

I. Introduction

When we were first assigned to look into two competing brands who engage in interactive advertising, our group came up with a huge list of possibilities ranging from Coke vs. Pepsi to Tide vs. Cheer. While many brands on our list could make for a decent case study, we wanted to pick something unique and interesting to the entire group because we know that people are only able to do their best work when they are inspired by the topic. We ended up choosing to look at the chocolate market specifically Ghirardelli vs. Hershey because it fit our interests and was a perfect choice for this time of year since Valentine's Day and Easter would inspire a surplus of chocolate advertisements we could analyze. Once we settled on analyzing chocolate we took some time to decide on exactly which two brands we would like to analyze which was a daunting task considering the multitude of chocolate brands that flood the market. Ghirardelli and Hershey's won out because we wanted to challenge ourselves to pick two brands on opposing sides of the market. For example, Hershey's chocolate is one of the top five chocolate brands in the United States, however it spends much of its time advertising to kids and families and generating lower end products to appeal to that market segment. Conversely, Ghirardelli is a smaller chocolatier specializing in gourmet chocolates with a huge emphasis on the adult market. This way, we allowed ourselves the opportunity to engage with two well-known and respected brands representing opposite sides of the chocolate market during a time that provided ample opportunity to observe their advertising activities.

II. The Market Situation

The U.S. chocolate market is a booming industry. This is obvious when walking down the aisle at any local grocery store and looking at the multitudes of products and brands all of which relate back to chocolate production. As a result of this proliferation, the industry has steadily experienced growth throughout the decade and is expected to earn \$18 billion in sales by 2011 (Vreeland). These sales are mostly generated by the industry giants with the rest being filled in by the multitude of smaller chocolatiers. These top five giants of the industry include Mars Inc, Cadbury Schweppes PLC, Nestle SA, Ferrero SpA, and finally Hershey Food

Corp (ICCO). It is worth understanding however, that the chocolate market contains several different sub groups, some of which the big five do not occupy, and as a result individual companies may have different main competitors. For example, Hoovers states Ghirardelli's main competitors as Godiva, Mars, and Nestle. However Hershey's as part of the big five experiences its greatest competition from Cadbury, Mars, and Nestle.

One of the main factors in the chocolate market that must be addressed is how and when people choose to purchase their chocolate. A chart generated by Google Trends illustrates that there is a strong correlation between buying seasons and consumer interest in chocolate demonstrated via number of searches (See Appendix A). The chart illustrates a relatively stable line throughout most of the calendar year with huge spikes of interest occurring towards the end of any given year as well as towards the beginning. This indicates that chocolate is most often sold as part of celebrating holidays, particularly Christmas, Valentine's Day, and Easter which all emphasize the giving of candy as gifts. Chocolate companies should make sure to take these seasonal purchasing patterns into consideration. However, these charts do demonstrate a new troubling trend in interest in chocolate: it has been declining in recent years largely due to the recession. Chocolate, particularly premium chocolate such as Ghirardelli, is considered a luxury and in times of economic crisis few people are willing to splurge on food. Luckily the country seems to be coming out of the recession so there is a good chance that interest in chocolate will return to its normal growth pattern in the next few years.

Companies also need to be aware of strong market trends, which are highly influenced by popular culture. For example, the chocolate market has been steadily growing thanks in large part to a new discovery, which reveals that dark chocolate actually has significant health benefits. As a result, many companies are taking the time to sell 'healthier' candy for high costs in order to generate even more profit. Another trend that has followed the health kick is the organic craze. As a result, consumers are supporting a new chocolate market segment of organic, fair trade gourmet chocolates. While these two trends are clearly the largest and most important trends, they are by no means the only ones. Other trends include a rise in bean-to-bar micro

manufacturers, a desire for customization, a demand for new and unique flavors or candies, and finally high cacao counts for chocolate bars. The marketers for both of our products, Ghirardelli and Heresy's would do well to pay attention to these trends.

III. Current Marketing Activities

GHIRARDELLI

The Four Ps

- **Product:** Ghirardelli offers a variety of premium chocolate products. They offer white, dark, and milk chocolate products with a variety of additional ingredients such as nuts and caramel. Ghirardelli has a wide variety of chocolate treats that are for gifting or snacking purposes. Ghirardelli has line of chocolates that are specifically for baking purposes that include chocolate chips, bars, and powder. Ghirardelli also offers hot cocoa products (Ghirardelli.com).
- **Price:** Ghirardelli prices its products moderately high for chocolate products in order to convey that it is a premium brand. A bag of Ghirardelli Chocolate Squares, which is one of Ghirardelli's most popular products, has a retail cost of \$3.50 (Target.com).
- **Place:** Ghirardelli controls the entire manufacturing process of their chocolate products. Due to this, Ghirardelli has the ability to assure the high quality of its chocolate. Ghirardelli proudly states that they reject up to 40% of cocoa beans that are offered to Ghirardelli, to ensure that they only buy the best cocoa beans (Ghirardelli.com). Ghirardelli uses both direct and indirect distribution to reach the optimal number of consumers. Ghirardelli has several retail outlets that it owns and operates itself, including their brand website, where consumers can purchase Ghirardelli products. Ghirardelli products are also sold indirectly in grocery stores, big box retailers such as Wal-Mart and Target, drug stores, and department stores.
- **Promotions:** Ghirardelli uses both traditional and interactive advertising methods to promote its products. Ghirardelli's interactive advertising strategy includes its website, banner ads, video ads, email ads, social media sites and promotional contests. Their traditional media campaign includes

print ads, radio ads and TV ads. We will go into detail about Ghirardelli's traditional and interactive advertising campaigns later in this paper.

Target Market: The typical Ghirardelli chocolate consumer is generally a young to middle aged well-educated white female who earns enough money to be classified in the middle to upper middle class income level. This can clearly be seen by the profile of the consumer who visits Ghirardelli's website. The vast majority of visitors to the website are females (62%) and they display an index number of 121 indicating that they are significantly more likely to prefer Ghirardelli chocolates. Ghirardelli consumers also tend to be younger with the core of their consumer base being between the ages of 35 and 49 (36% and showing a statistically significant index number of 132), though a close second is a younger age group, those between the ages of 18 and 34 (29%). The vast majority of consumers are Caucasian (83%), though no group showed a significant tendency towards Ghirardelli. 69% of their consumer base does not have children. Ghirardelli consumers also tend to be richer with 32% of their market coming from people earning \$100K or more per year. Finally, the consumer base tends to be highly educated with half of users having obtained a college degree. These people also show a significantly higher than average tendency towards Ghirardelli chocolates (Index number 122) (Quantcast).

Strengths: Ghirardelli's brand strengths focus around the quality of its chocolate products. Ghirardelli prides itself on controlling the entire manufacturing process of its chocolate products, which enables them to ensure premium chocolate products for its consumers. Ghirardelli's self-operated retail outlets convey the premium and luxury appeal of Ghirardelli to consumers. Due to Ghirardelli's premium chocolate appeal, it is able to market itself as gifting chocolate. People do not want to get loved ones just any chocolate on holidays such as Valentine's Day; they want to give a high quality chocolate that can convey the meaningfulness of their relationship. Also, due to its premium and gourmet appeal, Ghirardelli chocolate is a popular baking chocolate ("Bakers Take Note: Ghirardelli Baking Chocolate Ranked #1; Cook's Illustrated Awards Ghirardelli "Favorite Dark Chocolate" Over Eight Brands"), which is another added strength.

Weaknesses: Ghirardelli also has several brand weaknesses that include its moderate to high price, which may make it more difficult to lure new customers in. The frequency of Ghirardelli's traditional advertising campaigns is not as frequent as other chocolate companies' promotions such as Hershey. Ghirardelli tends to only use traditional advertising in high amounts around the high chocolate gift-giving holidays. Ghirardelli could increase its interactive advertising presence especially online. Ghirardelli has less a than 5% share of the chocolate market in the United States which is relatively low ("Top Ten Chocolate Manufacturers Worldwide").

HERSHEY

Market Share: Hershey has revenues of more than \$5 billion and a 2007 Net Sales: \$4.9 billion (Investor Relations). According to a 2008 Mintel Report done on Confectioner's Chocolate, "In 2007/08, Hershey was the market leader in chocolate confectionery; with leading brands in all segments and a 40% share of the chocolate market at FDMx" (Mintel Reports 2008).

The Four Ps

- **Product:** According to Hershey's website, "The Hershey Company is the largest producer of quality chocolate in North America and a global leader in chocolate and sugar confectionery" (Investor Relations). Hershey is a strong brand that is easily recognizable in every age group. The company is known for various products such as: Reece's, Kit Kat bars, Kisses, and of course the Hershey's chocolate bar. Along with these brands come a variety of Hershey products such as:
 - Pantry Items: Hershey's chocolate syrup and Hershey's cocoa
 - Snacks: cookies and granola bars
 - Gum & Mint: ICE BREAKERS and BREATHSAVERS
 - Sugar free products
- **Price/Place:** Hershey's is an affordable brand. Products can be located at most any grocery store, big box store, or vending machine. The product is available for consumers to purchase at various locations at reasonable prices. Depending on where you go, a Hershey's chocolate bar can be priced anywhere

from \$.80 to \$1.05 (*these prices are only an estimate*). Due to these reasonable prices and the ease of accessibility, it is no wonder that Hershey's has great success.

- **Promotions:** Much like Ghirardelli, Hershey utilizes both interactive and traditional advertising campaigns to promote their product. Detailed descriptions of these campaigns will be outlined later in the paper. Overall, it is important to note that they have made sure to include promotions that would interest various age groups and that encourage the consumer to buy the product.

Target Market: Hershey's core consumer are young to middle aged white women with no kids (percentage wise, though it is close) who are middle class, but are slightly less educated. This is clearly seen by looking at the profile of the visitors to their website. 63% of visitors are women and they show a significant preference for Hershey's chocolate (Index number of 122). They also tend to fit into the age profile of normal chocolate consumers with 30% of consumers being between the ages of 35 and 49. However it is worth noting that Hershey's does also attract a younger demographic as well. 28% of visitors are between 18 and 34, and while not quite a statistically significant number, it is worth noticing that children between the ages of 3 and 13 display a higher than average tendency towards Hershey's as well (Index number of 105). Hershey's visitors also are predominantly white (88%) especially because all other racial groups show a significantly lower tendency towards Hershey's than the average population. 55% of Hershey's consumers do not have children. However, those people with children actually have a higher index number (109 as opposed to 93) which demonstrates that while they are not the majority of Hershey's consumers they do tend to prefer Hershey's more than the average consumer. Visitors to the website also tend to be middle class income level with 30% earning between \$60 and \$100K, though people earning between \$30 and \$60K run a close second (28%). Finally, Hershey's consumers tend to be slightly less educated with 46% of their consumers having not attended college (Quantcast).


Strengths: Hershey has great brand recognition. This recognition helps the company with the introduction of new products, social media exposure, promotional advantages, and the advancement of brand loyal customers. Customers are obviously vital to the success of any brand. While some brands narrow their key target markets,

Hershey's seems to broaden theirs to include both children and adults. Hershey's is a large enough company with a variety of products that enables them to have a larger consumer base. This puts them a step above many other companies who do not have the opportunity to work with various age groups. Another strength of Hershey's is their high budget for campaigns and promotions. They have flexibility that, again, many other companies in their market do not. Finally, addressing health concerns is not something a candy company is always good at, but Hershey's has made sure to acknowledge the health conscious consumers in the market. They have a variety of products that are sugar-free or are reduced in sugar. It is great that Hershey's gives healthier options to its consumer that is also in such a user-friendly manner.

Weaknesses: In contrast to Ghirardelli, Hershey is seen as a quite inexpensive chocolate brand that can actually be detrimental to its image. Rarely do people utilize Hershey products for gift-giving purposes because of this.

IV. Current Interactive Advertising Executions

Ghirardelli and Hershey both utilize interactive advertising techniques in their current campaigns. They both have created interactive brand websites that consumers may visit. Ghirardelli's website offers an online chocolate shop, a recipe finder, information on their brand, a "savor chocolate" section that gives ideas of hosting a "choctail party," and many other options (See Appendix B). Also, there is the option to "Sign up for Chocomail," which is an email newsletter that can be sent to fans. This interactive advertising technique is great for best reaching their target audience because it is voluntary sign-up. Ghirardelli also has entered the social media world by creating both a Facebook and Twitter account (See Appendix C). Although neither of these social media tools have been utilized in over a year. Finally, Ghirardelli utilizes the "smartphone" technologies that have recently emerged. There is an app for the iPhone for Ghirardelli that allows consumers to make Ghirardelli purchases (especially for gifts!) directly from their phone. Vice President of Restaurant and Retail for Ghirardelli said of this iPhone application, "The way our customers shop with us is changing, and we want to be as accessible and convenient as possible for them. With this app, sending a thank you gift to clients following a meeting can be done on your way out the door"(SOURCE).

Hershey's brand website is also quite interactive (See Appendix D). They offer information on their products, an online store, recipe ideas, and more. Hershey's website goes above and beyond. They have many promotional sweepstakes that consumers may choose to partake in. There are several links directly on Hershey's website that direct you to various social media outlets, which is another form of interactive advertising Hershey uses. There is a link to Twitter, MySpace, and Facebook. After visiting each of these sites, it is clear that Hershey updates them often (See Appendix E). Hershey's website also has links that direct you to various social bookmarking sites, such as Delicious and StumbleUpon. Each of these forms of interactive advertising are beneficial for receiving feedback from all types of consumers, which they can then use to make necessary changes or additions to their brand strategy. Much like Ghirardelli, Hershey also has an email listserv, which allows them to contact their target consumers directly. In addition to websites, Hershey incorporates banner ads and  ads into their advertising campaign (See Appendix F). These ads have been seen on Abcfamily.com, Pandora.com, Abc.com, Yahooomusic.com and many others. They can be clicked by consumers (especially hungry ones!) who are then instantly lead back to their website. Hershey also uses digital video advertising, where short commercials are shown before people play their desired web content. This is another fantastic interactive strategy that will gain attention from consumers. Finally, Hershey uses the idea of sponsorship in their interactive advertising campaign. They are currently teamed up with Iron Man 2, which is a movie that is expected to come out on May 7. When visiting Iron Man 2's website, there is a link to Reece's which is owned by Hershey. The different interactive advertising executions each brand currently uses are great, but it is important that along with these executions they also have good strategies that will lure the consumers in.

V. Current Interactive Advertising Strategies

Both Hershey's and Ghirardelli execute their different interactive advertising outlets by using clever strategies to best relate to their audience. Their strategies can be broken down by main idea communication, creative, media, and targeting.

In terms of main idea communication, Ghirardelli's campaign is quite different than that of Hershey's. Ghirardelli's unique main ideas are emphasizing the quality of their product and its use for special occasions. Ghirardelli's site states "As America's longest continuously operating chocolate manufacturer, Ghirardelli has established its position as America's premium chocolate company for more than 150 years." Ghirardelli has "intensive quality assurance" and "highest quality coco beans" and restates that its chocolate has been "refined over 150 year history." Ghirardelli's focus on gifts depicts this "special occasion" strategy they use. On the sidebar of their website it reads, "Shop by Occasion." Possibilities include: "Get Well, Anniversary and Thank You." Hershey's main ideas revolve around fun and making everyday life a little brighter. Hershey has chocolate for every occasion, not just the special ones. According to Hershey's website, "Hershey wants the media environment in which its products are advertised to reflect favorably on its image as a manufacturer of wholesome; quality products...Of particular importance are programs and media directed primarily to youth." This goes to show that another one of Hershey's main communication strategy is making it "children-friendly," which is a much different approach than Ghirardelli. Also, Hershey positions itself as a more affordable brand containing lots of sub-brands. On Ghirardelli's site there is an option to shop by price. There is an option for over \$100!

The creative strategies also vary greatly between the brands. Hershey's uses rich media much more than Ghirardelli, making it a fun and personable atmosphere. Their banner ads are animated and often times even interactive, allowing you to somehow personalize your experience. For example, they have a banner ad that allows you to enter in your email to receive promotions. Consumers are able to do this without leaving their screen. Hershey's brand website is also interactive, making the consumer as apart of the online experience as possible. For example, you can type in your name and then see it lit up and blinking in Times Square. Hershey's website also has lots of movement, again making use of rich media. It consists of lots of moving text including a slideshow of the latest promotions. Another strategy of Hershey's is using bright colors. Both sites use brown as a background (for chocolate) but Hershey uses much brighter yellows, blues, oranges and reds which all promote their "making everyday life a little better" strategy. Ghirardelli's website

uses plain colors such as cream, black and maroon, giving it a sophisticated look and font. This creative strategy ensures a straightforward and serious feel, making the chocolate elegant and sophisticated. Unlike Hershey's site, there is no rich media used and therefore no moving text. The design is based on squares with few organic shapes. The website is laid out in a clear and concise manner, and therefore navigating through it is simple. Their website does not say whether or not they have launched an online campaign yet, however it is probable that they would probably not use animated or interactive banner ads; instead, they would stick to static to continue this theme of simplicity and elegance.

Because of their varying targets, Hershey and Ghirardelli implement different strategies to reach their specific demographic. Hershey targets families, including young children and their mothers. Ghirardelli's main target well-educated adults who often do not even have children. It is apparent that they are targeting this demographic due to content on their website: "Tips for chocolate care: dark chocolate actually improves with age, like a fine wine if stored in an airtight container at 60-65 degrees." This bit of advice would not apply to any children! Also, to promote their peanut squares, the tagline is: "Satisfy your inner child." Clearly, if you were a child you would not need to satisfy your inner child, thus, this is chocolate for adults. The difference in their targeting strategies is apparent in how each company handles its recipes. Hershey's has recipes that are fun and promote that kids should help; in fact, they have a long list of recipes you can cook as a family activity. Hershey also has recipes that are health-conscious such as 100-calorie bars and light recipes as well as information about kid's nutrition. Ghirardelli, on the other hand, has recipes such as the "chocolate raspberry tortlett," which is much more sophisticated and complicated. Another different targeting strategy lies in the differences in products sold in their online stores. Ghirardelli offers a fondue set and an apron, among many other household items. Hershey has an entire section for "toys and collectibles." In this section, there is a football, a teddy bear, and jolly rancher headphones. Finally, the promotions each company does shows their differences in targeting. Hershey teamed up with Pizza Hut, which is an affordable and family-friendly corporation whereas Ghirardelli keeps their sweepstakes low key and rarely teams up with other companies. The placement of their ads is also crucial in implementing their targeting strategies. They each place their ads

in media outlets that their target would frequent; for example, banner ads for Hershey were found on ABC Family.com. Since Ghirardelli targets older demographics, it is unlikely you will see one of their commercials during a cartoon for kids.

VI. Integration of Traditional and Interactive

Both Ghirardelli and Hershey's chocolate have advertising campaigns that could both better fulfill Integrated Marketing Communication, which is a concept that unites all types of marketing strategies such as advertising, public relations, sales promotion and direct marketing. As of now, their traditional media campaigns are quite isolated from their interactive media campaigns. Hershey's traditional media campaign began long before Ghirardelli; in fact, their TV advertising campaign has been around for decades. Their commercials are fun and lighthearted, targeting different segments of the population. They use happy songs such as "I'll stop the world and melt with you" and emphasize their "Pure Hershey's" Trademark (See Appendix G). Hershey's print ads are usually very holiday-specific, which makes them somewhat different than Ghirardelli. They have Easter print ads, Christmas print ads, and Halloween print ads (See Appendix H). Hershey's Facebook Fan Page somewhat incorporates traditional media into interactive media by posting TV commercials onto their site. Fans then comment on them, which allows Hershey's to gain feedback from consumers. Their Facebook Fan Page also asks questions, such as "Hershey's is hopping with excitement for the big Easter rush! This is one of our favorite times of year. If you could only have one kind of candy in your basket this year, what would it be?" and this allows them to gain specific feedback from consumers directly, enabling them to make necessary changes to fulfill consumer needs.

Ghirardelli uses a TV advertisement that is much different than that of Hershey's; it plays very sophisticated music in the background. It uses phrases such as "premium chocolate," "no ordinary chocolate," "perfect," "heavenly," and "a timeless pleasure" to emphasize the luxurious chocolate it claims to be. There is definitely a sexual aspect to this advertisement as well; the woman in the advertisement eats the chocolate in a very seductive manner. Ghirardelli also uses print ads that are very similar to the commercial, emphasizing elegance and prestige with the use of sophisticated fonts and color schemes. Ghirardelli also has a Facebook

page, but does not have any traditional media incorporated into it. Fans leave comments such as “Loved the Vanilla Caramel you had out for Valentine's Day. Should be out all the time it is soooo yummy! I could not get enough,” which allows Ghirardelli to get direct feedback from consumers to ensure that customer needs are being met. Ghirardelli does not utilize this page as much as Hershey’s. Their last posting on their Facebook page was November 2008, whereas Hershey’s was just yesterday! It would be Ghirardelli’s best bet to better incorporate their traditional media with their interactive media much like Hershey’s.

The traditional media advertisements for both brands do not promote a website for consumers to go to after watching/viewing the advertisement, which again enforces their lack of IMC. The traditional media campaigns are almost completely separate from the interactive media campaigns, making their job much harder than it needs to be.

VII. Effectiveness of Interactive Advertising Campaigns

In order to gain more insight into the effectiveness of Ghirardelli and Hershey’s interactive advertising campaign we conducted a survey to investigate the overall reach among a receptive potential audience. We created a survey of ten questions (See appendix for full survey) and posted it onto survey monkey before distributing invitations to our contacts via social networking sites. We felt that a survey would be the best option because we wanted to test for general awareness of the existence of both company’s interactive advertising because we had a feeling that many people were unaware of these campaigns. As a result we picked the method that would allow us to reach the most people. We also chose this method over other more in depth techniques because testing for general awareness did not necessarily demand that we look deeply into people’s feelings about the campaigns. We also chose not to use other techniques because of our suspicion that the general public remains unaware of Ghirardelli and Hershey’s interactive advertising campaigns and if that were indeed the case other techniques would be virtually useless. Our survey attracted 95 people, 84 females and 11 males the majority of which were 21 though ages ranged from 18 to over 24. These people revealed some very interesting data.

Our first questions got straight to the point asking respondents whether they had seen a Ghirardelli ad in the past 6 months and if so where. The results confirmed our suspicions. Only 50.5% of respondents had seen a Ghirardelli ad and of those only 5.3% had seen an online ad and only one respondent had seen an ad through e-mail. This suggests that most people are only aware of Ghirardelli advertising as a result of their campaigns in traditional media. This means that they are wasting valuable resources placing ads which miss a potentially huge new demographic, especially because 29% of their consumer base are between the ages of 18 and 34. If they could find a way to reach college students with interactive media sales of Ghirardelli chocolate could potentially sky rocket.

The results of our survey indicated that Hershey's has a similar problem. 69.5% of people surveyed indicated that they had seen a Hershey's advertisement in the past six months, however only 8.4% had seen an online ad while 2.1% had seen ads elsewhere such as in Times Square or as part of in store displays. This yet again indicates that their traditional media campaigns (mostly television with 61.1% of ads viewed) far overshadow interactive campaigns. They too would benefit from finding ways to reach a younger demographic since 28% of their consumers are also within our surveyed group.

We found even more similarities when we asked our respondents whether they had ever visited either company's website which contains the vast majority of their interactive media attempts. A measly 3.2% had visited the Ghirardelli website only another 3.2% had only seen the Hershey's website and only 2.2% had seen both. This means that almost all of our respondents (91.4%) had never visited either website meaning that a huge target market is completely missing out on advertising attempts. This is especially damaging for both companies because they already contain several interactive features that respondents indicated they would love to use. For example, 53.5% of people surveyed responded that they would use a recipe sharing feature, 10.5% indicated they would like to receive e-mail updates of new promotions, 30.2% would take advantage of features which would allow them to personalize their chocolates, 33.7% would participate in contests, 1.2% would download iPhone apps to order chocolates online, and only nine people skipped the question most likely indicated that they would not use any of these features. The sad part for both Hershey's and Ghirardelli is that

they already offer several of these features on their websites but because potential users remain unaware of these features since they do not visit the websites, they cannot utilize them. As a result, both companies need to find a way to capture consumer attention and direct potential customers to their websites.

Finally we looking into purchasing behavior and preferences to see which company would benefit more from tapping into the college demographic. Of those surveyed, the majority (68.4%) indicated that they prefer Ghirardelli chocolate to Hershey's possibly indicating that Ghirardelli should focus more attention on reaching this market since they already have a preference for it while Hershey's should focus some attention on the demographic, but look into other ones as well. In fact, from observation it is my belief that they would benefit the most by marketing to children who would then bother their 35-49 year old mothers to purchase their chocolate. We also learned that both chocolate companies could also benefit from interactive point of purchase displays in either big box stores such as Target or in grocery stores since the majority of purchases take place in those two areas.

Overall our survey proved to be extraordinarily successful because it not only proved our suspicions to be true but also provided us with valuable insights, which could benefit both Hershey's and Ghirardelli. Our main take away from this survey however is that both Ghirardelli and Hershey's need to find new placements for their online advertisements in order to increase awareness of their products as well as add directions to their website in traditional media campaigns in order to direct traffic to their website and increase awareness of features that consumers already want to utilize and would if only they knew about their existence.

VIII. Conclusions and Suggestions for Future Interactive Campaigns

We have several suggestions that are applicable to both Hershey and Ghirardelli in terms of modifying their current interactive campaigns to maximize their success. First of all, we suggest that they both utilize mobile advertising. According to our lecture, 4 out of 5 Americans have a mobile phone, which has surpassed PC-based computer usage. We would suggest that both brands capitalize on the growing mobile phone market. Currently, as mentioned earlier, Ghirardelli has an app where purchasing chocolate can be done quickly and

easily on smartphones. This is a great start. We would suggest that they also create some sort of Advergame for the smartphone, in addition to Advergames that could be used on their brand websites. Since Ghirardelli's target audience is generally an older and more sophisticated crowd, we suggest that Ghirardelli create a "Ghirardelli Squares" phone app that has a variety of different puzzles and "thinking" games, such as Sudoku and crossword puzzles. This would apply directly to their target market of a more sophisticated and older demographic, and most likely would produce more sales. We suggest that Hershey create an Advergame to target children. Appealing to children would benefit their campaign because often children have a strong voice in their households in terms of what candy to buy; at supermarkets, it is the children who yell "Please! Get me a Hershey bar!" Specifically, doing holiday-themed games would be very clever. For example, creating an online "Easter Egg Hunt" would allow children to gather as many Hershey candies as possible. We think it would be beneficial for Hershey to advertising on children's social networking sites, such as Neo Pets. Incorporating Advergames into sites like this would increase sales drastically.

Another interactive advertising area that both campaigns could improve lies in the social media outlets. Hershey's currently does a decent job at utilizing these sites (such as Twitter and Facebook) but Ghirardelli has somewhat neglected them. We would suggest that they do a better job about updating their pages daily, and using this as a tool to communicate with their consumers to develop and produce exactly what they are looking for. It is a virtually free form of advertising that is really beneficial in determining the thoughts and opinions of the consumer.

We would also suggest synthesizing current traditional and interactive advertising for better integrated marketing communications. Because our survey showed that many people would utilize different functions on the website had they known about them, we feel that traditional forms of media should do a better job of driving traffic to online media forms. For example, advertising that there are recipes and personalized gifts on the website might encourage people to go to these sites. Adding the brand website at the end of a commercial or on the bottom of a print ad might also drive this traffic.

Overall, Hershey and Ghirardelli are both well on their way to having successful interactive advertising campaigns. However, it is their duty to stay on top of the latest advertising and media trends to adapt to consumer's wants and needs since they are changing constantly. We have outlined a few changes and modifications that they may use now, however it is ultimately their responsibility to assess the marketplace and make necessary changes in their campaign.

IX. References

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