UNWRAPPING SUCCESS

With

HERSHEY'S MINT-ESPRESSO KIT KAT

Team
DataTrix Co.

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About The Project

POST COVID TRENDS
Increase in chocolate consumption led to consideration of New Product Launch

POTENTIAL LAUNCH
Launch new product: Mint Espresso Kit Kat on July 2, 2023 with 12 week media campaign

PURPOSE OF CAMPAIGN
Drive awareness and sales of mint-espresso kit kat

Prelaunch Campaign

Studying the gaps

Data Source: Dynata
World's largest data company with 62M consumers & professionals

Format
Panel based consumer surveys with 500+ customers

Methodology
LIFT: Percentage increase in chocolate sales for a specific segment due to the launch of a new product with special marketing efforts

Assumptions
Positive LIFT implies that a Higher consideration will be given to the product by the chosen segment for the new launch
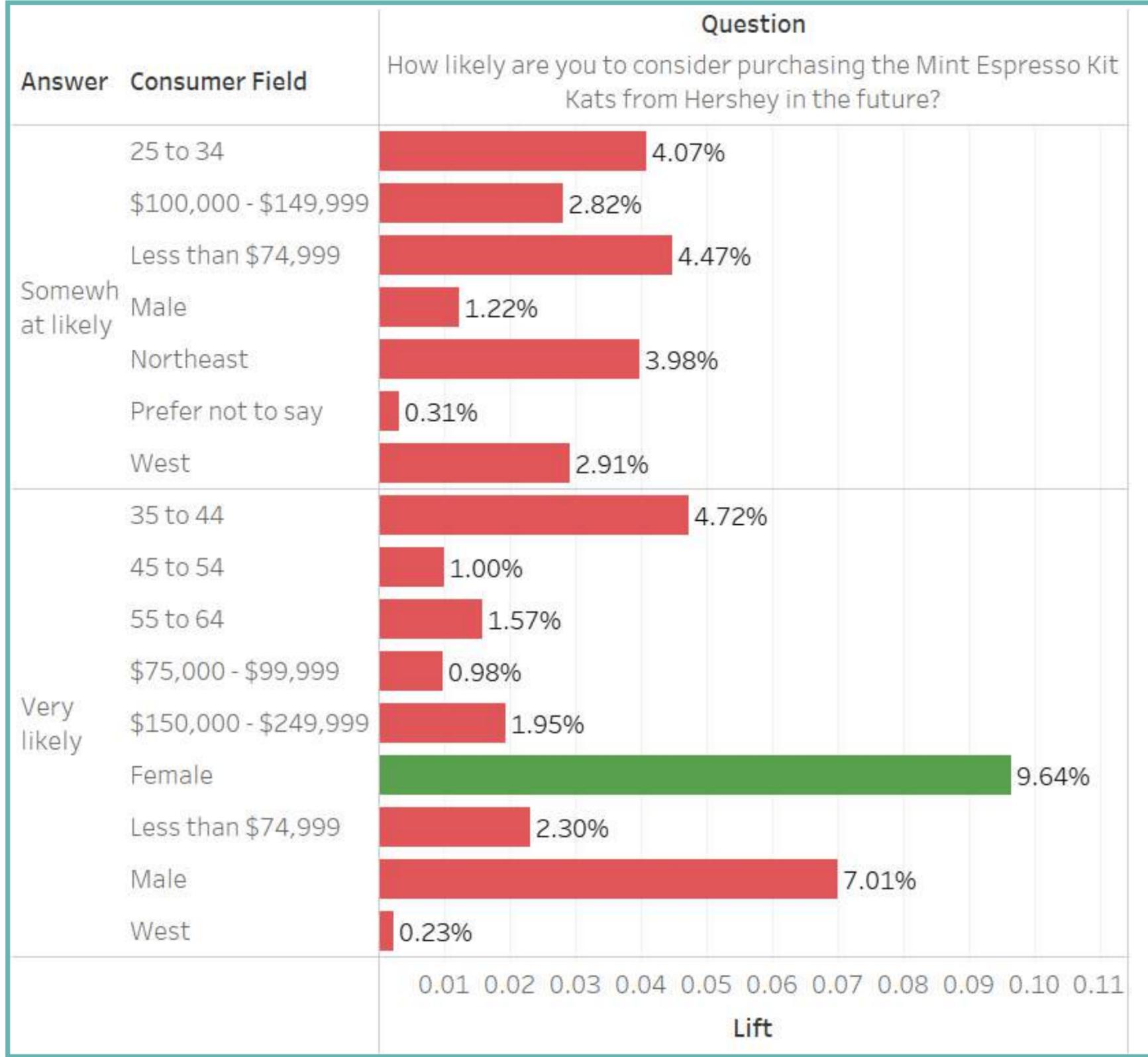
Target Customer Analysis

Insights

HIGHEST LIFT

The marketing campaign for the Mint-Espresso Kit Kat will result in a 9.6% increase in awareness and sales among the female audience compared to the other groups

CONSIDERATION

Females are 9.6% likely to consider the new product

Answer	Consumer Field	How likely are you to consider purchasing the Mint Espresso Kit Kats from Hershey in the future?
Somewhat likely	25 to 34	4.07%
	$100,000 - $149,999	2.82%
	Less than $74,999	4.47%
	Male	1.22%
	Northeast	3.98%
	Prefer not to say	0.31%
	West	2.91%
Very likely	35 to 44	4.72%
	45 to 54	1.00%
	55 to 64	1.57%
	$75,000 - $99,999	0.98%
	$150,000 - $249,999	1.95%
	Female	9.64%
	Less than $74,999	2.30%
	Male	7.01%
	West	0.23%

Question

0.01 0.02 0.03 0.04 0.05 0.06 0.07 0.08 0.09 0.10 0.11

Lift

Target Customer Preferences

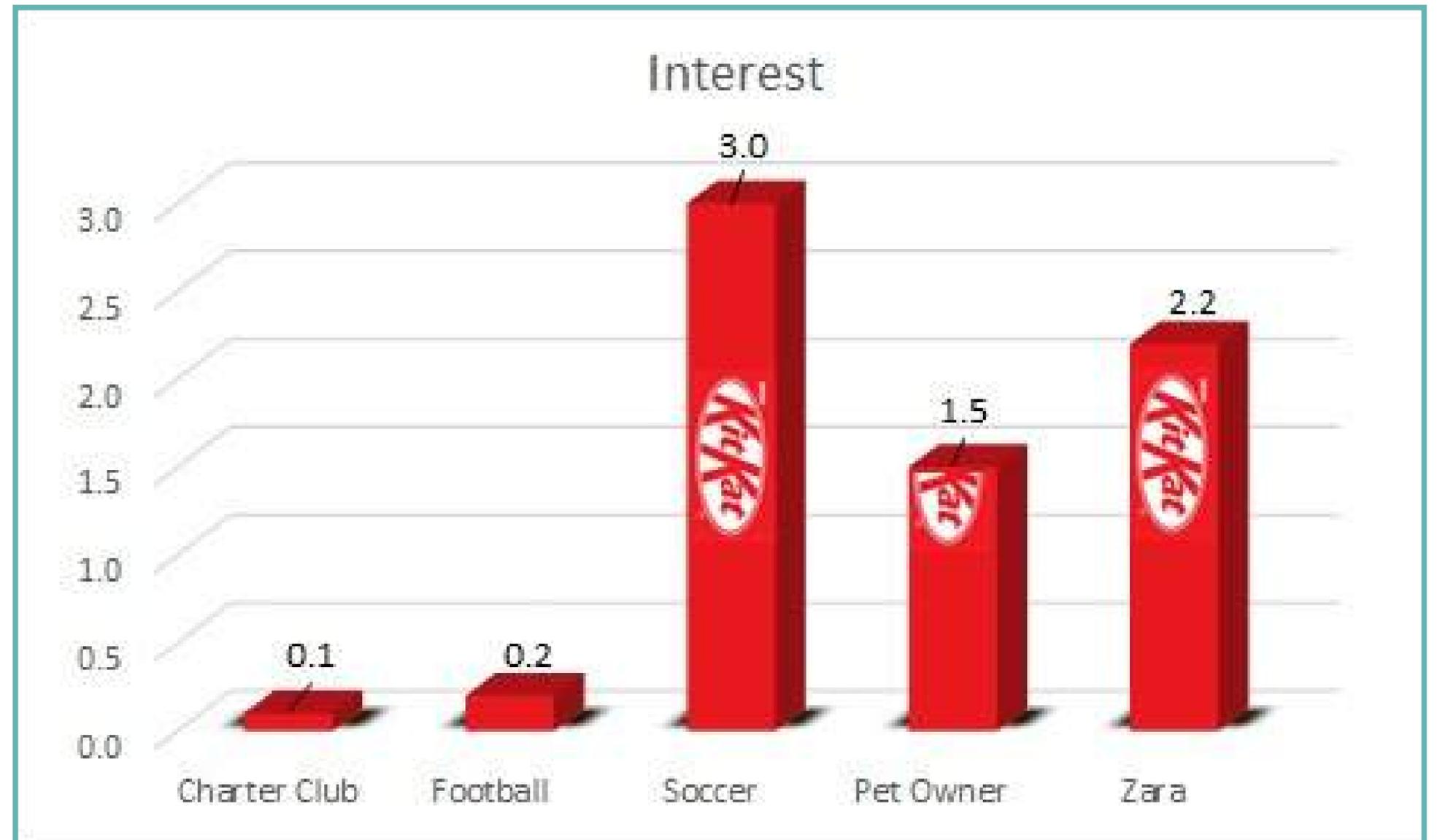## Insights

MOST PREFFERED

Our target females prefer playing soccer.
They prefer shopping at Zara and some of them own pets.

LEAST PREFFERED

They are least likely to shop from Charter Club by Macy's.
They are not interested in playing football.

Interest

Charter Club	0.1
Football	0.2
Soccer	3.0
Pet Owner	1.5
Zara	2.2

Consumer Persona 1 :

Sarah Thompson

Age & Gender
22, Female

Seeking Solutions
In need of a break

Needs
seeks adventurous flavors aligned with her active lifestyle

Lifestyle
Always on-the-go

Location
Florida

Values
views chocolate as an escape from busy life

Education
Graduate

Priorities
Innovative flavors on a budget

Social Presence
Active in person and online

Culture
Diverse and inclusive

Plan for Hershey's Management
Launch the product

- Attract consumers by catering to their interests and preferences

- Use segmentation to target different audiences across channels

Additional info needed:
In-store vs online sales data
Seasonal sales patterns

Our
Recommendations

Marketing
Idea 1

Sports Mascot: Kickin'

Purpose: To increase brand awareness among target segment.

Marketing
Idea 2

Limited Edition Zara Merch on every order of Mint-Espresso Kit Kats above $30

Purpose: To increase sales of New Hershey's Product

Marketing
Idea 3

Halloween Special Edition
Pet Outfits

Purpose: To enhance brand
image on social media

Post Campaign

Analyzing performance

Data Source
Reliable 1st Party Data given by the brand after 12 weeks of running the campaign

Format
Raw data of Spends, Impressions, Clicks, Site Action per channel/ funnel

Methodology
Used Tableau to analyze key performance metrics and compared it with the previous campaign's benchmarks

Assumptions
Customer journey had multiple touchpoints. All ad creatives were created and used as per industry standards

Spend vs Impressions 2023

Insights

The impressions increase when the spend increases with some dips occasionally.

In the week of August 20, spends were low with the second highest impressions through all weeks.

In the week of September 17, the spends were high with contrasting low impressions.

Impressions: viewership for ads

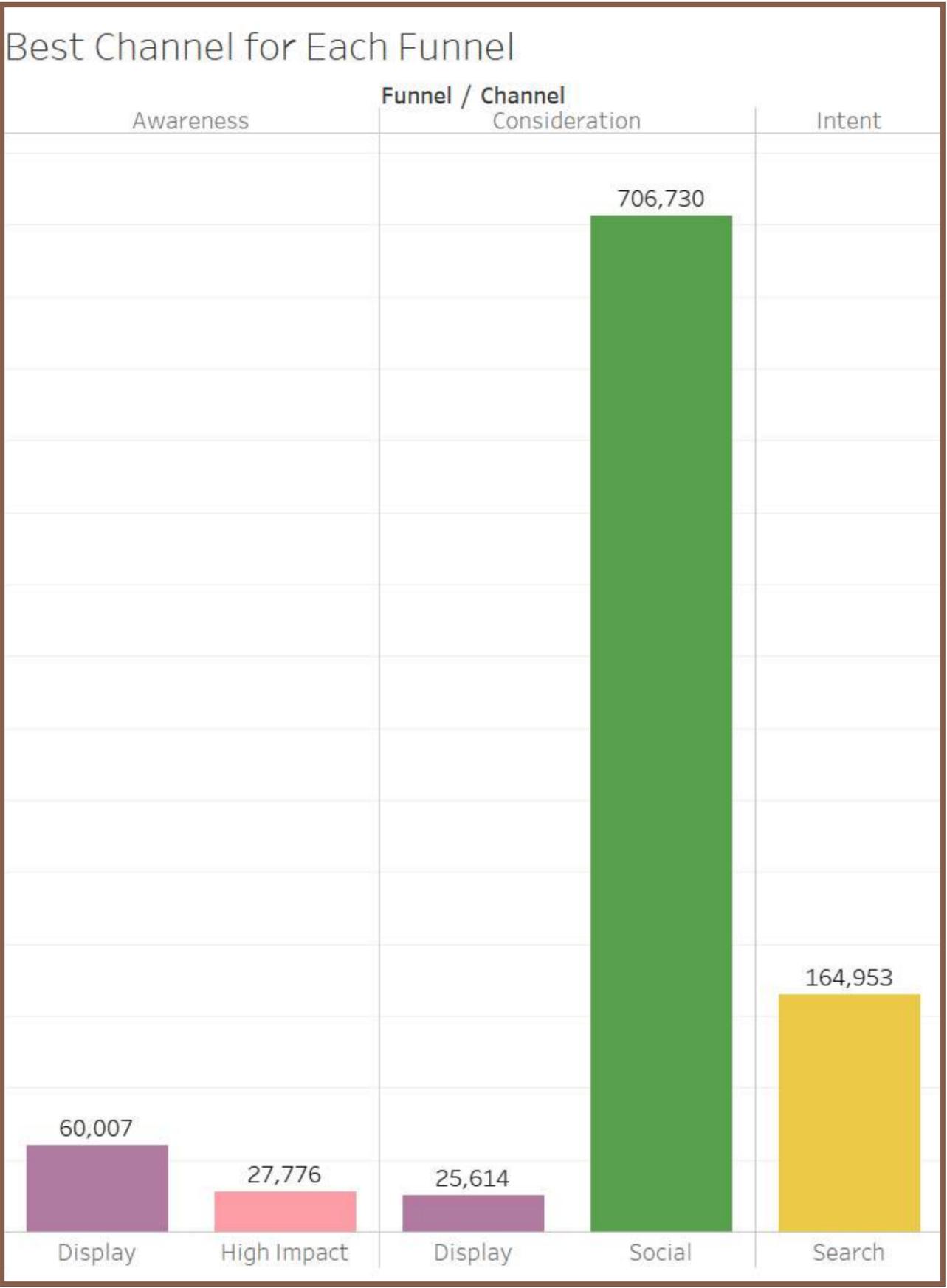Spend vs Impressions 2023

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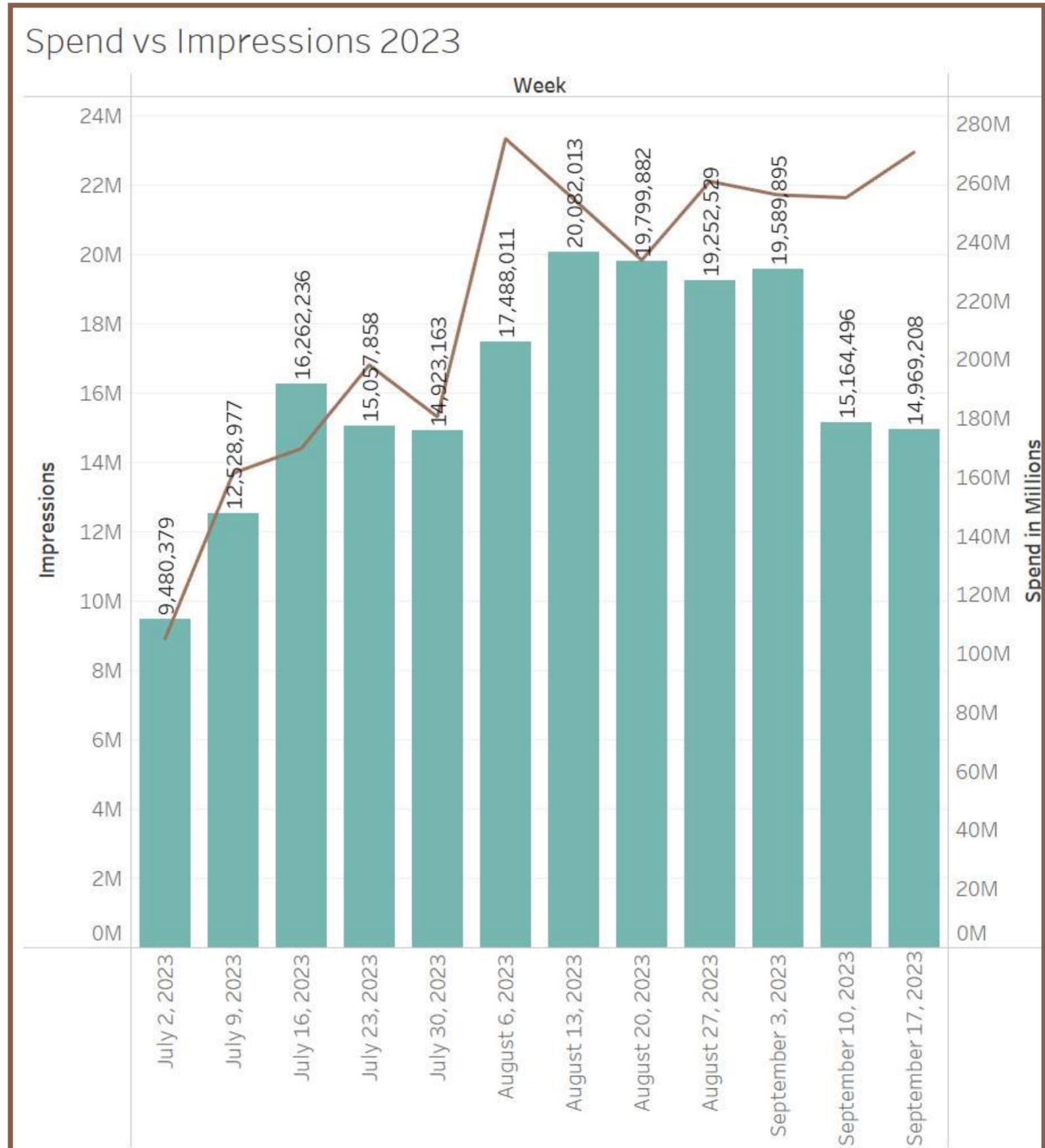
Channel vs Funnel 2023

Insights

Social platforms worked extremely well for people who were considering to buy the product, leading to more than 700 thousand+ site actions.

Display ads helped the brand in creating more awareness among new audiences as compared to High Impact ads.

Purchases were driven via Search Ads only.

Best Channel for Each Funnel

Funnel / Channel				
Awareness		Consideration		Intent
Display	High Impact	Display	Social	Search
60,007	27,776	25,614	706,730	164,953

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Weekly ROAS per Site

Insights

Google as a site proved to be the most optimum investment with the highest ROAS with low Spends throughout the duration of the campaign.

Facebook and Instagram on the contrary did not perform well with the highest Spend and the lowest ROAS throughout the duration of the campaign.
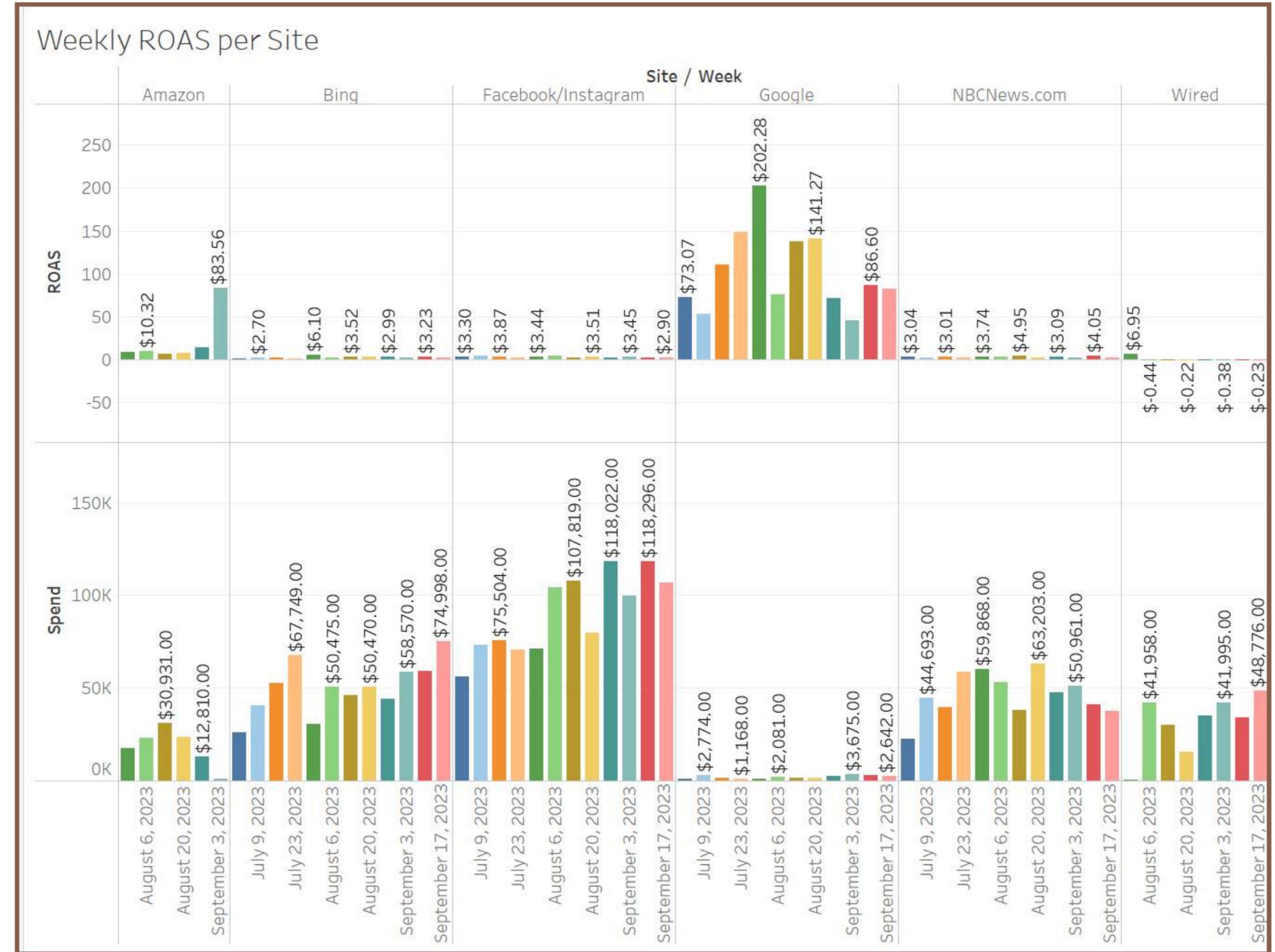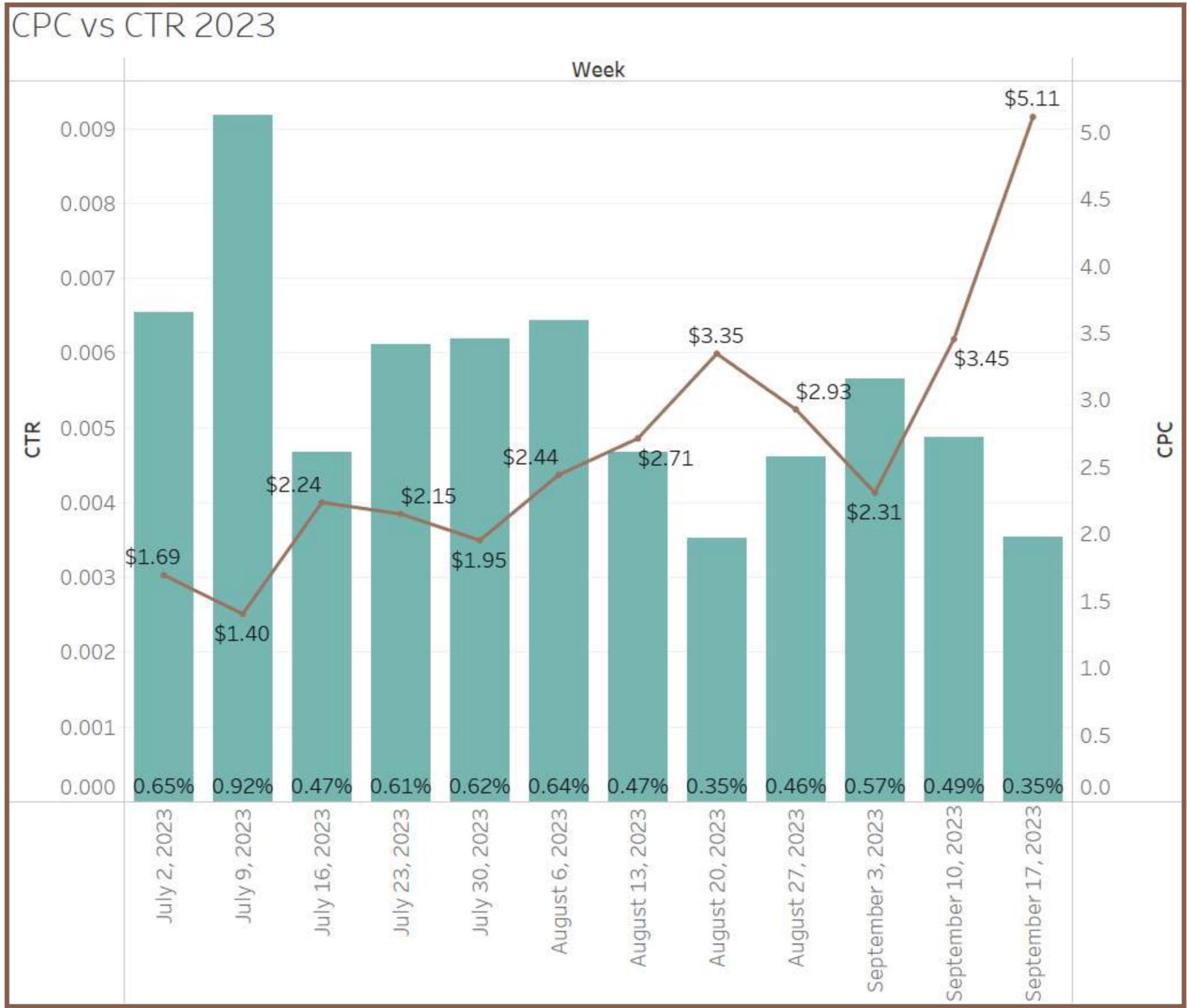
CPC vs CTR 2023

Insights

At a topline level, the CTR was consistently high with an average to low CPC throughout the campaign.

In the week of September 17, the CPC skyrocketed to $5.11 with below average CTR at 0.35%

CPC: Cost Per Click
CTR: Click Through Rate

CPC vs CTR 2023

CPC vs CTR
Previous Campaign

Insights

At a topline level, CPC saw peaks and steep lows throughout the duration of the campaign in 2022; no consistency was maintained.
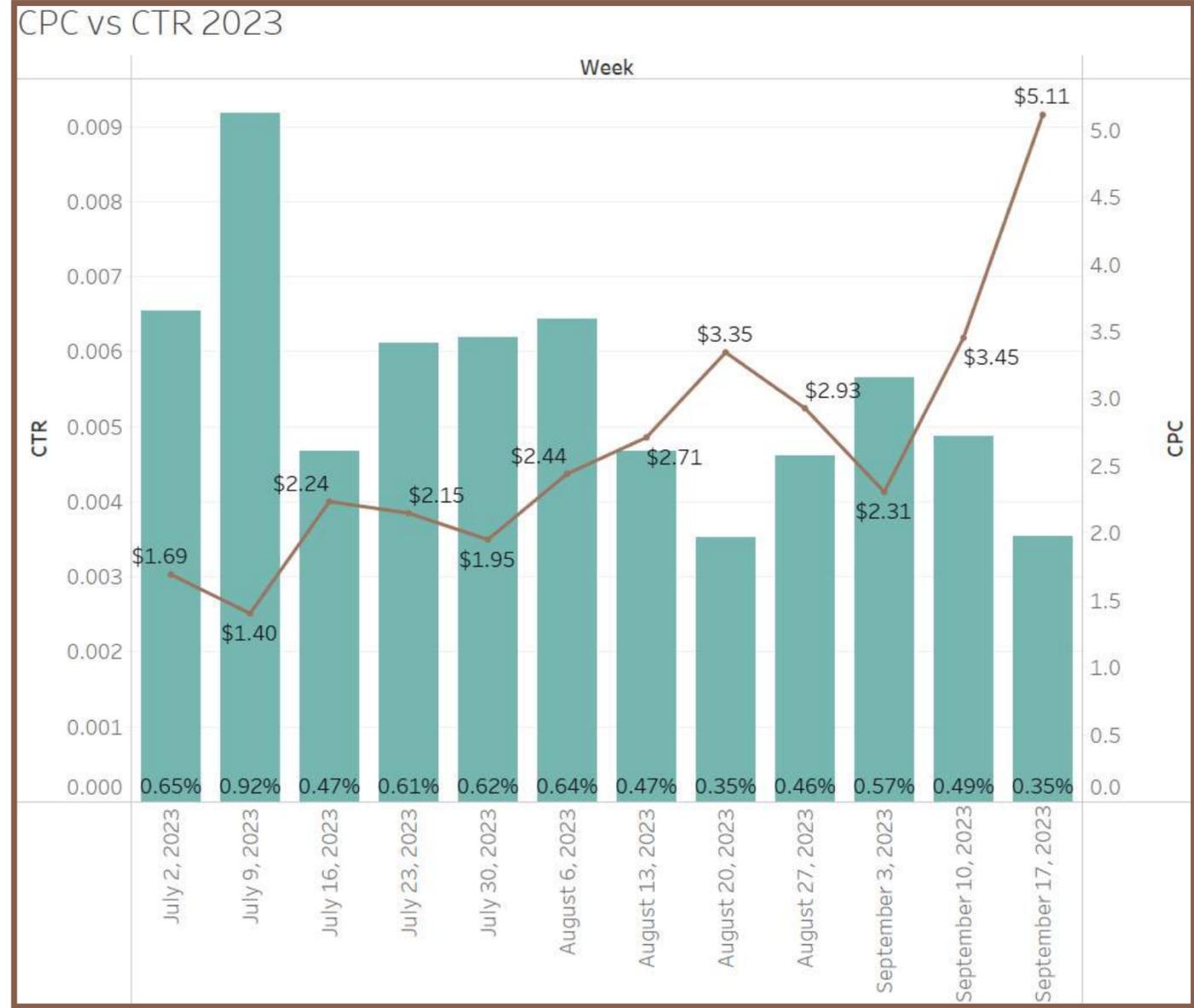
The week of December 18 was the most optimum, with the lowest CPC at $4.58 and the CTR skyrocketing at 0.98%.

CPC vs CTR 2022 vs 2023

Benchmarks:
CPC: $15.15
CTR: 0.43%

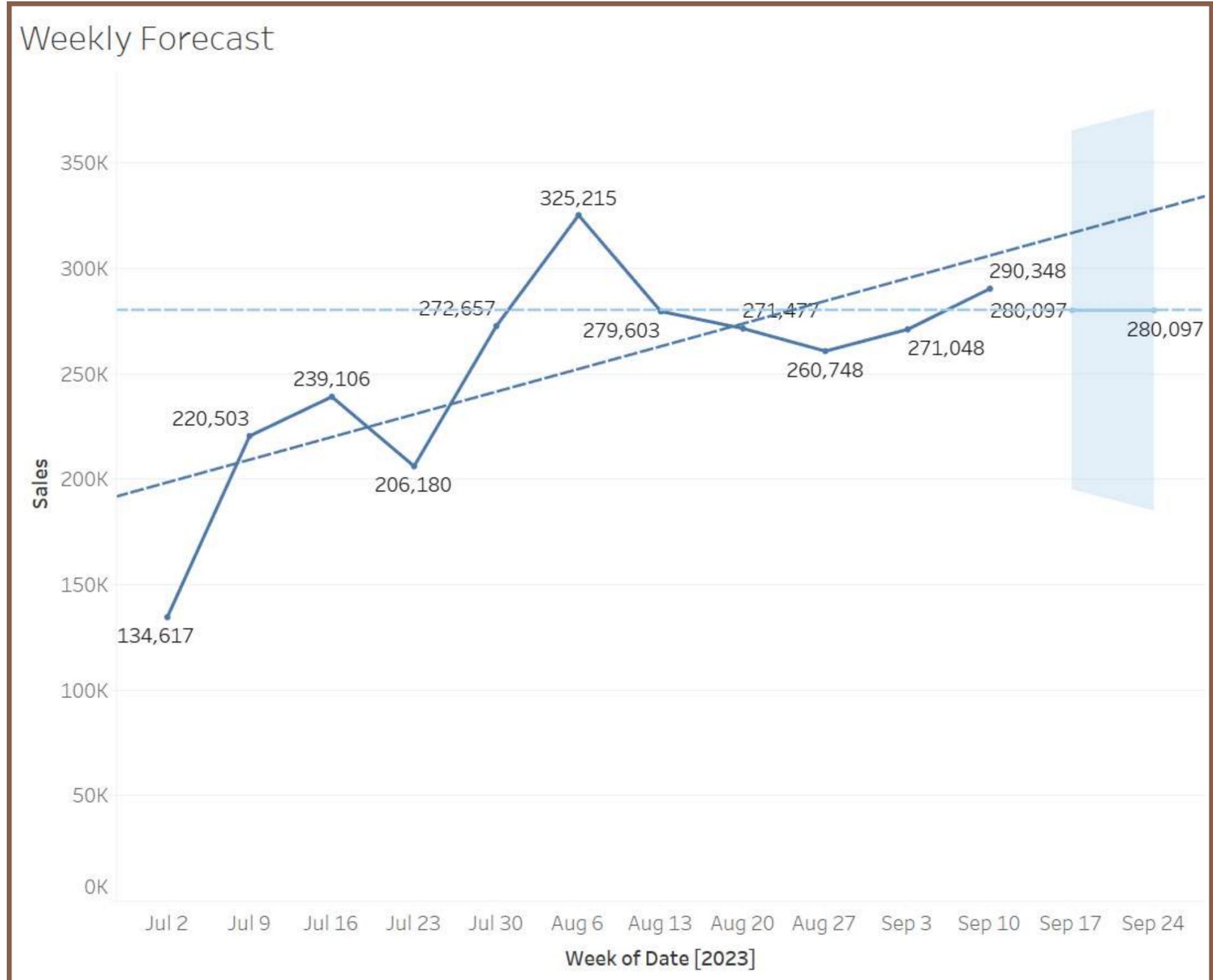**Results:**
CPC: $2.52
CTR: 0.53%

- Campaign performed far better in terms of the costs, they were optimized.
- The click through rate was also higher and could be because of better ad creatives.

CPC vs CTR 2022

CPC vs CTR 2023

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Our Forecast: Weekly

Insights

Weekly sales are likely to be somewhere around $280 hundred thousand post the week of September 17, 2023.

Weekly Forecast

Sales vs Week of Date [2023]: 134,617 (Jul 2), 220,503 (Jul 9), 239,106 (Jul 16), 206,180 (Jul 23), 272,657 (Jul 30), 325,215 (Aug 6), 279,603 (Aug 13), 271,477 (Aug 20), 260,748 (Aug 27), 271,048 (Sep 3), 290,348 (Sep 10), 280,097 (Sep 17), 280,097 (Sep 24)

Our Forecast: Monthly

Insights

The monthly Sales are likely to be somewhere around $1.12 million for the month of October, 2023 if the campaign is continued.
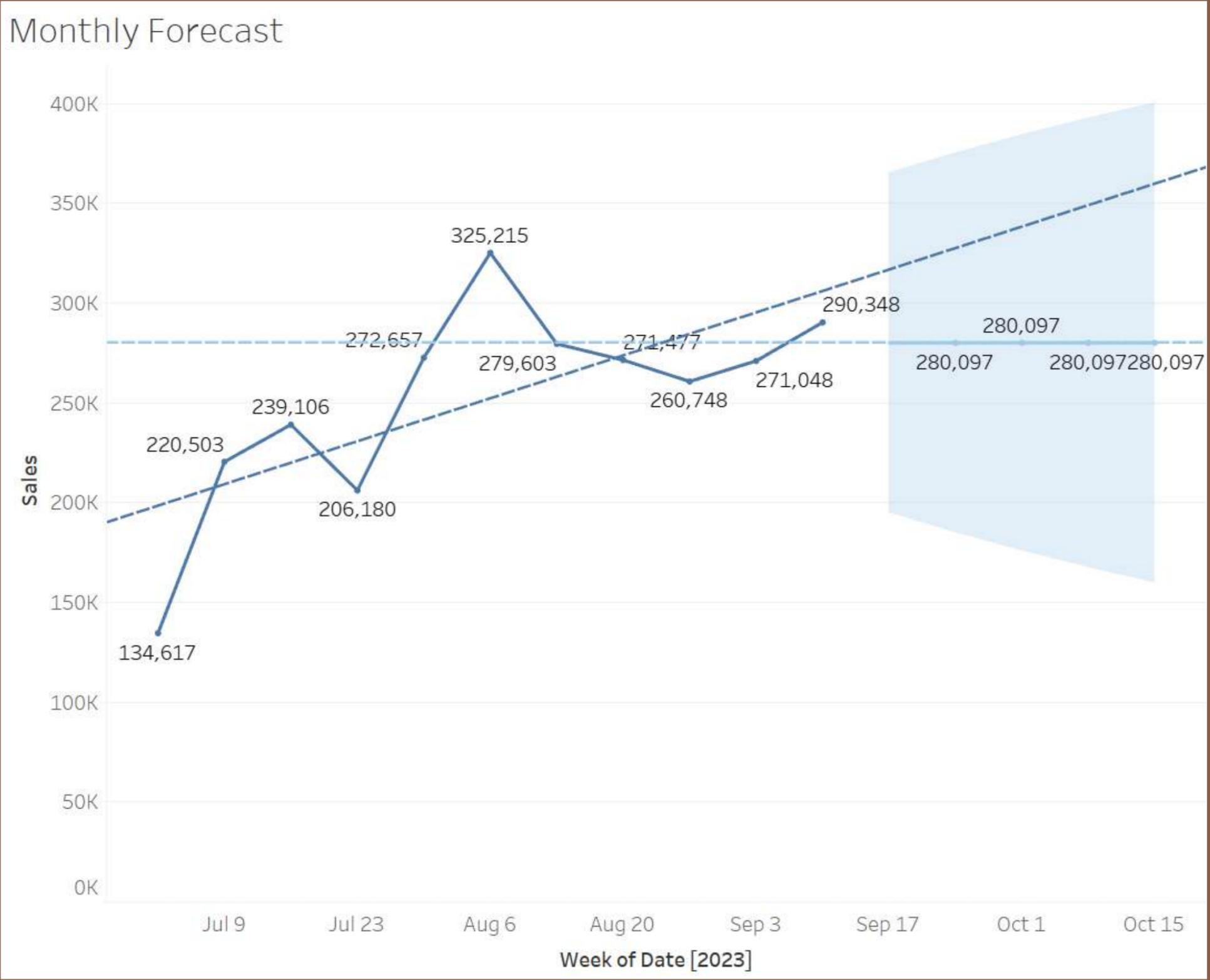
Project Limitations

- Not enough campaign data to predict and forecast performance for the future

- Data analysis required assumptions which may be biased based on the market analysts pre-conceived ideas and knowledge

Plan for Hershey's Management
Continue the campaign

- Start small and test quickly, continue the campaign for 2 weeks, upto 1 month and analyze the data again

- Spend more on high performing sites like Google, and optimize other sites

- Monitor the campaign and adjust it in real-time using tools like Meta Business Suite and Tableau

- Incorporate a customer feedback loop and conduct surveys to study satisfaction

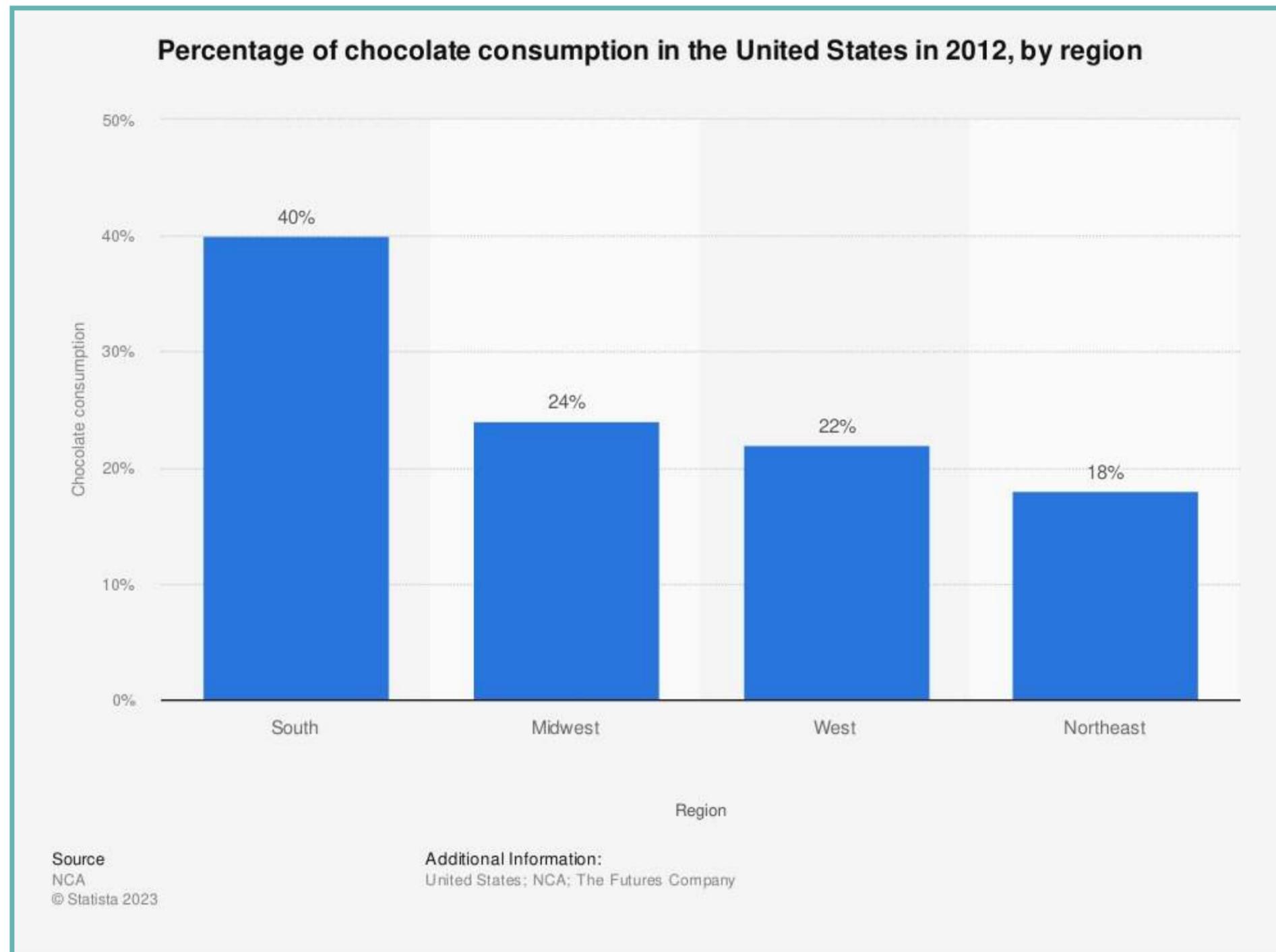## Our
Recommendations

THANK YOU

Appendix

Chocolate consumption by region

Historical Insights

MOST PREFFERED

People in the Southern regions consume 40% chocolate.

Percentage of chocolate consumption in the United States in 2012, by region

Region	Chocolate consumption
South	40%
Midwest	24%
West	22%
Northeast	18%

Source
NCA
© Statista 2023

Additional Information:
United States; NCA; The Futures Company

Secondary Research

Historical Insights

MOST CONSUMED

Adults in the age group of 18-44 consume 33% of chocolate.

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Percentage of chocolate consumption in the United States in 2010, by age group

Chocolate consumption

- Children: 19%
- Adults 18-44: 33%
- Adults 45-64: 31%
- Adults 65+: 17%

Age group

Source
NCA
© Statista 2023

Additional Information:
United States; NPD Group