

The hershey company marketing



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The Hershey Company: Marketing Cheryl Hankins CM105-16 ??" College Composition Instructor Honea March 11, 2009 The Hershey Company: Marketing The Hershey Company, founded by Milton S. Hershey (1857-1945), was built in Derry Church, Pennsylvania, in 1903 (The Hershey Company Web Site, n. d.). The community, made famous by The Hershey Company, was later renamed as Hershey, Pennsylvania.

The company has become the largest North American manufacturer of quality chocolate products, which include a variety of candy bars, drink mixes, and baking ingredients and today is the leading North American manufacturer of chocolate and non-chocolate confectionery and grocery products. The company is well known for the candy brands such as Hersheys Kisses, Reeses peanut butter cups, Swizzles licorice, Mounds, York Peppermint Patty, and Kit Kat (licensed from Nestle); and the grocery goods such as baking chocolate, ice-cream toppings, chocolate syrup, cocoa mix, cookies, snack nuts, hard candies, lollipops, and peanut butter (The Hershey Company Web Site, n. d.). Hershey??™ s products are known and enjoyed the world over, by all age groups.

The Hershey Company remains committed to the vision and values of the man who started it all so many years ago (The Hershey Company Web Site, n. d.). Milton Hershey, believing that quality of his milk chocolate products, would speak for itself, refused to advertise. The company continued his policy, even after his death in 1945. Then, in 1970, facing a sluggish candy market and a diet-conscious public, the company relented (Hoovers, 2009)???. Today the Hershey Company advertises to different age groups in many different ways (site your source! ()).

Television commercials attract children 12 and under, commercials and print ads focus on seniors, sponsorships focuses on teens and young adults, and promotions inside wrappers for all age groups. Hershey began airing a television commercial that marks the beginning of its " Pure Hersheys" campaign (Beirne, 2008). This campaign is associating the candy makers chocolate with feelings of happiness, innocence and simplicity, and will serve as an umbrella campaign for the companys other top brands (Beirne, 2008).

. Although the main target will be the 18 to 34 year-old group, these commercials will reach out to the young, teens, and seniors using the same methods (Beirne, 2008). The advertising firm, Arnold NYC, Chief Creative Officer, John Staffen, says ??? The campaign tries to play up to the emotional ingredients that go into a Hershey bar. Their focus, will rely on core brands in this venture??? (Beirne, 2008).??? Yet another commercial, targeting the older chocolate lovers, portrays Bar None. This campaign focuses on the ingredients of what Bar None has and what others in this category do not have, and also includes an ad for the Cookies n??™ Mint bar, which features guitar-playing senior citizens (Warner, 1993). David West, Hershey CEO, said a decline in the sale of Kisses would not be acceptable and the core brand most likely to be used for ??? Project Runway??? will be Hershey??™s Kisses(Goetzl, 2009). The life story of the Hershey??™s Kisses began in 1907.

The ??? plume??? that extends from the wrapper was trademarked in 1924. Between the years 1942 and 1949 no Kisses were produced because of foil rationing during and after World War II. To honor Valentine??™s Day, red and

silver foil was introduced in 1986. In 1990, the company introduced a new twist to Kisses: a Kiss with almonds.

The Kisses tried out ??? healthy??? dark chocolate in 2003. The year 2007 brought forth the century mark for Hershey??™s Kisses (Doup, 2007).

Although the magazine promotion ads will focus on teens, young adults and seniors, the Hershey Company has laid out detailed guidelines for the places, it will not advertise in their “ Project Runway” integration. Included are shows and publications that offer “ graphic and unnecessary violence” and “ sensationalism involving delicate and controversial social subjects” (Goetzl, 2009). In sponsorship advertising, The Hershey Company is using various celebrities to promote some of its products.

One such celebrity is Tony Hawk, skateboarder, who will participate in television commercials. These celebrity commercials will help promote the Hershey??™s Milk and Milkshakes to children and youth (Thompson, 2003). The idea is, when children and youth see Tony drinking a Hershey Milkshake, they will be influenced into trying the product themselves.. Another celebrity working with Hershey??™s on the new campaign is country music artist, Brad Paisley. This partnership will also help Paisley, who has appeared on core brand wrappers in the past, promote his new album, ??? 5th Gear.??? The theme for the ??? S??™ mores??? advertisement campaign is summertime and campfires, which will promote family fun for all age groups, and will star the Hershey??™s chocolate bar (Paoletta, 2007). Hershey is also teaming up with the Latin singer and actress Thalia Sodi, which will be the centerpiece for Hispanic marketing efforts and will unveil a new line of Latin-inspired candies (Staff Report, 2004).

Another sponsorship deal is a corporate partnership with the National Collegiate Athletic Association (NCAA) and will have marketing and promotional rights to the Final Four and other NCAA marks, including sports fans of all ages (Smith, 2008). The Hershey Company is introducing several promotions for 2009 inside candy bar wrappers (Smith, 2008). The NCAA promotion will display the NCAA logo on the outside of the wrapper and includes the Almond Joy, Hershey Bar, KitKat, PayDay, and Reese's™s candy bars. Each wrapper will include a game piece inside (Smith, 2008). The grand prize for this promotion is a trip to the 2010 Final Four games.

The company has also provided an online chart for the consumers who purchase the product to track their game pieces (The Hershey Company Web Site, n. d., "Promotions"). Another promotion is the Reese's™s Racing campaign. Hershey's™s will again use their core brand candy bars directed toward NASCAR, The Olympics and the Batman movie. It is hoped that this campaign will target the young male population.

The grand prize for the Reese's™s Racing campaign is a trip to Charlotte, North Carolina to watch the race (The Hershey Company Web Site, n. d., "Promotions"). Hershey's™s hopes the S'mores campaign will entice the younger females with memories of Girl Scout and family gatherings (Dochat, 2008). Hershey has also teamed up with the Young Survival Coalition to help them raise money in efforts to educate who about Breast Cancer. The core brand candy bars used for this campaign will be the Hershey Kisses, Nuggets, Reese's™s, and Syrup which will each display the pink ribbon logo.

When these products are purchased, it shows support for Cancer Awareness (The Hershey Company Web Site, n. d., " Promotions"). The company has also teamed up with Baskin-Robbins to create consumers favorite ice cream and candy mixed together. This promotion uses in-store merchandising, television commercials, and print ads to target all consumers.

The television commercials features a grandmother taking care of her grandchildren, and the mother coming home saying, ??? If they had been good, they could all go to Baskin-Robbins,??? and ends with the Baskin-Robbins tagline, ??? Yay!??? (Facenda, 2008). Advertising has become an important tool for businesses both large and small, mainly because of the competition from many companies offering similar products of compatible quality and price. Hershey??™s, as well as other companies, depend on advertising campaigns to manipulate their customers into buying the products they are selling. The idea is for each business to attract as many customers as possible, while trying to stay one step ahead of their competitors. The primary components in advertising include pricing strategy, packaging and design, public relations, and distribution channels. Marketing activity can be characterized as both persuading customers to buy something, and identifying the right customers for each product. The Hershey Company using many different advertising methods, has become the largest North American manufacturer of fine, quality chocolate products.

Hoping for growth in coming years, the company will use print ads, sponsorships, and television commercials. These advertising strategies will focus on all age groups, children, teens and young adults, and seniors using practically the same methods. The Hershey Company founded by Milton S.

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Hershey (1857-1945), was built in Derry Church, Pennsylvania, in 1903. The community, made famous by The Hershey Company, was later renamed as Hershey, Pennsylvania.

The company has become the largest North American manufacturer of fine quality chocolate products, which include a variety of candy bars, drink mixes, and baking ingredients (The Hershey Company Web Site, n. d.). Today, the company is the leading North American manufacturer of chocolate and non-chocolate confectionery and grocery products.

The company is well known for the candy brands such as Hersheys Kisses, Reeses peanut butter cups, Swizzles licorice, Mounds, York Peppermint Patty, and Kit Kat (licensed from Nestle); and the grocery goods such as baking chocolate, ice-cream toppings, chocolate syrup, cocoa mix, cookies, snack nuts, hard candies, lollipops, and peanut butter (The Hershey Company Web Site, n. d.).

Hershey'sTM products are known and enjoyed the world over. The Hershey Company remains committed to the vision and values of the man who started it all so many years ago (The Hershey Company Web Site, n. d.). Milton Hershey, believing that quality of his milk chocolate products, would speak for itself, refused to advertise. The company continued his policy, even after his death in 1945. Then, in 1970, facing a sluggish candy market and a diet-conscious public, the company relented (Hoovers, 2009).

Today, the Hershey Company advertises to different age groups in many different ways. Television commercials attract children 12 and under, commercials and print ads focus on seniors, sponsorships focuses on teens
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and young adults, and promotions inside wrappers for all age groups.

Hershey began airing a television commercial that marks the beginning of its "Pure Hersheys" campaign. This campaign is associating the candy makers chocolate with feelings of happiness, innocence and simplicity, and will serve as an umbrella campaign for the companys other top brands. Although, the main target will be the 18- to 34-year-old group, these commercials will reach out to the young, teens, and seniors using the same innovative methods (Beirne, 2008). The advertising firm, Arnold NYC chief creative officer John Staffen says, ??? The campaign tries to play up to the emotional ingredients that go into a Hershey bar. Their focus will rely on core brands in this venture (Beirne, 2008).

??? Yet another commercial, targeting the older chocolate lovers portrays Bar None. This campaign focuses on the ingredients of what Bar None has and what others in this category do not have. This commercial also includes an ad for the Cookies n??™ Mint bar, which features guitar-playing senior citizens (Warner, 1993). David West, Hershey CEO said, a decline in the sale of Kisses would not be acceptable and the core brand most likely to be used for ??? Project Runway??? will be Hershey??™s Kisses (Goetzl, 2009).

The life story of the Hershey??™s Kisses began in 1907. The ??? plume??? that extends from the wrapper was trademarked in 1924. Between the years 1942 and 1949, no Kisses were produced because of foil rationing during and after World War II. To honor Valentine??™s Day 1986, red and silver foil was introduced.

In 1990, the company introduced a new twist to Kisses: a Kiss with almonds. The Kisses tried out ??? healthy??? dark chocolate in 2003. The year 2007 brought forth the century mark for Hershey??™s Kisses (Doup, 2007).

Although these the magazine promotion ads will focus on teens, young adults and seniors, the Hershey Company has laid out detailed guidelines for the places, it will not advertise in their “ Project Runway” integration.

Included are shows and publications that offer “ graphic and unnecessary violence” and “ sensationalism involving delicate and controversial social subjects” (Goetzl, 2009). In sponsorship advertising, The Hershey Company is using various celebrities to promote some of its products.

Skateboarder, Tony Hawk, in television commercials, helps to promote the product Hershey??™s Milk and Milkshakes to children and youth (Thompson, 2003). When children and youth see Tony drinking a Hershey Milkshake, it influences them into wanting to try it also. Country music artist, Brad Paisley has teamed up with Hershey??™s to promote his new album, ??? 5th Gear.??? The setting for this advertisement is summertime and campfires, in which the Hershey bar is used to promote family fun for all targeted age groups. Kathy Armistead, VP of artist and brand alliance at the William Morris Agency in Nashville, brought Paisley and Hersheys together. Country music fans “ are incredibly loyal to their favorite artists and brands,” she says. “ And [because] country music is so diverse in flavor, brands can reach almost any targeted consumer group by partnering with [country] artists (Paoletta, 2007). “ This promotion is called the S??™mores campaign and is all about families and fun times.

Paisley has appeared on wrappers of core brands to help with the promotion (Paoletta, 2007). Hershey is also teaming up with the Latin singer and actress Thalia Sodi, which will be the centerpiece for Hispanic marketing efforts and will unveil a new line of Latin- inspired candies (Hershey is sweet on Thalia, 2004). Another sponsorship deal is a corporate partnership with National Collegiate Athletic Association (NCAA) and will have marketing and promotional rights to the Final Four and other NCAA marks (Smith, 2008), which will target sports fans of all ages. The Hershey Company is introducing several promotions for 2009, inside candy bar wrappers. The NCAA promotion, which includes Almond Joy, Hershey Bar, KitKat, PayDay, and Reese's[™], has inserted a game piece inside each wrapper. Each bar has the NCAA logo on the outside of the wrappers. The grand prize for this promotion is a trip to go to the 2010 Final Four games. The company has provided an online chart for tracking game pieces (The Hershey Company Web Site, n.

d., " Promotions"). Another promotion is Reese's[™] Racing. In this promotion, the grand prize is a trip to Charlotte, to watch the race (The Hershey Company Web Site, n.

d., " Promotions"). Using core brands for these promotions, directed toward NASCAR, The Olympics and the Batman movie will target the young male population. They also hope the S[™] mores campaign will entice the younger female with memories of the Girl Scouts and family gatherings (Dochat, 2008). Hershey has also teamed up with the Young Survival Coalition to help them raise money and educate about Breast Cancer. The brand products used are Hershey Kisses, Nuggets, Reese's[™], and Syrup, each product has <https://assignbuster.com/the-hershey-company-marketing/>

the pink ribbon logo. When these products are purchased, it shows support for Cancer Awareness (The Hershey Company Web Site, n. d.

, “ Promotions”). The company has also teamed up with Baskin-Robbins to create consumers favorite ice cream and candy mixed together. This promotion uses in-store merchandising, television commercials, and print ads for advertising. The television commercials features a grandmother taking care of her grandchildren, and the mother coming home saying, ??? If they had been good, they could all go to Baskin-Robbins,??? and ends with the Baskin-Robbins tagline, ??? Yay!??? (Facenda, 2008).

Using the different advertising techniques for this promotion will target, the different age groups. Advertising has become an important tool for businesses, both large and small, because of competition from many companies offering similar products, of compatible quality and price. They depend on it to manipulate their customers into buying the products they are selling. Each business must attract as many customers as possible and stay one-step ahead of its competitors, at all times.

The primary components in advertising include pricing strategy, packaging and design, public relations, and distribution channels. Marketing activity can be characterized as both persuading customers to buy something and identifying the right customers for each product. The Hershey Company uses many imaginative advertising methods and has become the largest North American manufacturer of fine quality chocolate products. Hoping for growth in the coming years, the company will use even more innovative methods for print ads, sponsorships, and television commercials. Hershey is also

launching a new line for snacks including SmartZone energy bars, cookies, and rice-based snack bars (Reyes, 2006).

These advertising strategies will focus on all age groups: children, teens, and young adults, and seniors. ReferencesBeirne, M. (2008, August 1).

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