

Marketing Chocolate

Marketing means:

- investigating who buys, when they buy, where they buy, how often they buy and how much they spend on a chosen item
- and then finding the best way to sell the item to make the most money

Every chocolate bar has an ideal target market (buyers) and this is broken down into:

- Age
- Money/economics/lifestyle
- Gender (male or female)
- Values/interests

If a chocolate bar is aimed at different people to you it's unlikely you'll buy it for yourself (but you might as a present for others).

If a company decides it wants to change its target market for a particular product, it will need to change the way the chocolate is marketed.

- For example, the product **TWIX** had a target market of mainly middle-aged people a few years ago, and these people were buying less and less chocolate. **TWIX** decided to update their image to appear younger and launched the "Break From The Norm" adverts so people began to see **TWIX** as chocolate for teenagers.

Sometimes, companies will try the following:

- Re-launch a product that's not selling well by aiming at a new target market (like **TWIX** but also **YORKIE** who are aiming their bars at men)
- Find new versions of the same product (like **BUTTONS** selling **BIG BUTTONS**, **MARS** selling **MARS DRINKS**, **SNICKERS** selling **SNICKERS CRUNCHIE** and lots of companies selling **ICECREAM BARS**)
- They will reduce the price or make the product bigger
- Bring out seasonal versions (especially at Valentine's Day, Easter and Christmas)
- Run special promotions (competitions, 2 for 1, money off, etc.)

Looking at my Chocolate Product

- Choose one of your favourite chocolate products and describe its target audience (the people most likely to buy it)
- Describe the wrapper of your chocolate bar (colours, fonts, words, etc.)
- Write a couple of sentences on how the wrapper appeals to the target market
- Describe an advert that you've seen for your chosen product (print, Internet or moving image)
- Write a couple of sentences on how this advert appeals to the target market (images, music, dialogue, characters, ideas, etc.)
- Write a list of any marketing tactics that have ever been used to sell your product (money off, special versions, re-launch, etc. ...)
- Write a couple of sentences about how you could market your product better - what you would do to sell more of it?

A New Chocolate Product on the Market

You are now in charge of launching a brand new chocolate product.

Your target market is:







- Boys and girls aged 8-14
- Reasonably cheap (under 30p)

TASKS

1. Describe what your product would be like
 - *Is it a bar, a drink, an egg, an ice-cream, etc.?*
 - *Is it a new version of an existing product or something brand new?*
 - *What ingredients are in it?*
 - *What size is it?*
 - *How much is it?*
2. Design a wrapper for your product
 - *Think carefully about colours, fonts, wording, material, etc. ...*
3. Explain how you would market your new bar
 - *Look back at your notes on marketing and choose the most suitable practices*
4. Design an advertising poster to launch your product
 - *Think carefully about the colours, fonts, images and words you choose*
 - *Decide which magazines you'd place the advert in (and if your product is seasonal, when you'd place it)*
 - *Where would you put a billboard poster?*

Chocolate that appeals to the senses ...

Good descriptive writing appeals to all the senses ... And writing about chocolate even more so! Fill this grid with fantastic and evocative words for your product

SIGHT 	
SMELL 	
TOUCH 	
TASTE 	
SOUNDS 	
EMOTIONS 	

Writing A Press Memo

Chocolate X Company

To: Advertising Executives

From: Chief Executive

We have now created our new chocolate! I want you to write a description of the new bar that will make it sound like the best product ever. It must appeal to the senses and be very original and must be only 80–100 words long!

- Try using your words from the word grid you have produced
- Remember to be creative, imaginative and daring with your description
- Spelling, punctuation and grammar still count!