

# Summary comment

[Business](#), [Marketing](#)



## **Summary / Comment**

Chocolate and Its Friends Await the Callers – Summary Comment Summary:

The article discusses how different Halloween related activities have been devised by some of the biggest names in the advertising business. The author specifically mentions the case of Snickers, which is a Mars brand, depicting Halloween styled characters in the commercial. The article has pinpointed details regarding the advertising strategies of Hershey's, Jell-O, Frito-Lay, General Mills, Betty Crocker, a PepsiCo brand and a number of others. All these brands specifically came out with Halloween styled campaigns to entice customers to drive sales. Also the role of the parents was manifested well enough within the campaigns so that they do not stop their children from indulging in sweet eating habits (Newman 2012).

Essentially, the article has pinpointed details where kids can be wrongfully addicted to a brand and the role of the parents within such nuances.

Comment:

I believe the article touches quite a few significant points. For one, the role played by these advertisers in the wake of Halloween centered events is something that must be understood. Encouraging the young ones to buy Snickers chocolates merely because they have come up with new scary characters suggests that the brand has done its homework. Now how the social link comes about and transpires is something that needs to be properly taken into account. I generally think that the role played by the big brands under such scenarios holds the basis for not only lengthening their own business regimes but also in playing a positive role within the social dimensions. This is the basis of achieving immense significance, both from

the parents' stance as well as from the viewpoint of the children.

#### Works Cited

Newman, Andrew Adam. Chocolate and Its Friends Await the Callers. The New York Times, Found Online at: [http://www.nytimes.com/2012/10/22/business/media/candy-brands-step-up-marketing-for-halloween.html?\\_r=1&](http://www.nytimes.com/2012/10/22/business/media/candy-brands-step-up-marketing-for-halloween.html?_r=1&), 21 October 2012