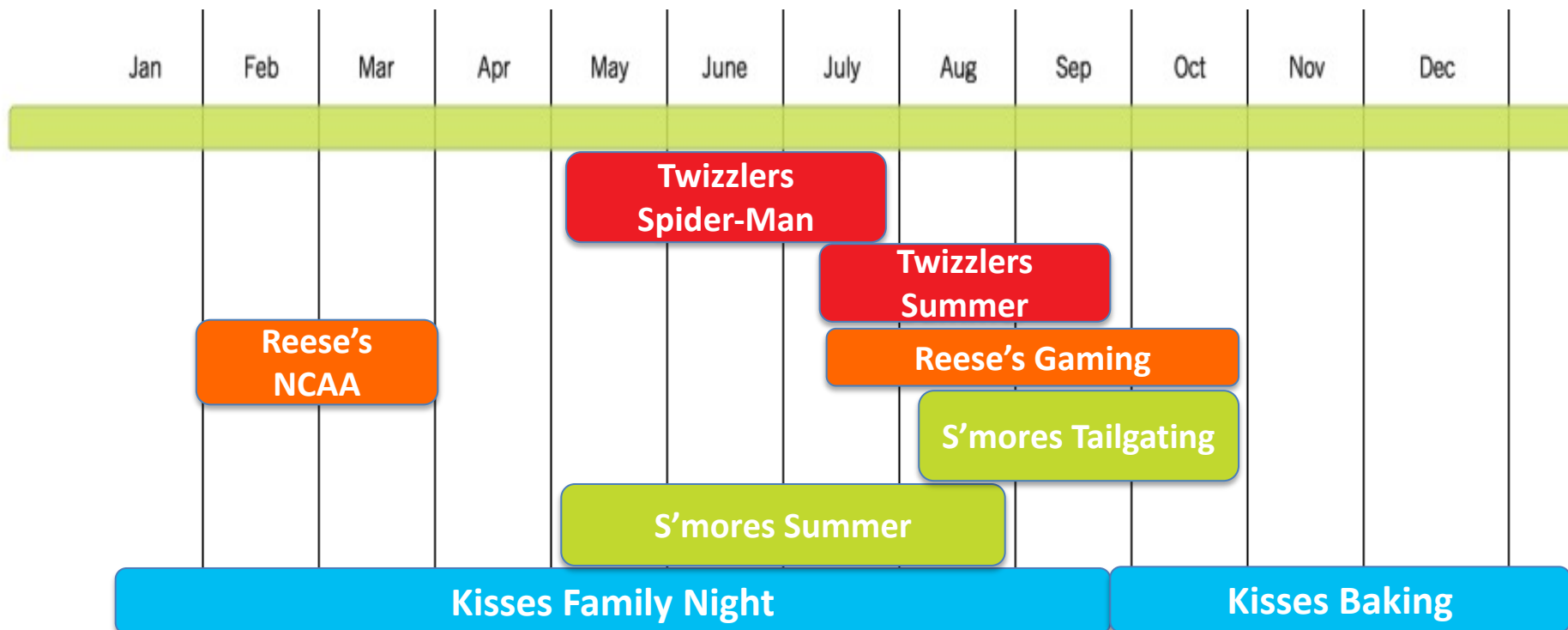


Develop promotional concepts for Hershey S'mores during 2 platform periods: Summer and Fall Tailgating

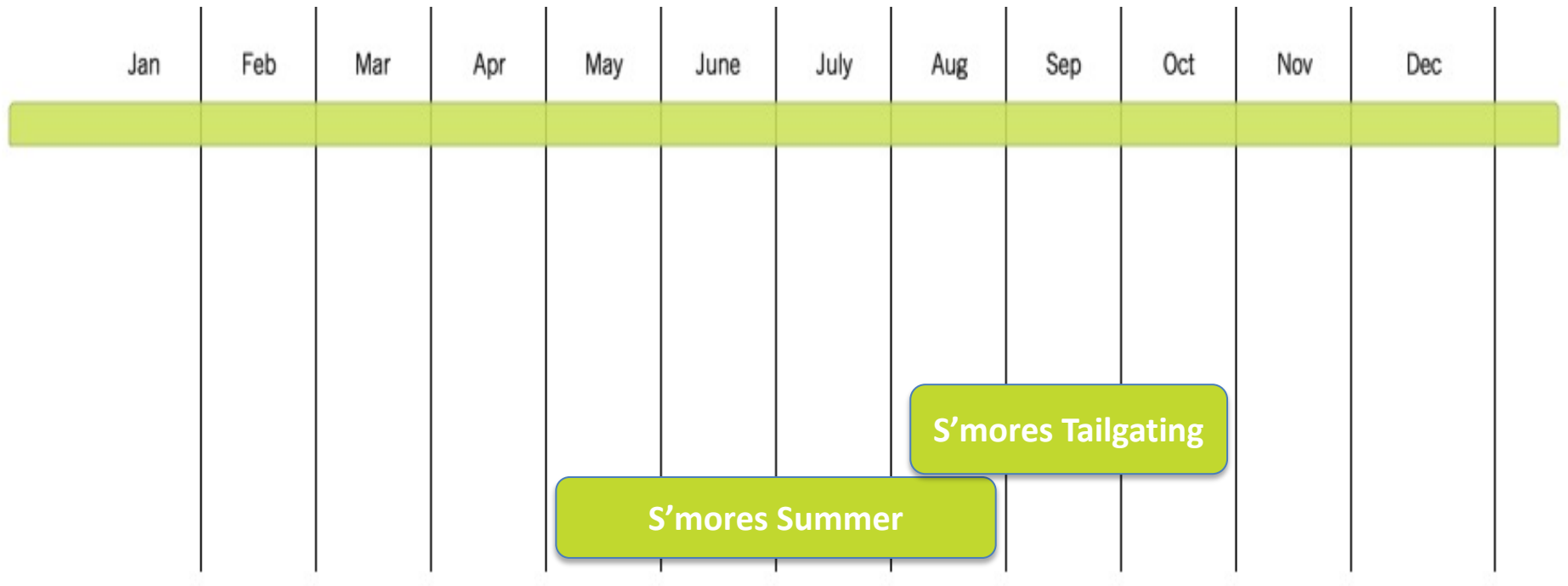
- Drive merchandising for entire Summer window and leverage Tailgating to extend the season.
 - Develop creative concepts to drive S'mores retail merchandising and sell-through for the summer window (May–August, 2012).
 - Develop creative concepts to drive S'mores retail merchandising and sell-through for the Fall window- Tailgating season (August - October 2012).



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 Hershey's family



Lisa, Eric, parents to Lindsey and Claire



- Lisa (44) and Eric (47) have two daughters, Claire (11) and Lindsey (14). They've been married for eighteen years, both work challenging careers.
- Lisa is a Hospital administrator with a flexible schedule that gives her room for some family time; Eric is a VP of sales for an IT staffing firm.
- They are always on-the-go, juggling work, traveling and kids' schedules – sports practices, games and appointments.
- In their busy days, it's a struggle to find time where the whole family can connect.
- Lisa drives a Honda CRV and Eric drives a Jeep Cherokee.
- Lisa is the primary shopper for the household and she shops at mass and grocery stores. Although she prefers home-cooked meals, they get take-out once a week for dinner.
- She feels its important to capture family memories and considers herself "quite the shutterbug." In her free time she scrapbooks.
- Summer Consumer Insight: Moments of simple happiness are hard to find, but I can create more of them with S'mores and Hershey's chocolate makes it a S'more.

A Day in the Life of Lisa

9:05AM: Catches up with her co-worker as they recap this past weekend's BBQ



7:45AM: On the way to work, listens to her favorite country station as they talk about this week's game



7:28AM: Watches morning news while she makes coffee for herself & her husband. Prepares lunches for the girls, including a little love note in each



2:05PM Heads to Wal-Mart to pick-up supplies for this weekend's fundraiser; Remembers to pick-up pictures she uploaded from the BBQ.



3:15PM Once home, she checks email to see who RSVP'd to help her with the community block party next month



4:45PM: Remembers to watch her soap opera that she has on the DVR



5:30PM: Starts preparing dinner for the grill - it's a special occasion - a sunny day!

7:05PM: Group TV watching while the kids do homework

9:30PM: Once the kids are in bed, time to re-group with her husband and plan the family reunion

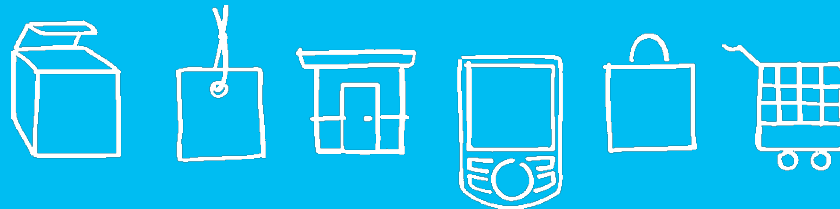
Hershey and S'mores



- **Positioning:** The brand of chocolate that brings moments of simple happiness.
- It's THE original chocolate bar that warms me up with genuine Hershey's taste and is an integral part of my ongoing traditions/rituals with family and friends.
- **Personality:** Genuine, friendly, light-hearted, reliable, approachable
- **Brand Promise:** Genuine chocolate. Genuine happiness. Anytime. Anywhere.
- **Insights:** Connect with something familiar, genuine and happy

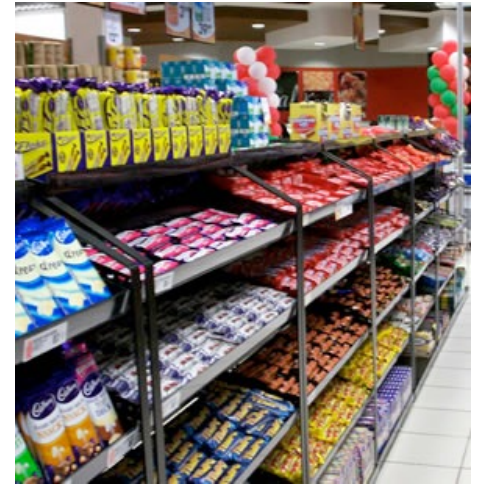


What's happening in the marketplace



Marketplace

- Get out of the aisle to increase visibility with consumers to win.
- **Insight:** Help me to help myself– I'm so busy with the trappings of summer I might forget to bring it home.



Where are we going?

Summer

	From	To
Consumer	Looking for ways to share special moments of simple happiness with my family/friends	S'mores with Hershey chocolate provide me with more of those hard to find moments of simple happiness.
Brand	Any chocolate bar is fine for a S'more	Only Hershey's Chocolate makes a real S'more
Marketplace	Out of sight, out of mind	When I see it, I have to have it

How do we get there?

Summer

Consumer:

Moments of simple happiness are hard to find, but I can create more of them with S'mores

Brand:

Connect with something familiar, genuine and happy

Marketplace:

Help me to help myself – I'm so busy I might forget to bring it home

Three ingredients form the foundation for turning a moment into an event and an event into a tradition

S'mores Summer



Concept 1

Summer is here, but lazy days they are not. Stacked schedules put you in the drivers seat, longing for simple carefree activities in the family's down time. In a few easy steps, S'mores provides the quick and delicious solution that bring a smile and a little messy fun to everyone's face.

Get in Step with Summer

“Get in Step with Summer” provides a fun and lighthearted illustration of the carefree nature of summer while reinforcing the easy 1,2,3 steps of creating a S’mores

Get in Step with Summer

S'mores and Lisa offer fun and spontaneous solutions



Mobile:
Opt-in text alerts with easy
summer activities



Customer



Package



Online:
Post pictures and
videos online of easy
summer activities



Display: Highlight the ease
of S'mores making with
partner products



Event



Advertising



PR: Gather on famous steps in your
town for a S'mores
making event

Concept 2

Open windows, closed electronics and music filling the air bring harmony to the new season. Family and friends are syncing summer with laughter, smiles and S'mores. Like summer activities, S'mores offers a harmony of flavor in crunch, sweetness and richness that brings peace to everyone no matter what the occasion. Once the S'mores come out everything is as it should be.

S'mores Summer Harmony

Mom knows that chaos can easily take over summer. “S'mores Summer Harmony” offers S'mores as a synchronized activity that brings an inviting peace to the summer. This concept also gives a nod to a music tie in.

S'mores Summer Harmony

S'mores and Lisa provide a synergy to summer



Mobile



Display: A “harmony” of
branded S'mores products
(i.e., Kraft, Jet-Puffed)



Customer: Sampling



Package



Online: Downloads
of summer songs
and sounds



Event: Local music talent
performs at retail or
various venues brought
to you
by S'mores



Advertising



PR



Concept 3

When it comes to enjoying outdoor summer fun, it's not about who can build the best fire. It's about who can build the best stories. S'mores, plus all the best ingredients, ignites a gathering of your favorite people and sparks a lifetime of memories.

Create a Spark with S'mores

This concept acknowledges everyone makes a S'mores in a different way and highlights the storytelling of the S'mores making process. We want to convey that S'mores provides the products, but the customer provides the story.

Create a Spark with S'mores

S'mores and Lisa make lasting memories together



Mobile



Customer: Retail publications
hold contest for reader to
submit their best story around
S'mores



Package



Online: Post
S'mores making
stories of
consumers (and
possibly celebrity)



Display:
Co-display with grilling
items or placement in
seasonal aisle



Event



Advertising



PR

Concept 4

When it comes down to it, summer is about good times and, more importantly, bragging rights. The stories tell a tale, but the desserts delivered throughout are the real benchmark of a memorable moments. When S'mores fill your summer, nothing else stacks up.

Stack Up Summer

“Stack Up Summer” encourages consumers to create a top notch summer by providing the perfect S’mores occasion and dessert for unbeatable memories.

Stack Up Summer

S'mores and Lisa take summer fun to the next level



Mobile:
Stackable S'mores game



Display



Prizing: Win a stack of
summertime prizes (i.e. cash)



Package



Online: Challenge
consumers to show
how their summer
stacks up



Event: Retailers host a
head-to-head S'mores
making competition with
local participants



Advertising



PR



Concept 5

There are certain symbols throughout the year that indicate the season to come. When it comes to summer, S'mores takes the prize for the sweetest kick off. Hershey's makes S'mores, S'mores makes summer and you make it special.

S'mores Makes Summer

This concept elevates S'mores as the symbol of summer. It also serves as a reminder for Mom to grab S'mores ingredients to welcome the summer and enjoy them all season long.

S'mores Makes Summer

S'mores and Lisa both know when it's time to kick off summer



Display: Take one of how
S'mores fits in with your
season's events



POS: S'mores display to
announce that summer
has started



Event: S'mores summer
kick-off



Package



Advertising



Online: Email a
S'mores e-card
kicking off summer



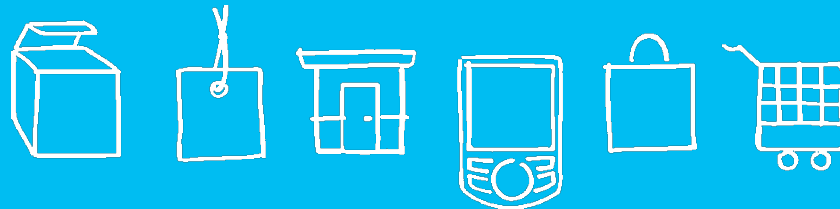
PR



Extending the season



Meet the Hershey's millennial family



Jenna and Frank



- Jenna and Frank are in their late 20's
- Frank is a salesman for a local company and Jenna is a high school teacher
- They work hard for their money and value their friends, neighborhood and community
- They throw frequent cookouts in their backyard since it's an inexpensive way to gather with friends
- They are both wired, carrying Android enabled phones and use mobile and the web as everyday tools. They text each other throughout the day and love to take pics to send to friends and family or to upload on Facebook.
- Jenna drives a used Jetta and Frank a Ford Taurus – a company car
- Jenna is the primary shopper and she shops multiple channels, including c-store
 - Competitive S'mores basket: **Private label**
- Tailgating Consumer Insight: **I'm proud to honor my tailgating traditions with friends and family.**

A Day in the Life of Jenna



**PEREZ
HILTON**

9:05AM: Catches up with a co-worker about her weekend and discusses the latest celebrity gossip she read on PerezHilton.com



8:15 AM: Listens to her favorite Top 40 station on the radio in the car on her way to work

7:28AM: Wakes up and brews her favorite cup of Starbucks coffee at home while packing herself a lunch for the day



1:30PM: Meets up with her girlfriends for a quick lunch at Subway



9:00PM: Beats Frank at Wii

You Tube



2:05PM: Checks email and browses her sister's baby photos on Facebook



4:45PM: Can't wait to pick up the latest issues of Glamour & Us Weekly to catch up on the latest trends for the new season!

6:02PM: So glad we bought dinner on-the-go tonight, Thursdays are always rough at work!



7:05PM: Researches online which vitamin supplements to strengthen her immune system so she doesn't get sick!

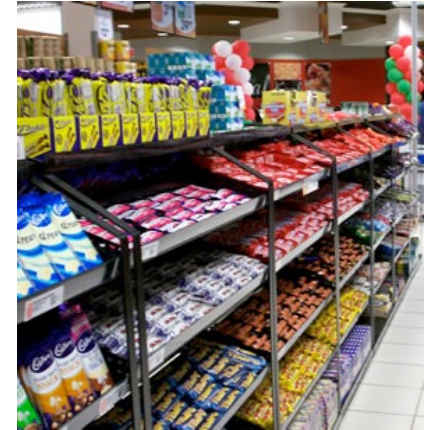
Hershey and S'mores



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- **Personality:** Genuine, friendly, light-hearted, reliable, approachable
- **Brand Promise:** Genuine chocolate. Genuine happiness. Anytime. Anywhere.
- **Insights:** A tailgating grill's best friend



Marketplace



- Get out of the aisle to increase visibility with consumers to win. Football season means plenty of reasons to party and retailers like to promote that they are “your football party headquarters.”
- **Insight:** Remind me what my tailgate party is missing.



Our creative destination – S'mores Tailgating



Where are we going?

Tailgating

	From	To
Consumer	Looking forward to the game	Looking forward to making a memorable tailgate party
Brand	Bringing a sweet treat	Serving a dessert that becomes a ritual
Marketplace	Picking up basic tailgating supplies	Making certain you have everything for a memorable tailgate party

How do we get there?

Tailgating

Consumer:

I'm proud to honor
my tailgating
traditions with
friends and family

Brand:

A tailgating
grill's best
friend

Marketplace:

Remind me what
my tailgate party is
missing

Take pride and upgrade your tailgate party traditions
by remembering to bring the S'mores

S'mores Tailgating



Concept 1

The smiles, the laughter and the cheers of competitive fun can only mean one thing – S'mores are about to take the field. As the official dessert of tailgating, the delicious pileup of crunchy and gooey will sideline any snack to create a win-win for everyone. From the opening drive to the after party, S'mores brings an authenticity and happiness to every team's tradition.

Score a Tailgate Win

“Score a Tailgate Win” reinforces the friendly competition of tailgating and brings S’mores to the forefront as the dessert addition that will take you to the top.

Score a Tailgate Win

S'mores and Jenna give her tailgate an extra advantage.



Mobile



Offer: Shoppers get a rally or pennant with purchase to add pride to the tailgate



Partnership:
Coleman brings the best gear to the tailgate



Package



Online: Consumers can webcast their tailgate and rank others



Event:
Professional tailgating class hosted by experts or celebrity chefs to offer up the best tailgate



Advertising



PR



Concept 2

It starts with a huddle of the sweetest team, a few inspiring sparks and America's most loved chocolate to fire up the ultimate happiness. Every group has their own game time tradition and S'mores adds to the spirit of game day with a rally of gooey fun.

Get Fired Up with S'mores

This concept gives meaningful memories to the tailgating occasion by extending the event beyond the amateur college experience. S'mores offers a fun activity to round out the day's events.

Get Fired Up with S'mores

S'mores and Jenna give more meaning to a cherished tradition.



Mobile: Countdown app alerts
tailgater to game time with
products, activities and planning
suggestions



Partnership:
Kingsford products fire up the
home team



Package



Online: How-to
videos



Display:
Take one grilling tips and
suggestions and co-display
with grilling items



Event



Advertising



PR

Concept 3

Two pips, four pips, six pips, a dozen! Everyone has a S'mores making strategy, but if you want the true taste leave it to the pros to show how it's done. S'mores is the official dessert of tailgating and Hershey's is bringing out a league of S'mores coaches that represent their own winning flavor strategy.

S'mores Play by Play

“S'mores Play by Play” focuses on the eating occasion and how every fan of S'mores makes and eats theirs in a way that's completely unique to their fanaticism.

S'mores Play by Play

S'mores and Jenna coach their tailgate to victory



Mobile:
Text tailgating questions/dilemmas
to S'mores



Customer



Package



Online:
As a coach you assign
"positions" to your
tailgaters and tell them
what to bring



Display: Multi-
manufacturer playbook of
tailgating tips, discounts
and recipes



Event: Sign up to be a
regional "coach" or
S'mores tailgating pro
and share your tips with
other shoppers



Advertising



PR

Concept 4

Football season has arrived and the time-honored traditions of spirited gatherings are upon us. Regardless of the tailgating destination, home is where the friends and family are. Bring the roster of S'mores ingredients to your tailgate and be prepared to put one in the win column.

S'mores Come Home

“S'mores Come Home” brings the tailgating occasion from the lot to the house for a spirited time close at hand.

S'mores Come Home

S'mores and Jenna bring tradition to the home



Mobile:

Create a calendar alert like a "dinner bell" to remind everyone to come home for the tailgate



Customer



Package



Online: Design and order a banner for your tailgate.



Display: Take one of tailgating ideas for every day of the week



Event: Retailers host mid-week tailgating to extend the event outside of game day



Advertising



PR

Concept 5

The chips, beverages and burgers are waiting in the wings, but what about taking the party to a winning victory? S'mores, the official dessert of tailgating, are ready a pile up of sweet entertainment that will bring everyone to their feet.

Get a S'mores Game Plan

“Get a S'mores Game Plan” suggests that S'mores are the essential players to completing a great tailgate.

Get a S'mores Game Plan

S'mores and Jenna team up with friends for a great group effort



Mobile:
Downloadable tailgating list that
attendees check off and share



Display: Take one calendar
to plan tailgating



Customer



Package



Online: Shareable invite
for tailgaters



Event



Advertising



PR: Stunt – host a S'mores team
challenge to see who is the fastest
at creating a tailgate



Recap

Summer

- Get in Step with Summer (simplicity)
- S'mores Summer Harmony (synchronicity)
- Create a Spark with S'mores (personalization)
- Stack Up Summer (pride)
- S'mores Makes Summer (symbolic)

Tailgating

- Score a Tailgate Win (competition)
- Get Fired Up with S'mores (amplified)
- S'mores Play by Play (customization)
- S'mores Come Home (accessible)
- Get a S'mores Game Plan (preparedness)

Thank You!

