



Hershey's Simple Pleasures Chocolates Summer of Sweet Independence

Ketchum and Hershey's Simple Pleasures Chocolates, Jan 1, 2013

Summary: 2013 Silver Anvil Award Winner — Integrated Communications — Consumer Products — Food & Beverage

The Hershey Company was ready to tackle the Better for You segment, a confection category recently untouched by the largest chocolate manufacturer in the nation. Our challenge was to introduce *Hershey's Simple Pleasures* chocolates, a new chocolate with 30 percent less fat than the average of the leading milk chocolates that women can feel great about loving.

Based on the insight that women want to achieve balance but don't want to give up their favorite foods, we launched the "**Summer of Sweet Independence™**" to introduce Hershey's Simple Pleasures chocolates. Our goal was to help break the common cycle of guilt many women experience when eating the foods they love. *Through research, a key insight arose that by declaring independence from guilt, women would feel motivation, energy, excitement, and empowerment.* This insight drove us to bring "Sweet Independence™" to women through a multi-faceted campaign, helping women declare their independence from guilt so they could enjoy the things they love without burden.

The three-month campaign **drove sales to exceed forecasts** and generated more than **217 million** media impressions (excluding press release pick-up). More than **40,000** people declared their "Sweet Independence™" *on the Facebook page*, and thousands sampled *Hershey's Simple Pleasures* chocolates for the first time.

Integrated communications includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

Full Text: SITUATION ANALYSIS

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OBJECTIVES

- **MEDIA** – Promote consumer awareness and engagement through media impressions (165-175 million impressions).
- **SOCIAL MEDIA** – Grow the new Facebook community (12,000 “likes” by EOY).
- **TRIAL** – Drive consumer trial through sampling efforts (5,000 – 7,500 samples).

TARGET AUDIENCE

“Aly,” is a younger Gen X female, HOH 30-40, who may or may not have children, is college educated and works full time. She’s stressed by trying to balance work with family, friends, and personal commitments, all the while trying to stay healthy and look good. She gets to the gym, but not regularly. She watches what she eats, but doesn’t want to give up the foods she loves. She also craves chocolate, but worries about how it will impact her waistline and hates how guilty she feels after indulging. She is constantly struggling between looking good and eating the foods she enjoys, but above all else, she wants to FEEL good.

RESEARCH/PLANNING

Ketchum conducted an Omnibus survey of 1,004 women ages 18 and older to determine key insights around what weighs them down with guilt.

- Guilt is a common occurrence for women over 18. In fact, three quarters of women (77%) admit experiencing it. More than half (57%) report feeling guilty about something once a week or less.
- Where’s this guilt coming from? It appears that for nearly three in five women (58%), certain foods they eat are served with a side of guilt. **One in five women say guilt stops them from enjoying the foods they love most, like chocolate.**
- At least one in five women feel guilty about things they do for themselves: shopping (24%), pampering themselves (22%), or just sleeping in (19%).
- Three in five (61%) would love to savor chocolate without the guilt. For these women, **chocolate would make life sweeter!**

STRATEGY

- Create ways for women to declare their “*Sweet Independence™*” from guilt related to enjoying the things they love
- Leverage insights around women and guilt to give women “*Sweet Independence™*” to enjoy delicious chocolate
- Launch a sustained campaign to reach “Aly” everywhere– through influencers, friends, TV, print, radio, blogs, and in market
- Utilize a credible and “mediable” source on balance to speak for the brand

EXECUTION / TACTICS

SPOKESPERSON

We needed a celebrity who was just like “Aly” – someone faced with the same stresses of everyday life, but who kept a positive, energetic, and authentic attitude. Ali Landry was the perfect chocolate-loving celebrity for the job – she’s a mom with a down-to-earth, likeable personality and could drive media results within a tight budget.

- Hosted two ½ days for media interviews – one in New York and one in Los Angeles;

tweeted throughout both days

- Conducted 14 interviews with media including 10 phone interviews with celebrity and lifestyle media, one broadcast segment (KTLA) and three interviews with Sirius XM radio shows
- Participated in a photo opp with *Hershey's Simple Pleasures* chocolates
- Distributed MAT release and RNR featuring Ali's tips about incorporating her love of chocolate

BLOG TOUR & TWITTER PARTY

We knew that we needed to get *Hershey's Simple Pleasures* chocolates into influencers' hands, so we conducted a 70-blog tour with The Motherhood. Seventy bloggers signed up to receive the *Hershey's Simple Pleasures* care package and participate in a Twitter party, making #hsysimplepleasures a **#1 trending topic on Twitter**.

MEDIA STRATEGY

- Pitched the product to bloggers, newspapers, wires, and magazines
- Sent *Sweet Independence*[™] "celebration" kits with samples to long-lead magazines and influencers
- Announced "*Sweet Independence*[™]" events in seven cities through *Daily Candy* newsletters reaching 405,408 people
- Conducted a *Daily Buzz* co-op SMT featuring *Hershey's Simple Pleasures* chocolates

SOCIAL MEDIA/DIGITAL

We worked with JPL, Hershey's digital agency, to create a custom Facebook tab where visitors could declare their "*Sweet Independence*[™]" and receive a coupon to try *Hershey's Simple Pleasures* chocolates. We adapted the tab for in-person declarations, getting consumers to "sign" their declarations on a custom branded iPads. We captured video declarations and created a mash-up video released on Facebook.

GRASSROOTS EVENTS

Consumers got to try *Hershey's Simple Pleasures* chocolates and declare their "*Sweet Independence*[™]" through a custom iPad app on branded iPads and on video in 10 cities across the country: New York, Los Angeles, San Francisco, Dallas, Philadelphia, Minneapolis (outside of Target headquarters), Chicago, Atlanta, Hershey, PA, and Washington, D.C.

EMPLOYEE ENGAGEMENT

With a new, very different brand launching at The Hershey Company, the team was tasked to bring the summer of "*Sweet Independence*[™]" to Hershey employees. We set up "*Sweet Independence*[™]" stations for employees to stop by on their way into work and during lunch and play games, listen to music, declare "*Sweet Independence*[™]," and enjoy some of life's simple pleasures, including *Hershey's Simple Pleasures* chocolates.

EVALUATION & MEASUREMENT

Consumers across the country celebrated the launch of *Hershey's Simple Pleasures* chocolates. We reached them through media outreach, grassroots events, blog partnerships, controlled media tactics, and celebrity endorsement.

MEDIA

GOAL: 165-175 million media impressions.

RESULTS: 217 million media impressions (excluding press release pick-up).

Key placements: **Associated Press, HuffingtonPost.com, NYTimes.com, Newsday.com, Fitness.com, MSN.com, Hungry Girl e-newsletter, OK! Magazine, Sheknows.com, ClassyMommy.com, Examiner.com, Arkansas Democrat Gazette, KTLA-TV.**

SOCIAL MEDIA

GOAL: 12,000 Likes.

RESULTS: 25,235 likes. Nearly 40,000 “*Sweet Independence™*” declarations on Facebook.

TRIAL

GOAL: 5,000 – 7,500 samples.

RESULTS: Distributed 13,520 samples.

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