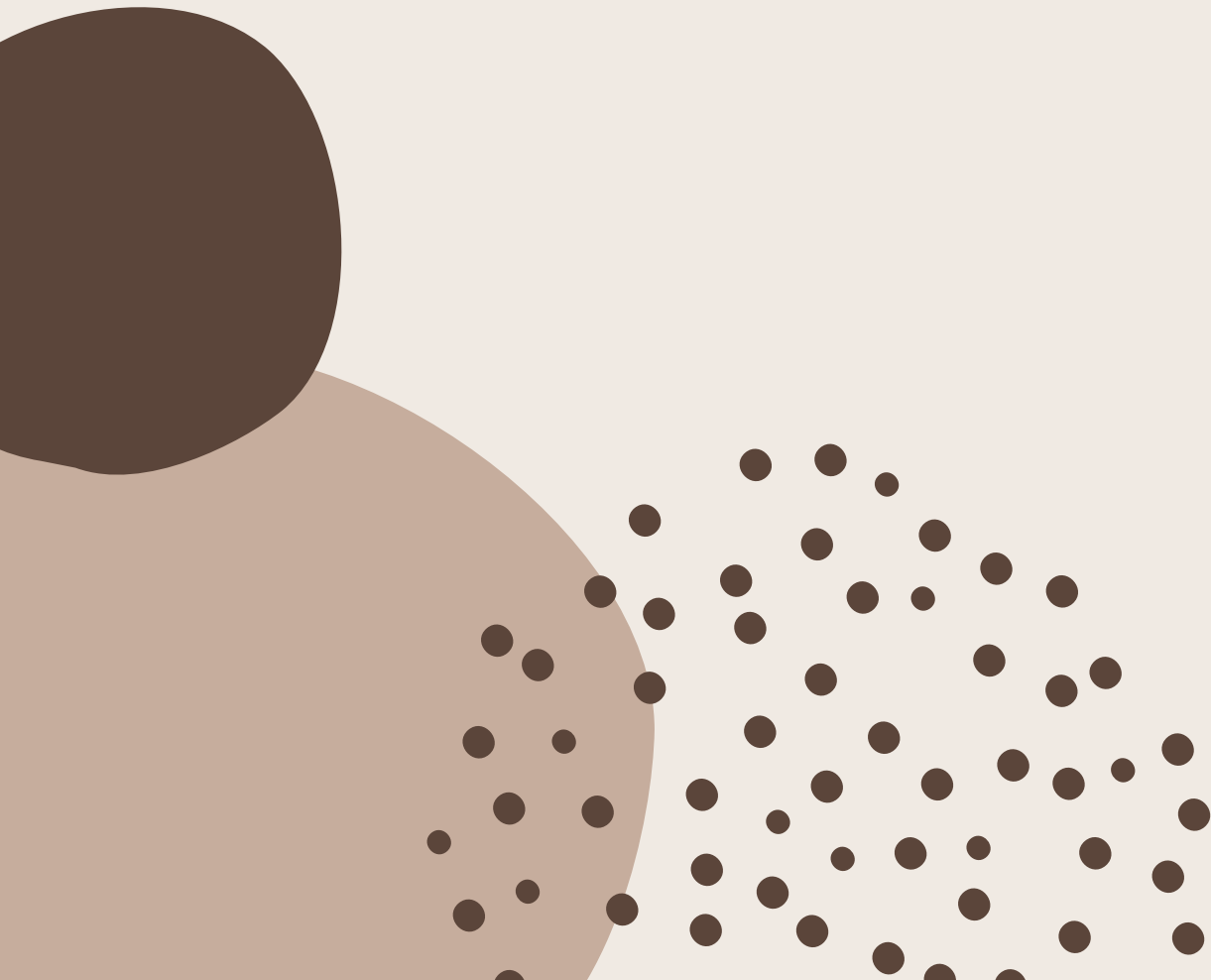


**A Sweeter  
World with  
Hershey's**



# CAMPAIGN VIDEO



你好  
Nǐ Hǎo



# Project Overview



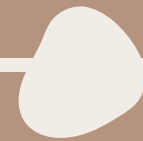
**01**

Project  
Research



**02**

Strategy



**03**

Market  
Research



**04**

Creative

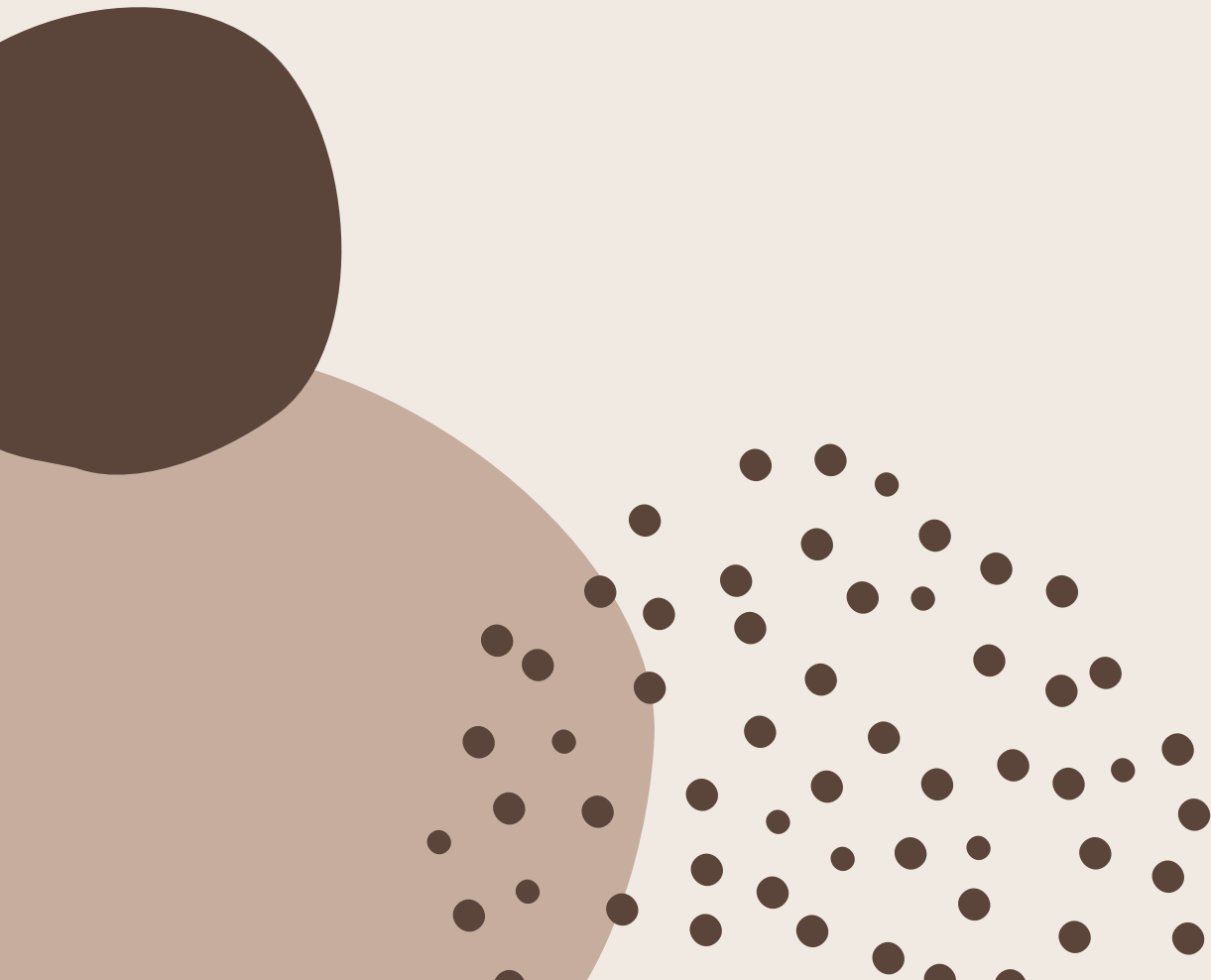


**05**

References



# PROJECT MANAGEMENT



# Roles

**Public  
Relations  
Specialist**



**Marketing  
Director**



**Analytics  
Director**



**Product  
Marketing  
Manager**



**Social Media  
Manager**



# GOALS

**"A Sweeter World with Hershey's" is about awareness**

**We aim to express what this new campaign is and how it sets us apart from our competitors.**

## Who

- Chocolate enthusiasts
- Travel Seekers
- Trend Setters
- Collectors
- The every day consumer

## What

- By searching for the collectible wrappers consumers are consistently remembering the Hershey brand and gaining awareness for the brand and future products

## When

- Campaign will launch leading up to World Chocolate Day July 7, 2022

## Where

- Across the 7 continents
- Grocery & convenient stores

## Why

- To create a stronger presence for who Hershey is we want to share a journey that will last with out customers

## How

- By using social media hashtags we want to track the impressions, shares, likes, and comments.

**Mission Statement: "At the Hershey Company we make chocolate brands that people love" & "Bringing sweet moments of Hershey happiness to the world everyday"**

## **Call To Action**

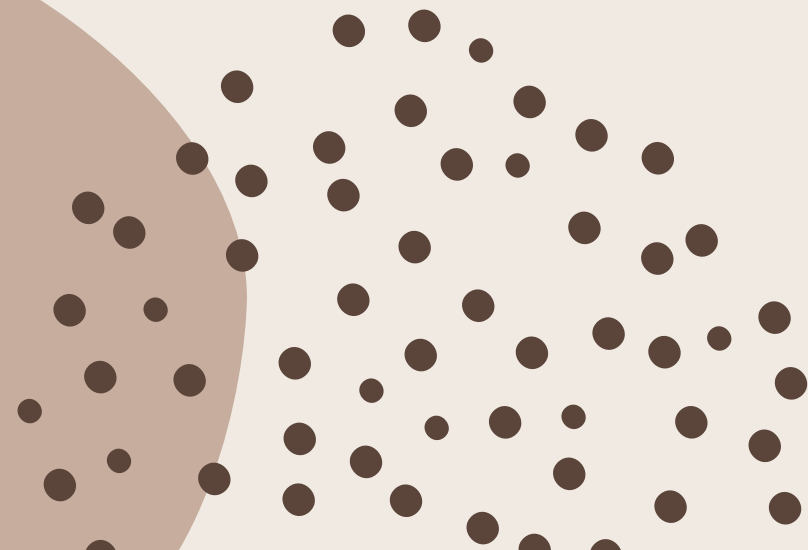
**Tag Us on social media when  
you collect them all!**



[thehersheycompany.com](http://thehersheycompany.com)



# MARKET RESEARCH



# Persona of Target Audience

Hershey's "A Sweeter World with Hershey's" target audience is primarily Millennials who are adventurous and love chocolate. The target audience should enjoy a good scavenger hunt and are avid social media users. This campaign aims to connect people around the world, even during times of hardships, through a love for chocolate. This initiative will celebrate different cultures and drive our target audience to take part in this campaign.



# Competitive Analysis



**Nestlé**

KitKat, Milkybar,  
Tollhouse, Rolos,  
& Crunch



**Lindt**

Truffles &  
Chocolate bars



**Mondelez International**

M&Ms, Cadbury, Oreo, Chips  
Ahoy Milka & Toblerone

# Competitive Analysis Continued



Mix, bake, sprinkle...  
get creative!

Includes 3 Types of Fun

**Nestlé**  
**TOLL HOUSE**  
ESTD 1866

Hot Fudge Sundae  
**MORSELS & MORE**

INCLUDES


- 1- SEMI-SWEET MORSELS
- 2- WAFFLE CONE BITS
- 3- MINI MARSHMALLOWS

PER 1 TSP  
80 CALORIES  
2.5g SAT FAT  
0g TRANS FAT  
8g SUGARS

NET WT 8 OZ (226g)

112 likes

nestleusa Your baking projects just got a sweet upgrade! @NestleTollHouse Hot Fudge Sundae Morsels & More combines semi-sweet morsels, mini marshmallows and waffle cone bits. YUM! 😊



**Lindt** lindt

1,254 likes

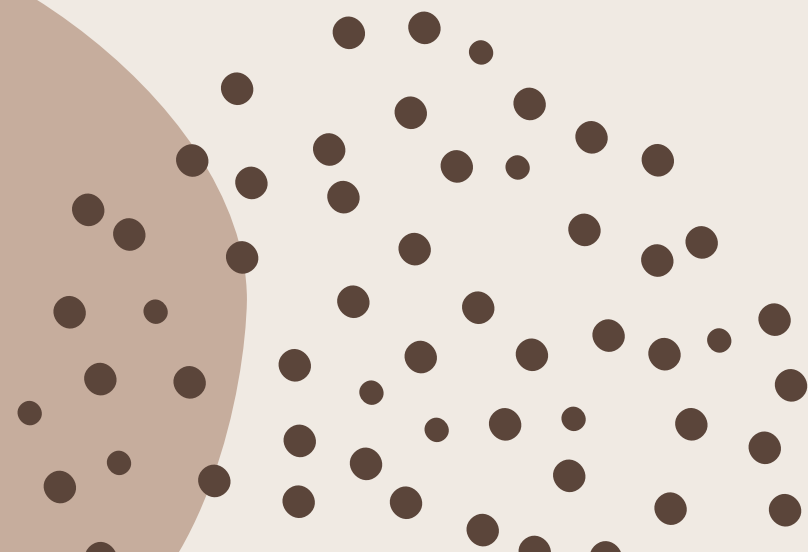


**mondelez\_international**

HOW MANY TRIANGLES DO YOU SEE? 1/4

223 likes

**CREATIVE**



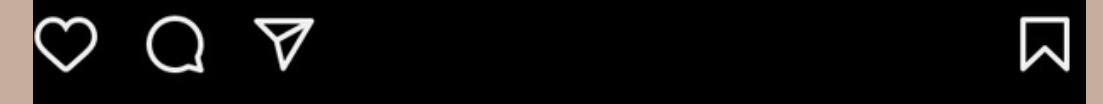
# Social Media Posts



You can win this! Make sure to check back on World Chocolate Day to learn how. #worldchocolateday #hersheymbasket #win



Make sure to tuned for World Chocolate Day we have a worldwide surprise for you! #chocolate #hersheys #worldchocolateday



World Chocolate Day is coming soon! Which continent are you from? #hersheys #worldwide #worldchocolateday  
3 seconds ago



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