HERSHEY

HERSHEY 2025 MEDIA PLAN

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TABLE OF CONTENTS

EXECUTIVE SUMMARY

Hershey's most important goal is to earn a 5% greater market share and awareness through aggressive spending on the Kisses brand. Focusing on Robert Lauterborn's four Cs model rather than the classic four Ps model, Hershey can have a consumer-oriented strategy that targets the idea of niche marketing. This has been the foundation of Hershey's current success: Fulfilling a consumer want/need with an obsessive focus on premium taste and natural quality.

The strengths of Hershey include a diverse product range (Reese's, Kisses, KitKat, Twizzlers), creative holiday marketing, and innovative products addressing customer health needs. However, weaknesses are identified in the limited international market compared to competitors and ethical concerns around production and sourcing materials. Opportunities lie in strategic partnerships, expanding sustainable and ethical sourcing efforts to enhance brand reputation, and investing in e-commerce platforms for online sales growth. The brand faces threats from seasonal sales dependency (Christmas, Halloween, Easter), fierce competition from other brands, and health and wellness trends that may deter chocolate purchases.

Before getting farther into the process, we wanted to address a few important points as we start our study and create a strategy for Hershey's products. Our goal is to analyze Hershey's current market description and advertising methods, comparing them to those of its competitors. Additionally, we want to determine which target markets are most likely to use these items and when they consume them most frequently throughout the campaign. In addition to geographic factors, we searched to understand the gender, age, and lifestyles of Hershey's target consumers. With the mix of data originally given to us and online research, we have understood further the brand awareness for Hershey and its brand.

SITUATIONAL ANALYSIS

BRAND DESCRIPTION

Founded in 1894 by Milton S. Hershey, Hershey's quickly became an American classic by offering affordable, high-quality chocolate to consumers all around. Today, Hershey's chocolates, especially iconic products like Hershey's Milk Chocolate, Reese's, and Hershey's Kisses, are synonymous with family, celebrations, and holidays. Hershey holds a strong position in the U.S. market, achieving global net sales of about $10.4 billion in 2023, although its international presence is more limited. Known for classic silver foil packaging and seasonal color variations, Hershey's chocolates are widely available at major retailers like Walmart and Target (10.7 oz bag: $5.84 at Walmart, $4.79 at Target) as well as online on Amazon and Hershey's website.

MARKET DESCRIPTION

The global chocolate market was valued at $186.32 billion in 2022 and is projected to grow to $194.96 billion in 2023. The industry is expected to expand at a compound annual growth rate (CAGR) of 4-5% from 2024 to 2028. By 2028, the market is forecasted to exceed $160 billion.

As consumers become more health-conscious, there is rising demand for lower-sugar options, dark chocolate (often perceived as healthier), and products with functional benefits. Brands are reformulating their products to align with these health trends, such as offering vegan, gluten-free, or low-calorie options.

Chocolate companies capitalize on holidays like Valentine's Day, Easter, Halloween, and Christmas by offering special, limited-edition products and gift packages. Seasonal products are a significant sales driver, especially in established markets like North America and Europe.

Consumers are increasingly willing to pay more for premium chocolates made with high-quality ingredients, unique flavors, or ethical sourcing. There is a growing demand for single-origin, organic, and artisanal chocolates, which emphasize craftsmanship and ingredient purity.

PAST PROMOTIONS

"Celebrate SHE": Hershey's launched the "*Celebrate SHE*" campaign to inspire and honor women and girls across the nation. This campaign highlights the "SHE" within the Hershey's logo, making it a unique part of the packaging. Hershey's partnered with the non-profit Girls on the Run to further emphasize this message of empowerment and support for young women.

"Say it with A Kiss": The "*Say it with A Kiss*" campaign shows how Hershey's Kisses can be used to express love and care without words. This campaign features real stories, like a father leaving Hershey's Kisses around the house for his daughter to find, showing how small gestures can communicate affection in meaningful ways.

"Christmas Bells": This is one of Hershey's most iconic commercials, featuring red and green Kisses arranged in a tree formation, ringing like bells to "We Wish You A Merry Christmas." Hershey's wishes viewers a happy holiday, reflecting its strong connection to Christmas traditions.

COMPETITION

Hershey's main competitors are Mars, Lindt, and Ferrero.

Mars (M&M's, Snickers, Twix): Mars offers popular, mass-market chocolates like M&M's, Snickers, and Milky Way, making their products accessible, fun, and perfect for everyday indulgent snacking. The brand image is playful, inclusive, and instantly recognizable worldwide, cementing its status as a classic, trustworthy name in confectionery. Mars invests a significant amount in advertising, with a total ad spending of $242,338.70, making it the top spender in this category. Mars's Instagram is all about fun, meme-style posts that get people to interact with things like polls and product reveals. Mars is adapting to health trends by expanding its range of dark chocolate products and introducing reduced-sugar versions of its iconic brands, such as M&M's and Snickers. These offerings aim to balance indulgence with health-conscious choices. On TikTok, they focus on viral challenges and music-driven content, which gets a lot of attention, especially with popular things like M&M color challenges. Their YouTube is full of funny, seasonal campaigns, with big moments like Super Bowl ads. Mars does great at getting people involved, especially on TikTok, but they don't focus as much on social responsibility as some other brands.

Mars' Past/ Present Promotional Activity:

PAST: M&M's "Color Campaign" - encouraging fans to vote for their favorite colors or design custom M&M's PRESENT: Snickers "You're Not You When You're Hungry" - partnering with athletes and influencers for challenges on platforms like Instagram and YouTube.	

COMPETITION cont.

Lindt (Chocolate Truffles and Bars): Lindt's premium lineup includes Swiss chocolate bars and Lindor truffles, positioning the brand as a high-quality, luxurious chocolate that reflects Swiss expertise. Lindt's brand image is sophisticated and elegant, with a strong focus on craftsmanship and heritage. The brand supports this refined image with a substantial but more focused advertising budget, totaling $97,555.60, positioning them lower than Hershey in total spending. Lindt is innovating with a focus on premium dark chocolates that appeal to health-conscious consumers seeking higher cocoa content and lower sugar levels. Its emphasis on natural ingredients and refined taste caters to those desiring a guilt-free indulgence. Lindt's Instagram shows high-quality, seasonal posts that highlight luxury and craft, giving it a classy vibe. On TikTok, they share satisfying chocolate-making videos and work with influencers, though it's not super viral content. Their YouTube ads are all about storytelling, showing off their heritage and craftsmanship. Lindt's strength is its beautiful, luxurious look, but it doesn't get as much engagement or go viral on TikTok.

Lindt Past/Present Promotional Activity:

PAST: #LindtMasterChocolatier campaign - showcasing chocolate craftsmanship. PRESENT: Partnerships with luxury brands or chefs for co-branded promotions.	

COMPETITION cont.

Ferrero (Ferrero Rocher, Nutella, Kinder): Ferrero is known for iconic products like Ferrero Rocher, Nutella, and Kinder chocolates. The brand strikes a balance between luxury and comfort, making it a go-to for both everyday treats and special occasions. Their brand image is premium and indulgent, tied to themes of elegance and sharing. Ferrero's total ad spending is $97,022.60, less than other competitors, aligning with its premium yet accessible brand strategy. Ferrero is exploring healthier options by reformulating some of its products to include less sugar and using sustainably sourced ingredients. Initiatives like offering smaller portion sizes in Nutella & Go and Ferrero Rocher reflect a commitment to portion control and mindful indulgence. Their Instagram mixes elegant posts with fun, family-focused content, using products like Nutella and Ferrero Rocher. On TikTok, they post lighthearted, recipe-style videos that get steady engagement but don't go viral. Their YouTube is family-focused with holiday ads and Nutella recipe videos.

Ferrero Past/Present Promotional Activity:

PAST: Nutella's "Your Nutella, Your Way" campaign - allowed customers to personalize Nutella jars through an online portal. PRESENT: Kinder Joy campaigns aimed at family engagement using TikTok and Instagram Reels.	

MEDIA MIX

Media Mix (%)

BRANDS	Cable TV	Cinema	Int Display	Int Search	Local Mags	Local Radio	Magazines	Mobile Web	Natl Spot Radio	Network Radio	Network TV	Newspapers	Online Video	Outdoor	SLN TV	Spot TV	Syndication	TOTAL:
Hershey	64.2	0.0	0.8	0.0	0.0	0.0	6.1	0.1	0.0	0.1	11.7	0.0	1.8	0.0	0.0	2.5	12.6	100.0
Mars Inc.	29.9	19.8	4.1	5.7	0.0	0.3	12.8	0.5	0.2	0.1	17.3	0.0	0.8	0.0	7.3	0.4	0.9	100.0
Lindt	63.4	0.0	0.4	0.0	0.0	0.0	0.0	0.1	0.3	0.0	22.6	0.0	0.4	0.1	0.0	2.0	10.7	100.0
Ferrero	57.4	0.0	0.2	0.0	0.0	0.0	5.2	0.7	0.0	0.0	26.1	0.1	0.5	0.0	3.8	5.2	0.7	100.0

Cable TV accounts for 64.2% of Hershey's media mix, while network TV accounts for 11.7%. This indicates a significant concentration on traditional broadcast channels. This suggests a strategy that aims to use reputable channels to reach a large audience. Hershey makes very little investment in digital and developing media formats—just 1.8% in online video and 6.1% in mobile web. However, in relation to their competitors with a smaller investment in Hershey still dominates this field.

SHARE-OF-VOICE

SOV (%)

BRANDS	Cable TV	Cinema	Int Display	Int Search	Local Mags	Local Radio	Magazines	Mobile Web	Natl Spot Radio	Network Radio	Network TV	Newspapers	Online Video	Outdoor	SLN TV	Spot TV	Syndication	TOTAL:
Hershey	28.1	0.0	8.2	0.0	100.0	1.8	16.3	4.2	0.0	40.0	13.2	0.0	41.9	0.0	0.0	26.7	52.2	20.9
Mars Inc.	27.4	100.0	86.6	100.0	0.0	95.4	72.0	59.8	60.5	60.0	40.7	0.0	39.9	0.0	82.6	8.5	7.6	43.8
Lindt	23.5	0.0	3.2	0.0	0.0	1.7	0.0	3.7	39.5	0.0	21.4	0.0	8.3	85.7	0.0	18.2	37.6	17.7
Ferrero	21.1	0.0	2.0	0.0	0.0	1.1	11.7	32.3	0.0	0.0	24.7	100.0	10.0	14.3	17.4	46.6	2.6	17.6
TOTAL:	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

In some channels, Hershey exhibits a strong dominance in terms of Share of Voice (SOV). It has a noticeable presence in various broadcast formats, leading SLN TV with 82.6% SOV and Syndication with 52.2%. Hershey also has a competitive SOV in Cable TV (28.1%) and Online Video (41.9%), showing that it is gaining significant awareness even if it spends less on digital than some of its competitors. This implies that although Hershey's primary strategy prioritizes traditional broadcast channels, it is also using specific digital media channels to maintain its competitive presence.

GEOGRAPHIC ANALYSIS

One of the main objectives for this campaign strategy is to focus on Category Development Indexes (CDI) for Hershey to maximize impact in areas of high category demand. Almost all of these locations have a CDI over 100, meaning there is a higher-than-average demand for the candy/confectionery category. San Antonio, TX, in particular, has the highest CDI at 110. Hershey needs to focus on markets where overall consumer interest in sweets is strong and Hershey products will be sure to find success.

Another major objective is utilizing high Brand Opportunity Indexes (BOI) along with CDI. In cities like San Antonio, TX, and Miami-Ft Lauderdale, FL, both the CDI and BOI are favorable for high category demand and a solid opportunity for Hershey to grow as a brand. This indicates that Hershey could grow its market share effectively by focusing on cities like these. Despite having a CDI of 97, Philadelphia, PA has a BOI of 101, suggesting Hershey could find a solid opportunity in this market, even though the category demand is average. Cleveland, OH, and Buffalo, NY have high CDIs but slightly lower BOIs, meaning there is a strong category demand but possibly a more established brand presence already. This is where Hershey must differentiate itself further in these locations through a campaign. This is not necessarily harmful to the brand, as Hershey can take advantage of different growth opportunities.

The market size and population considerations are also an important factor in this strategy. All 7 of these locations have a medium to high share of the total U.S. population size. Philadelphia, PA stands out with the largest share of the population at 2.47%, making it an important market for Hershey, despite its slightly lower CDI. The same goes for cities like Dallas-Ft Worth, TX (2.4% of U.S. population) and Detroit, MI (1.56% of U.S. population), as they have moderate CDIs yet there is potential for volume sales with the sheer size of the markets. With a population base of this size, even a small increase in market penetration could bring substantial results.

HERSHEY

City	% of US Pop	BDI	CDI	BOI
San Antonio, TX	0.83	106	110	103
Philadelphia, PA	2.47	97	97	101
Buffalo, NY	0.51	100	105	105
Cleveland, OH	1.25	105	106	101
Dallas-Ft Worth, TX	2.40	101	102	101
Detroit, MI	1.56	104	105	100
Miami-Ft Lauderdale, FL	1.42	101	106	105

SWOT ANALYSIS

Strengths:	**Weaknesses:**
- Diverse range of products sold (Reese's, Kisses, KitKat, Twizzlers, etc.) - Creative marketing plans focusing on holidays. - Innovative products that are geared towards the health needs of customers.	- Limited international market in comparison to competitors. - Ethical concerns surrounding production and sourcing of materials.
Opportunities:	**Threats:**
- Strategic partnerships with celebrities, other brands. (Ex. Coca Cola & Oreo 2024 Partnership) - Increasing activities for sustainable and ethical sourcing to increase brand reputation. - E-commerce and investing in online sales platforms.	- Dependency on seasonal sales (Christmas, Halloween, Easter) could put them at risk if another brand takes over this holiday marketing. - Intense competition from other brands - Health and wellness trends that push people away from purchasing chocolate.

OBJECTIVES

MARKETING OBJECTIVES

Our objective is to raise brand awareness from 65% nationally to 75%, this results in a 10% growth in unaided awareness.

MARKETING STRATEGY

Hershey is an established brand that has made its mark in the market by providing a loving family image to consumers. For our media plan, the goal is to effectively communicate new media concepts to generate dialogue between our brand and customers, establishing ourselves in their lifestyles and homes.

ADVERTISING OBJECTIVES

Our target audience is parents ages 28-35 of young children under the age of 12. We are targeting them because kids are the primary users of the product, but they do not have purchasing power within a household. The parents are the ones who can buy for their children. The geo-demographic position of the campaign would be nationwide but focused regionally around bigger cities throughout the US. These cities include; Dallas-Ft Worth, TX, Miami-Ft Lauderdale, FL, Philadelphia, PA, and Detroit, MI. The cities were selected for their high CDI and BDI showing their high interest in the chocolate bar industry. We will focus our campaign around a flighting timing pattern, which will be periodically centered around major holidays throughout the year with off periods with no ads to test the unaided awareness of the product. These holidays will be Valentine’s Day, Easter, Halloween, and Christmas. For these advertisements, there will be campaigns that target social media platforms and primetime network TV channels and kids programs.

MEDIA OBJECTIVE

To reach 80% of parents aged 28-35 with children under the age of 12 with an average frequency of 1.8 times per month.

CREATIVE BRIEF

CLIENT: HERSHEY CHOCOLATE CO.
PRODUCT: HERSHEY'S KISSES
TAGLINE: "MOMENTS THAT MELT TOGETHER…"
KEY FACT: Hershey is known for being the go-to chocolate product for anyone and everyone. For this campaign we want our consumers to know that the brand wants to be a part of creating memories for the family.
OVERVIEW: Hershey's Kisses wants to meet the demand for healthier snacks while fostering happy, shared experiences for younger families. With the tagline "Moments That Melt Together," the campaign highlights indulgence, family time, and Hershey's dedication to quality, sustainability, and transparency.
PROBLEM: A problem for Hershey's with the theme "Moments That Melt Together" could be balancing with the growing demand for healthier options. As consumers seek low-sugar, healthier snacks, Hershey faces the challenge of maintaining the emotional appeal of indulgence while offering products that align with health-conscious trends.
OBJECTIVE: For Hershey to create products that deliver joyful, shared experiences while innovating to meet consumer demand for healthier, better-for-you options without compromising on taste or emotional connection.
TARGET AUDIENCE: Younger families of parents between the ages of 28 and 35 with children under the age of twelve. These families often seek fun, shareable experiences and treats that can bring them together during special moments or everyday occasions. Hershey's markets its goods as a means of building lasting memories.
PROMISE: Hershey's promises to deliver moments of happiness through high-quality, affordable chocolate and snacks, with options that offer improved health benefits like reduced sugar and better nutrition.
SUPPORT: Hershey supports its customers through community engagement, sustainability initiatives, and a dedication to responsible sourcing. They also provide customer support for product inquiries and promote healthy options and ingredient transparency.
MANDATORIES: Hershey's mandatories include using brand guidelines, ensuring product safety, sourcing ethically, following advertising rules, and focusing on sustainability and responsible packaging.
TONE: The tone for Hershey is warm, friendly, and approachable, focusing on happiness and family. It's casual and welcoming, aiming to connect emotionally with consumers through moments of joy and shared experiences.

AI-GENERATED ADVERTISEMENTS

TARGET AUDIENCE

By taking advantage of anticipated store sales and discounts, heavy brand name loyalty, and high TV cable interaction, this campaign can successfully reach the target audience of young parents aged 28-35 with children ages 12 and under.

DEMOGRAPHICS:

Our target audience is young parents aged 28-35 with children ages 12 and under. According to MRI data, households with any number of children (index of 105) are more likely to purchase Hershey products over households with no children (index of only 97). Parents are also very likely to purchase products of Hershey over singles or married couples, with their category index being at 103. Households with "Children under 2 years" have an index of 91, "Children 2-5 years" has an index of 106, and "Children 6-11 years" has an index of 111. As seen, the prime of Hershey chocolate purchasing is within the pre-teenage years of children. In addition, Hershey is more popular among parents and families with young children than other age demographics. The size of our target audience is approximately 268 million people.

PURCHASING BEHAVIOR:

Our target audience likely enjoys shopping and going to the grocery store, as well as taking advantage of sales and discounts. Many also care about the brand name of products they purchase, benefitting Hershey, as our brand is recognized by about 94% of Americans and liked by 61% of American candy bars and chocolate eaters. The target audience most likely values the products they grew up on, and remains loyal to those products as they go through life too.

MEDIA HABITS:

The target audience is also likely to be involved in digital media over traditional media. According to MRI data, Hershey's index numbers are very high for many cable channels, especially children's channels such as Disney Junior, Nickelodeon, and BabyFirst (133, 135, and 171). In general, TV is the media used most heavily by Hershey consumers, with TV having the heaviest index compared to radio, newspaper, magazine, etc. at 118. TV would be the most impactful medium for the target audience.

TARGET AUDIENCE PROFILES

Sarah is a busy, family-focused parent who values quality time with her 2 children and husband, healthy habits, and convenience in her busy life. She is a full-time healthcare worker who lives with her family in the suburbs of Philadelphia, PA. Despite her demanding career, Sarah ensures she is present and a leader for her children. She is focused on creating positive family traditions and wants her children to have memorable childhoods. She creates healthy food goals for her family but also likes treating her children to sweet treats when they behave well. Sarah needs convenient and easier food options to match her challenging schedule.

Chris is the father of a 10-year-old boy as well as a hardworking businessman. His family lives in Dallas, TX, where his accounting job is located. Family traditions are the core of how he chooses to raise his son. Chris wants to make sure his son understands the meaning behind their family values. Chris remembers growing up and creating many fond memories with his grandfather, who was always known for handing out chocolate candies to anyone he came in contact with. He wants the same experience for his son. He is currently teaching his son how to golf as well as making sure he is on top of his academics. Chris always expects the best quality in everything he does or purchases and is especially loyal to the brands he grew up on.

Lisa, mom of 3-year-old twins and a 6-year-old girl is a stay-at-home mom living right outside Cleveland, OH who enjoys all things family. She homeschools her daughter and plans for her twins to be as well, plans a weekly meal schedule ahead of time, makes sure her home is decorated for every possible holiday, and has the calendar up to date months in advance. Her children's friends refer to her as their "mom" too and this makes her very proud. Her escape is baking, which she finds to be very relaxing in her life. Lisa is always looking for new recipes to make and happens to find a lot of her ideas on Pinterest. Her current household favorite dessert is double chocolate chip cookies. In addition, she has a drawer full of coupons that she uses for almost every grocery store trip. If something is on sale or going for a BOGO discount, Lisa is on it.

MEDIA RECOMMENDATIONS

MEDIA STRATEGY

Hershey's marketing strategy is about reinforcing its role as a beloved, go-to chocolate brand for families across the U.S. Instead of focusing on just a few products or seasonal treats, the plan emphasizes the overall brand—celebrating warmth, nostalgia, and happiness. Hershey brings family moments. The goal is to stay top-of-mind with families while also freshening up the brand to connect with younger audiences.

Even though Hershey is already a household name, there's still room to grow. The strategy combines national advertising with a more localized focus to target specific opportunities. National campaigns will ensure Hershey's message is consistent and reaches a wide audience, while regional efforts will focus on areas with growth potential or high competition. For example, growing markets like Dallas-Fort Worth will get extra attention to reach more families, while key areas like Philadelphia will maintain a steady presence to keep the brand strong.

The campaign will use a mix of traditional and digital media to meet families wherever they are. National TV ads, on both ABC (Dancing with the Stars and American Idol) and NBC (The Voice), share Hershey's classic family-focused story. In addition, placements in kids' programming utilize channels like Disney Jr. (Bluey), Nickelodeon (Paw Patrol), and BabyFirst (Color Crew). This will engage children and create co-viewing opportunities for families. We will use 15-second ad spots on the channels to not overwhelm the children watching and keep engaged attention. Social media platforms like Instagram, Facebook, YouTube, and TikTok will create fun, shareable content, including kid-friendly recipes and interactive challenges, to appeal to younger parents and their children. Seasonal campaigns during Halloween, Easter, and Valentine's Day will continue to highlight Hershey as a must-have for family celebrations, with an added focus on downloadable activity packs, virtual events, and animated ads that resonate with kids and parents alike.

To make an even bigger impact, Hershey plans to bring the brand directly to communities through local events. Family-friendly chocolate festivals, interactive pop-ups, and other hands-on experiences will help families connect with Hershey on a personal level. By blending big-picture national marketing with these local touches, Hershey can grow its reach, strengthen family connections, and keep its spot as the chocolate brand everyone loves.

MEDIA ALLOCATIONS

Media Allocations

Hershey's $27 million marketing budget will be spread across national ads, digital campaigns, local events, and seasonal promotions to maximize impact. Key holidays like Halloween, Christmas, Valentine's Day, and Easter will see higher spending to match when families are buying more candy. Here's the breakdown:

- TV (40%): National TV ads will run year-round, with more focus on holiday months.
- Digital (35%): Social media campaigns on Instagram, Facebook, and YouTube will engage families with recipes, gift ideas, and fun content. Ads will spike before the holidays.
- Events (15%): Local Hershey-branded experiences in select cities will create personal connections with families.
- Billboards and Transit Ads (10%): Simple, eye-catching ads in busy cities will remind people to grab Hershey's, especially during holidays.

BUDGET ANALYSIS

Hershey's $27 million 2024 advertising budget is aimed at improving its impact and reach across various media and throughout strategic periods of the year. 98.7% ($26.65 million) of the budget goes to sponsorships and media, showing Hershey's emphasis on maintaining a high level of visibility.

With advertisements scheduled for primetime (60%) and children's networks (40%) to appeal to families and younger people, traditional TV and radio make up the highest share, at 59.35% ($16 million). With $10.6 million (39.35%) spent on sites like Facebook, YouTube, Instagram, and TikTok, digital media is very significant because it reaches both parents and younger, tech-savvy customers.

An extra $3 million is set aside for tentpole events and regional media, with a focus on local engagement. The majority of this spending (65%) goes toward sponsorship, with regional visibility being supported by spot TV (25%), billboards (5%), and transport advertising (5%). Budgets are distributed throughout key quarters to take advantage of the busiest family-oriented holidays and occasions, like Christmas and Easter. Seasonal timing is another important consideration. The biggest investment ($9,450,000) takes place in Q1, aligning with significant springtime events and holidays. Lastly, a 1.3% contingency fund ($351,000) ensures flexibility for unexpected needs, underscoring Hershey’s thoughtful and adaptive planning.

SCHEDULING

Hershey will time its biggest pushes around key candy-buying seasons:

- February–May: Valentine's Day and Easter ads focus on love, family, and celebrations with chocolate.
- September–November: Halloween-focused ads and events, highlighting Hershey for trick-or-treating.
- December-January: Holiday campaigns show Hershey as perfect for stockings, parties, and gifts.

KEY MARKETS & EVENTS

Luminations at San Antonio Botanical Garden - San Antonio, TX (December)
This magical holiday event features thousands of candles and festive lights, making it an excellent opportunity for Hershey to get involved in a seasonal, family-oriented event. Hershey could sponsor the event, offer holiday-themed treats and special packaging at the garden, or collaborate with the garden to have a Hershey theme incorporated into the lights. The romantic, family-friendly atmosphere could also inspire creative ad campaigns that link Hershey's chocolate to cozy moments and holiday traditions.

Philadelphia Eagles Games - Philadelphia, PA (NFL season)
The Philadelphia Eagles have a massive and passionate fan base. Hershey could create special promotions during Eagles games, such as "Sweet Touchdown" contests where fans can win Hershey products by predicting scores or events. They could also engage fans in the stadium with Hershey-branded booths or in-game candy giveaways, creating interactive experiences with candy while tapping into the excitement of Eagles football.

Fort Worth Stock Show & Rodeo - Dallas-Ft. Worth, TX (January & February)
The Fort Worth Stock Show & Rodeo is a longstanding Texas tradition and one of the largest rodeos in the world. Hershey could tap into this Texan, Western atmosphere by offering special rodeo-themed products or setting up Hershey-branded booths at the rodeo and livestock show. A "Sweet Rodeo" campaign could feature Hershey chocolate as a perfect treat for rodeo-goers. Hershey could also engage with the event by sponsoring children's activities or offering branded rodeo experiences like Hershey chocolate bar giveaways during rodeo performances or family-oriented events.

APPENDICES

BUDGET SUMMARY

HERSHEY 2025

Size of Budget: $27,000,000

Campaign Period: January 1, 2025-December 31, 2025

Amount Allocated to Media and Sponsorships: $26,649,000

MEDIA TYPE		
TV	$16,024,500	59.35%
Primetime	$9,614,700	60%
Children's Network	$6,409,800	40%
Digital Media	$10,624,500	39.35%
Instagram	$3,187,350	30%
Tiktok	$3,187,350	30%
Facebook	$2,124,900	20%
Youtube	$2,124,900	20%

Size of Budget: + an additional $3,000,000

Regional Media	$3,000,000	
Tentpole Events	$3,000,000	100%
Billboards	$150,000	5%
Transit Advertising	$150,000	5%
Spot TV	$750,000	25%
Sponsorship Cost	$1,900,000	65%
SEASONALITY		
February-May	$9,450,000	35%
September-November	$8,775,000	32.5%
December-January	$8,775,000	32.5%
CONTINGENCY	**$351,000**	**1.3%**

OSTROW MODEL

Part I: Marketing Factors that Affect Frequency	
Established Brand? (Yes, Hershey is globally recognized)	-.2
High market share? (Yes, in the chocolate market Hershey has a high share)	-.2
Dominant brand? (Yes, Hershey is a dominant brand over competitors)	-.2
High brand loyalty? (Yes, but it has its limits)	-.1
Long purchase cycle? (No, limited seasonally)	+.1
Product used occasionally? (Yes, not a daily used product)	-.2
Need to beat competition? (Yes, but already has an advantage)	+.1
Advertising to older consumers/children? (No, parents 28-35)	+.1
	= -.6
Part II: Copy Factors that affect the frequency	
Simply copy? (Yes, simplified message)	-.1
Copy more unique than the competition? (Yes, have a unique message)	-.2
Continuing Campaign? (No, a new campaign inspired by the past)	+.1
Product sell copy? (No, image type copy)	+.1
Single kind of message? (Yes, but tailored to different time frames)	-.1
Avoid wear out: new messages? (Yes, new messaging in campaign)	-.1
Larger ad units? (Yes, we have a wide national audience)	-.2
	= -.5
Part III: Media Factors that Affect Frequency	
Higher ad clutter? (Yes, the media is moderately cluttered)	+.1
Compatible editorial environment? (Yes, we match our environment)	-.1
Attentiveness high? (Yes, people are attentive to the chosen media)	-.1
Continuous advertising? (No, flighting pattern)	+.2
Few media used? (No, moderate media used)	-.1
Opportunities for media repetition? (Moderate opportunities)	-.1
	= -.1

-1.2 + 3.0 = 1.8 estimated frequency for Hershey's media plan

FLOW CHART

	January	February	March	April	May	June	July	August	September	October	November	December
National												
National TV												
ABC												
Dancing with The Stars									8	8	8	
American Idol		10	10	10	10							
NBC												
The Voice		7	7	7	7				7	7	7	7
Cable TV												
Disney Junior												
Bluey												
Nickelodeon												
Paw Patrol												
BabyFirst												
Color Crew												
Digital Media												
Instagram												
TikTok												
Facebook												
Youtube												
Regional												
Tentpole Events												
Billboards												
Transit Advertising												
Spot TV												
Sponsorshipcost												
Sponsorships/Events												
Luminations at San Antonio Botanical Garden												
Philadelphia Eagles Games												
Fort Worth Stock Show & Rodeo												

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