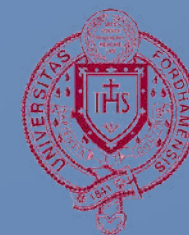


# HERSHEY'S CAMPAIGN PRESENTATION



FORDHAM UNIVERSITY

THE JESUIT UNIVERSITY OF NEW YORK

December 2024



# TABLE OF CONTENT

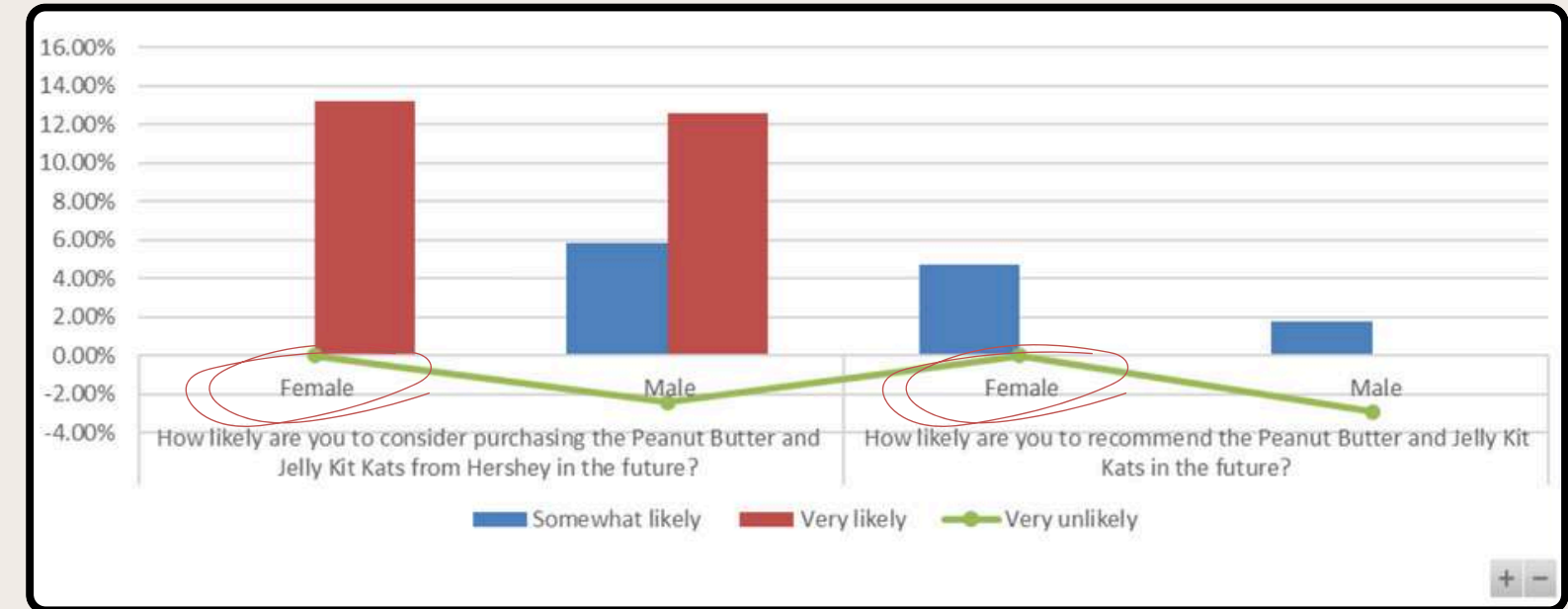
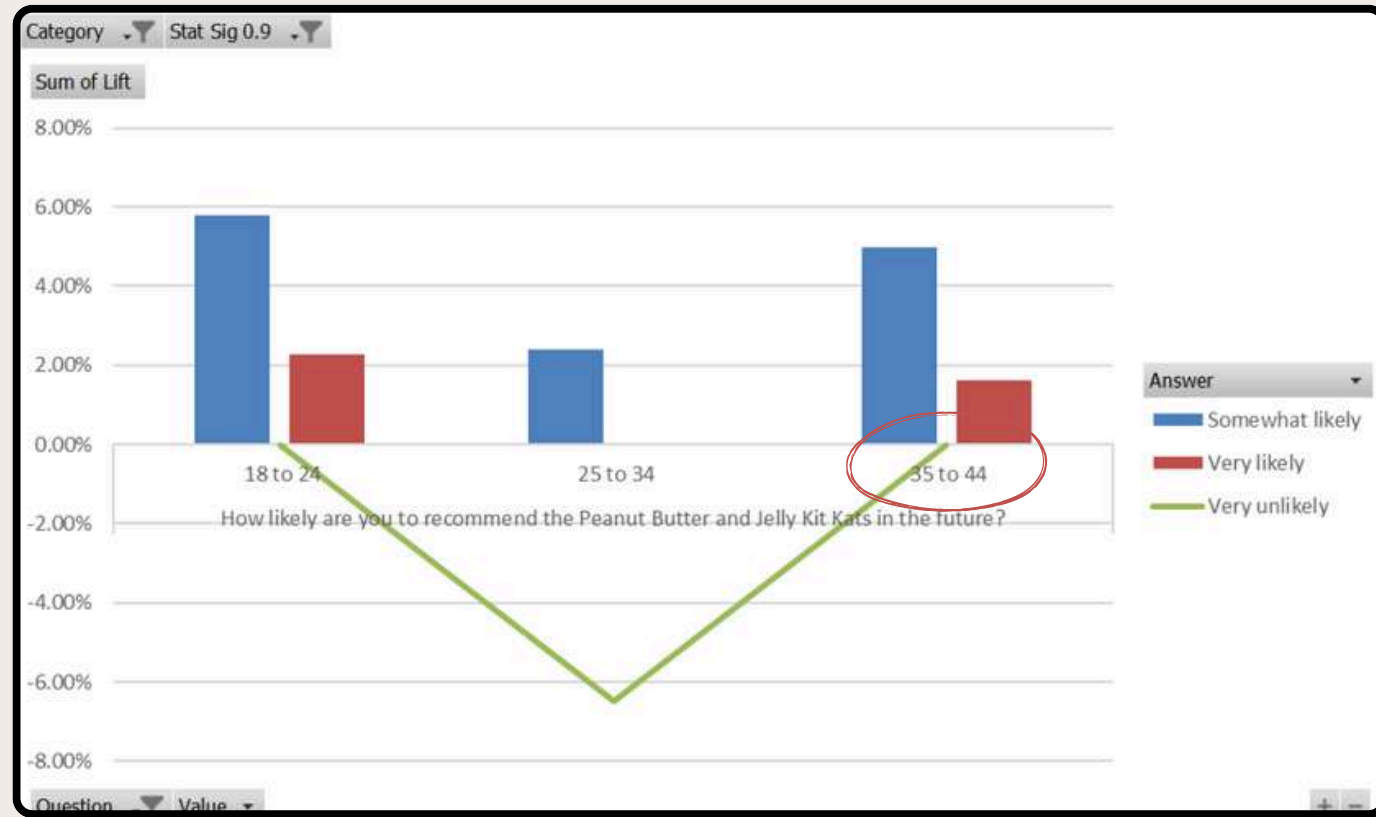
- PRE-CAMPAIGN ANALYSIS
- MID-CAMPAIGN ANALYSIS
- POST-CAMPAIGN ANALYSIS

# HERSHEY PRE - LAUNCH ANALYSIS



# TARGET MARKET - GENDER & AGE

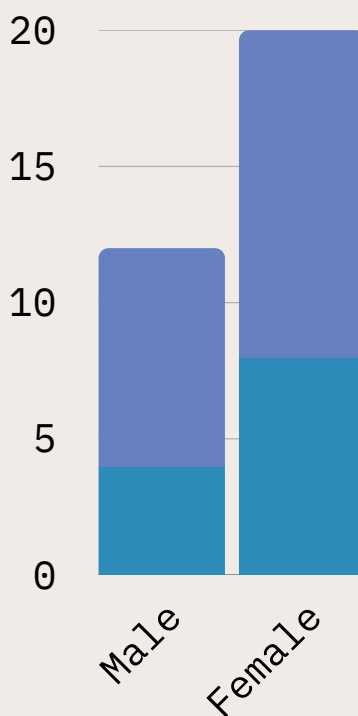
AGE



GENDER

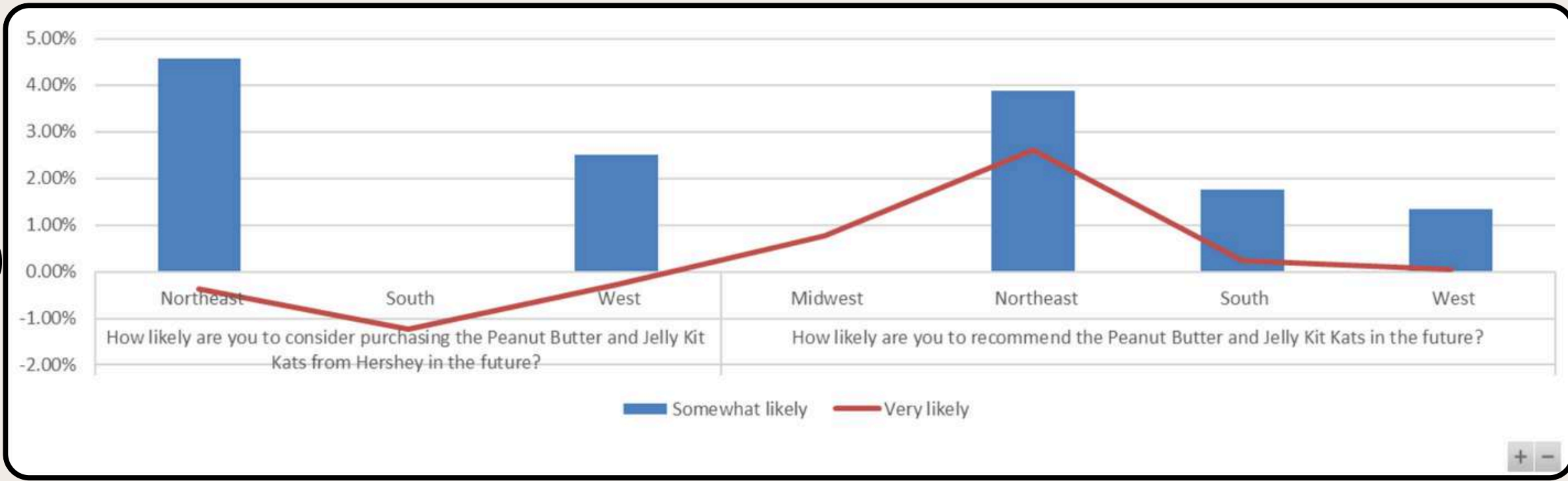
In both charts, we would recommend to target age group 35 to 44 years as their likelihood to purchase the product is more positive than the remaining age groups, assuming there is less negative feedback with age group 35 to 44.

Females aged 35–44 years show a higher likelihood to purchase and recommend Peanut Butter and Jelly KitKats.

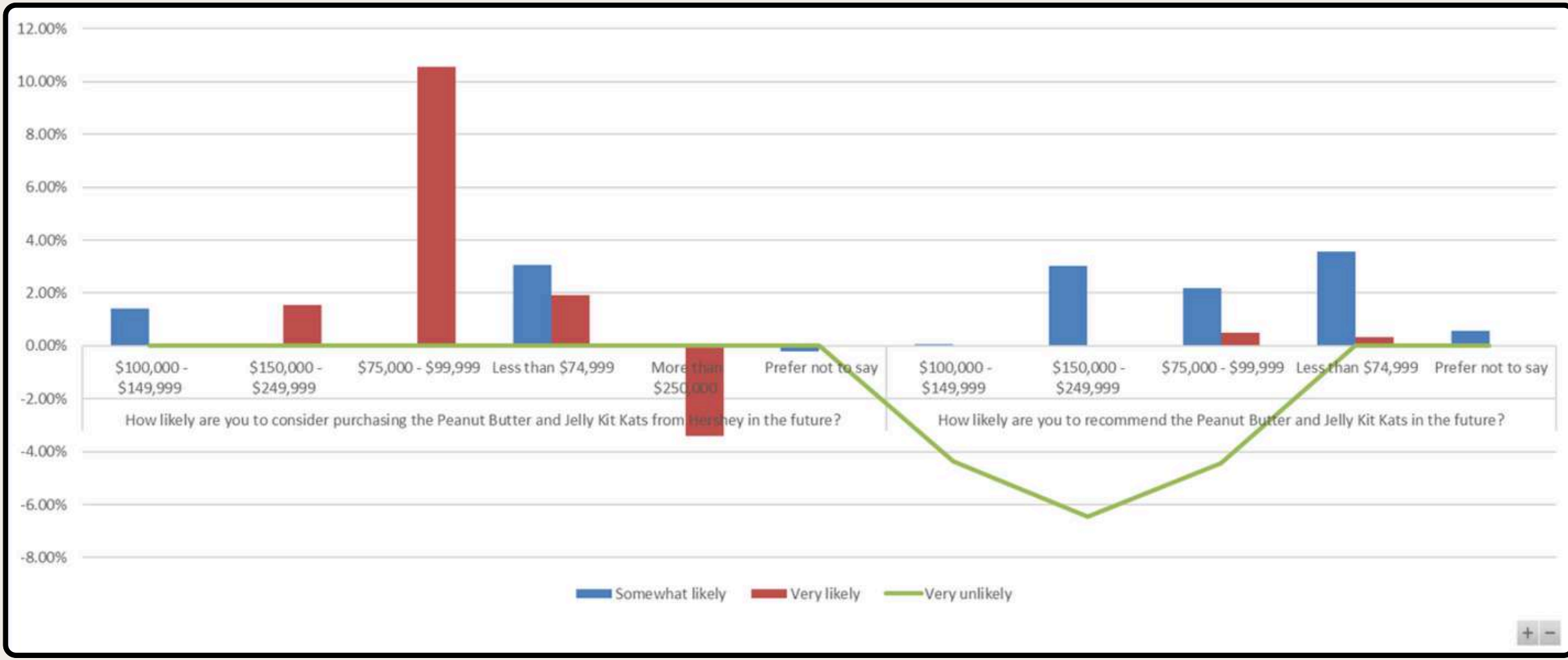


# TARGET MARKET - INCOME & REGION

Region



Income



- The \$75,000-\$99,999 income group demonstrates the highest enthusiasm for purchasing and recommending the product, making them the prime audience.
- Geographically, the Northeast region emerges as the most favorable for targeting due to strong interest. Marketing efforts should focus on this income group within the Northeast for maximum impact.

# TARGET MARKET - PERSONA

NAME

Sabrina Wilson

## Demographic

 Female 37 years

 Buffalo

\$75,000 - \$99,999

Annually

## Interests

1. Favourite Sports - Tennis & Basketball
2. Favourite Fashion Brands - Most preferred are Zara & H&M, Also prefers Express.
3. Animal Enthusiast
4. Lifestyle - She enjoys an active lifestyle by playing Tennis & Basketball. She also enjoys Swimming during the weekends.
5. Food Habits- Typically follows a healthy eating lifestyle and indulges in sweet treats.

## Motivations

1. Financial Independence
2. Work - Life balance

**HERSHEY**  
THE HERSHEY COMPANY

**ZARA**

**H&M**

# RECOMMENDATIONS

## 01 NOSTALGIA MARKETING CAMPAIGN

“Reimagining Chocolate with Your Childhood Flavors”

## 02 COLLABORATIONS

Partner with Food Bloggers and brands like Starbucks (targeting working professionals) and Kirkland (for family shoppers) to showcase PB&J KitKat in creative ways and expand reach

## 03 EXTENSIVE SURVEY

Understand the millennial flavour preferences to validate products appeal

## 04 PARTNERSHIPS WITH MEAL SUBSCRIPTION SERVICES

Partner with companies like Hellofresh to include PB&J KitKat in their monthly boxes

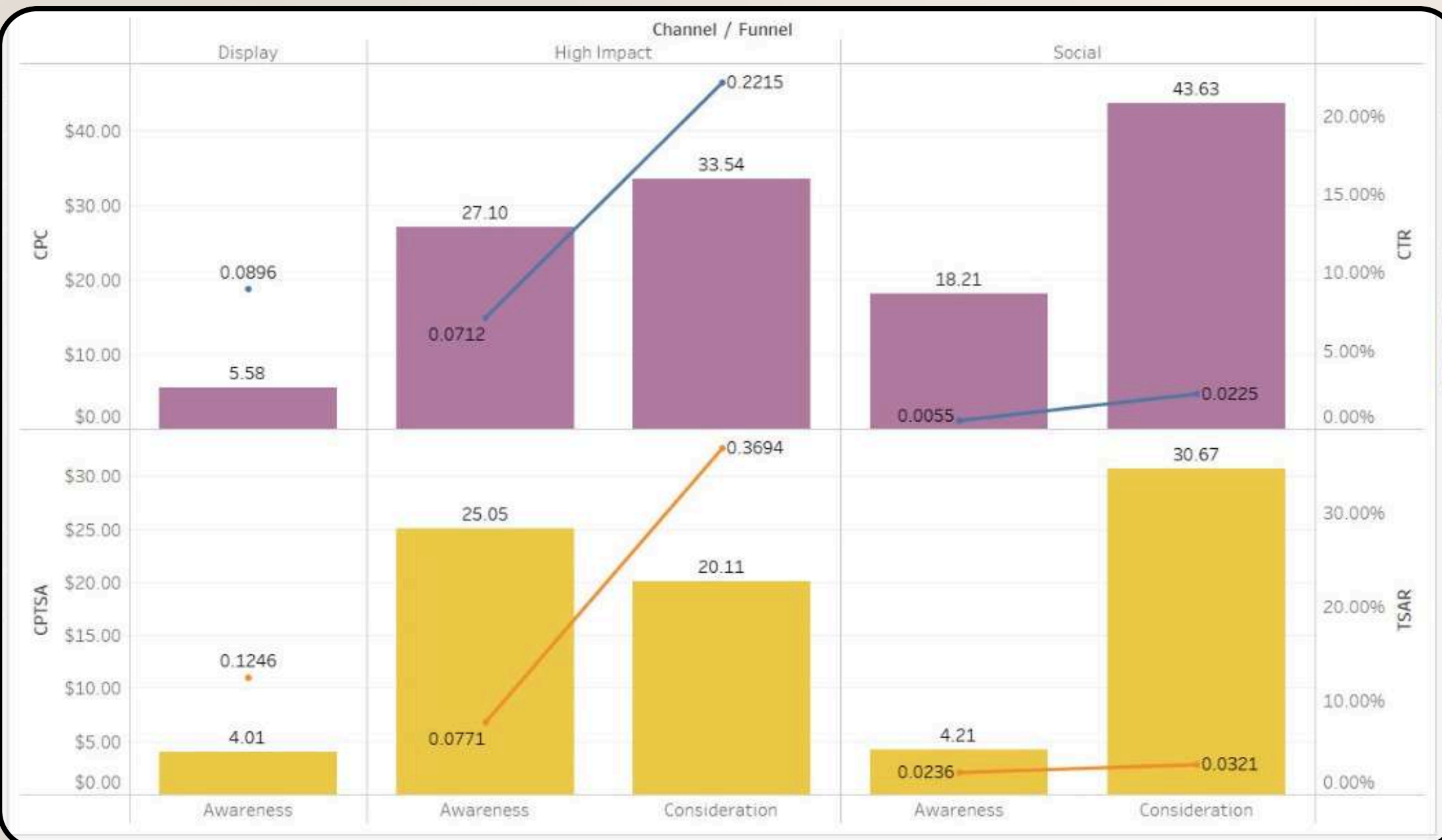
# HERSHEY MID- CAMPAIGN ANALYSIS



## Funnel & Channel (Current Year)

Funnel	Channel	CPC	CPTSA	CTR	TSAR
Awareness	Display	\$5.58	\$4.01	8.96%	12.46%
	High Impact	\$27.10	\$25.05	7.12%	7.71%
	Social	\$18.21	\$4.21	0.55%	2.36%
Consideration	High Impact	\$33.54	\$20.11	22.15%	36.94%
	Social	\$43.63	\$30.67	2.25%	3.21%
Grand Total		\$22.95	\$10.08	1.48%	3.37%

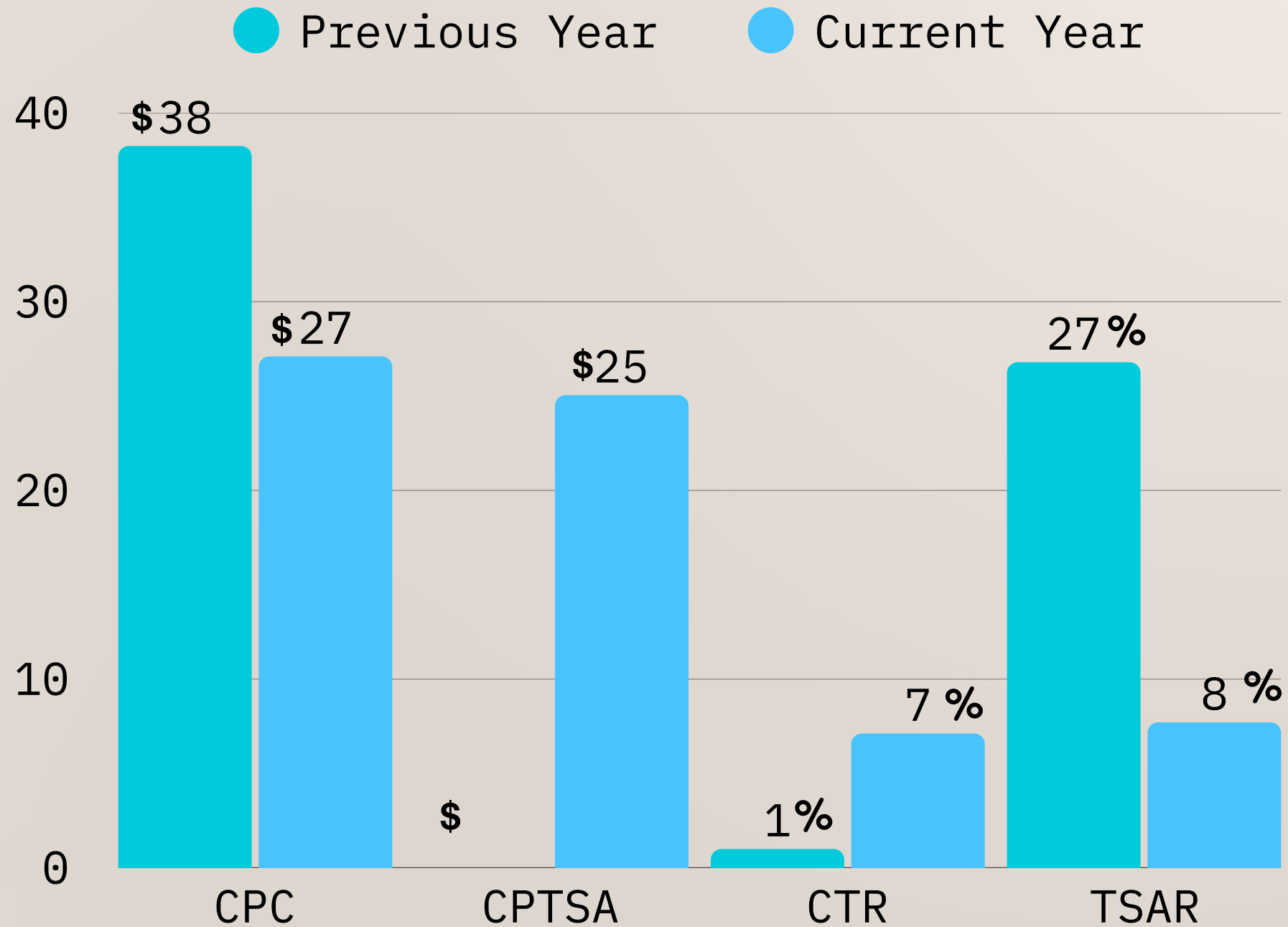
# FUNNEL & CHANNEL - CY



- Social Channel: Highest CPC (\$43.63) but leads in CTR (0.2215), showing strong engagement despite high costs.
- High Impact Channel: Balanced with moderate CPC (\$33.54) and decent CTR (0.0712).
- Display Channel: Most cost-effective (CPC \$5.58) but has the lowest CTR (0.0896), indicating limited engagement.

# BENCHMARKS - CHANNEL & FUNNEL

Benchmarks				CPC (Previous Year)	CPTSA (Previous Year)	CTR (Previous Year)	TSAR		
Channel (Previous Campaign)	Channel	Funnel (Previous Campaign Perf.)	Funnel	CPC	CPTSA	CTR	TSAR		
High Impact	High Impact	Awareness	Awareness	\$32.85	\$27.10	1.00%	7.12%	26.79%	7.71%



**CPC**  
Decreased by **17.5%**, indicating better cost efficiency

**CTR**  
Increased to **7.12%**, showing stronger engagement

**TSAR**  
Decreased by **71%**, signaling poor site action conversion

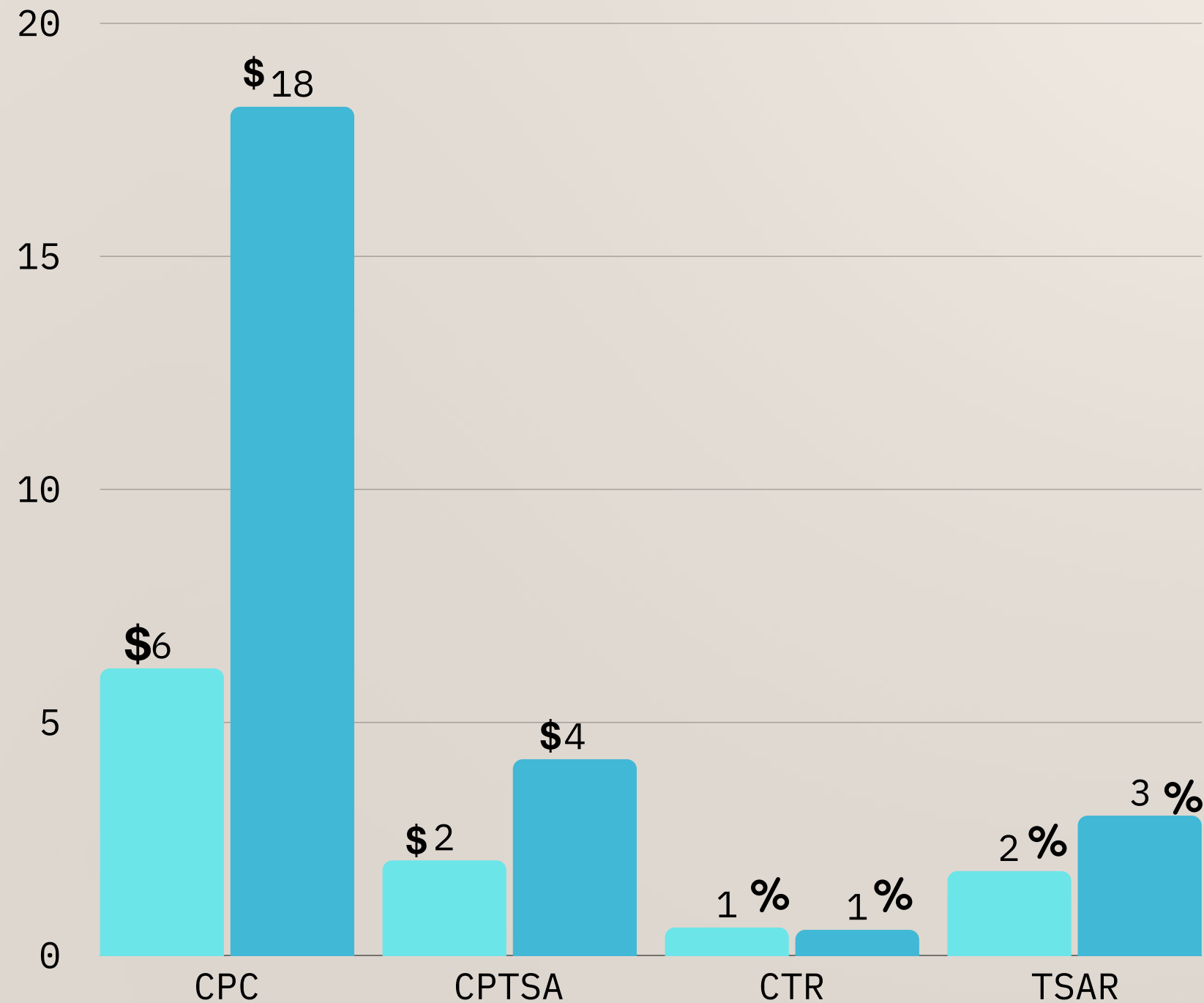
**CPTSA**  
Increased to **\$25.05**, reflecting inefficiency in targeting

# BENCHMARKS - CHANNEL & FUNNEL

## Benchmarks

Channel (Previous C..	Channel	Funnel (Previous Campaign Perf..	Funnel	CPC (Previous Year)	CPC (Previous Yea..	CPTSA	CPTSA	CTR (Previous Year)	CTR (Previous Yea..	TSAR	TSAR
Social	Social	Awareness	Awareness	\$6.16	\$18.21	\$2.04	\$4.21	0.60%	0.55%	1.81%	2.36%
		Consideration	Consideration	\$85.91	\$43.63	\$4.93	\$30.67	0.36%	2.25%	6.22%	3.21%

● Previous Year ● Current Year



### CPC

Increased by **195%**, indicating higher costs to attract visitors due to potential competition or strategy inefficiencies

### CTR

Decreased by **8%**, signaling lower engagement with ads. This indicates a need for improvements in ad content or messaging to better connect with the audience

### TSAR

Increased by **30%**, showing more users are taking meaningful actions on the site. This suggests improved ad relevance and user interest despite higher costs

### CPTSA

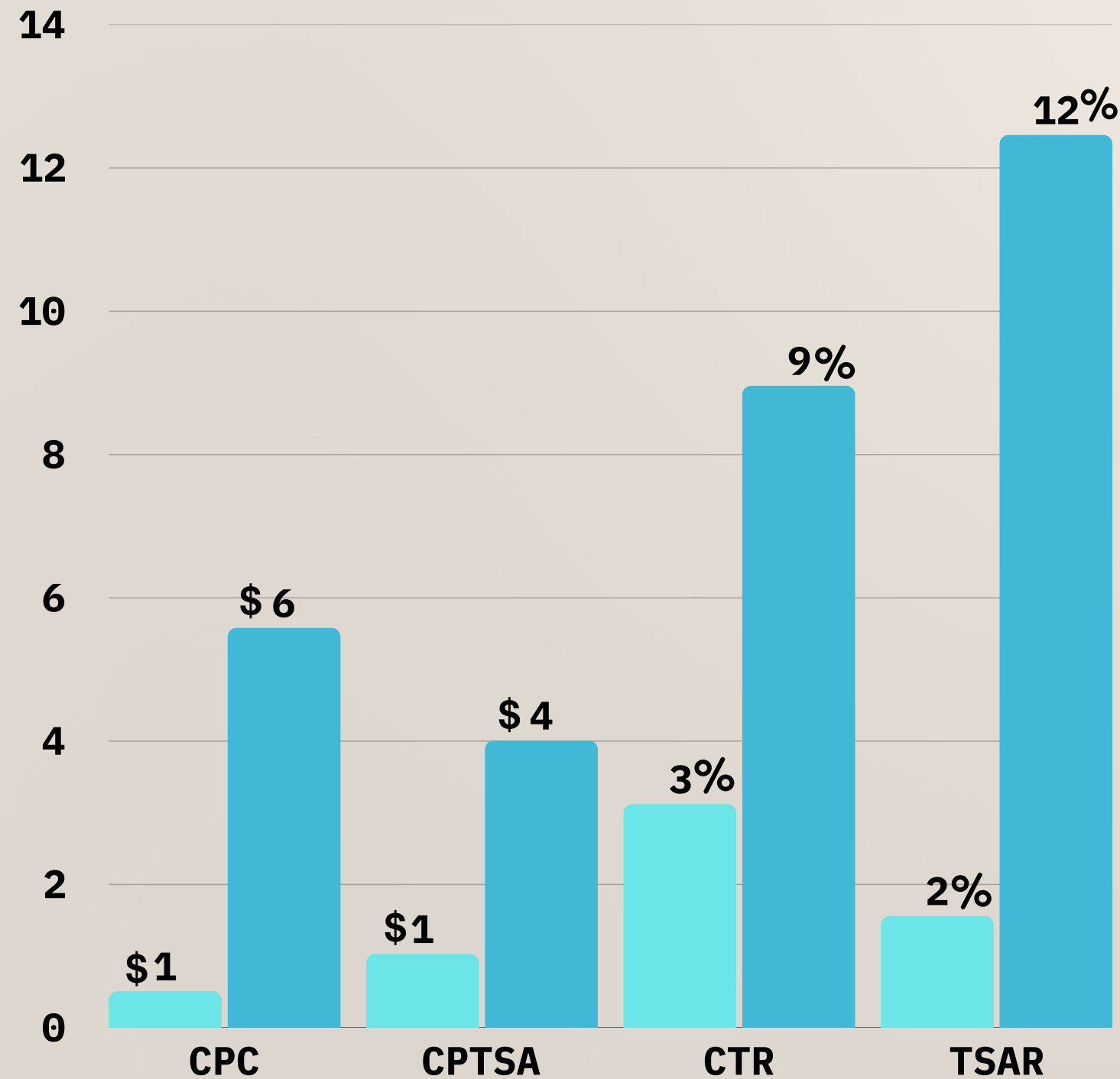
Increased by **106%**, reflecting higher costs to drive actions like purchases or sign-ups.

# BENCHMARKS - CHANNEL & FUNNEL

## Benchmarks

Channel (Previous C..	Channel	Funnel (Previous Campaign Perf..	Funnel	CPC (Previous Year)	CPC (Previous Yea..	CPTSA	CPTSA	CTR (Previous Year)	CTR (Previous Yea..	TSAR	TSAR
Display	Display	Awareness	Awareness	\$0.51	\$5.58	\$1.03	\$4.01	3.12%	8.96%	1.56%	12.46%

● Previous Year ● Current Year



CPC

Increased by **994%**, indicating significantly higher costs for display ads due to limited exposure and ineffective targeting

CTR

Increased by **187%**, showing improved engagement and compelling ad content with refined targeting

TSAR

Increased by **698%**, indicating strong growth in meaningful actions despite higher costs

CPTSA

Increased by **289%**, suggesting higher costs to generate meaningful site actions but limited efficiency

# RECOMMENDATIONS



## REGIONAL LIMITED EDITIONS

- Launch PB&J-inspired regional flavors (e.g., “PB&J with Honey” for the Midwest). Previous campaigns showed a 20-25% increase in TSAR with localized offerings



## ON-CAMPUS SAMPLING PARTNERSHIPS

- Collaborate with universities to set up Hershey-branded pop-up booths during key campus events like orientations or sports matches. Include PB&J Hershey bars as giveaways with QR codes leading to social media challenges.



## RETAIL NOSTALGIA BOXES

- Partner with Costco and Walmart for exclusive PB&J Hershey bundles. Loyalty discounts could generate an additional \$10M in Q4 revenue.



## AR-BASED DIGITAL CAMPAIGN

Launch a QR-based AR game to “collect flavors” and earn prizes. Predicted 15% TSAR improvement and 20% CTR boost, engaging 250,000+ players.

# HERSHEY POST- CAMPAIGN ANALYSIS



# CAMPAIGN SUCCESS

## CPC

**Increased** from \$22.95 to \$25.48, reflecting higher costs per click. This suggests reduced cost efficiency due to potential competition or less effective placements

## CTR

**Decreased** from 1.48% to 1.22%, showing a decline in ad engagement, likely due to less compelling content or audience fatigue

## CPTSA

**Decreased** from \$10.08 to \$7.40, indicating improved efficiency in driving actions such as purchases or sign-ups

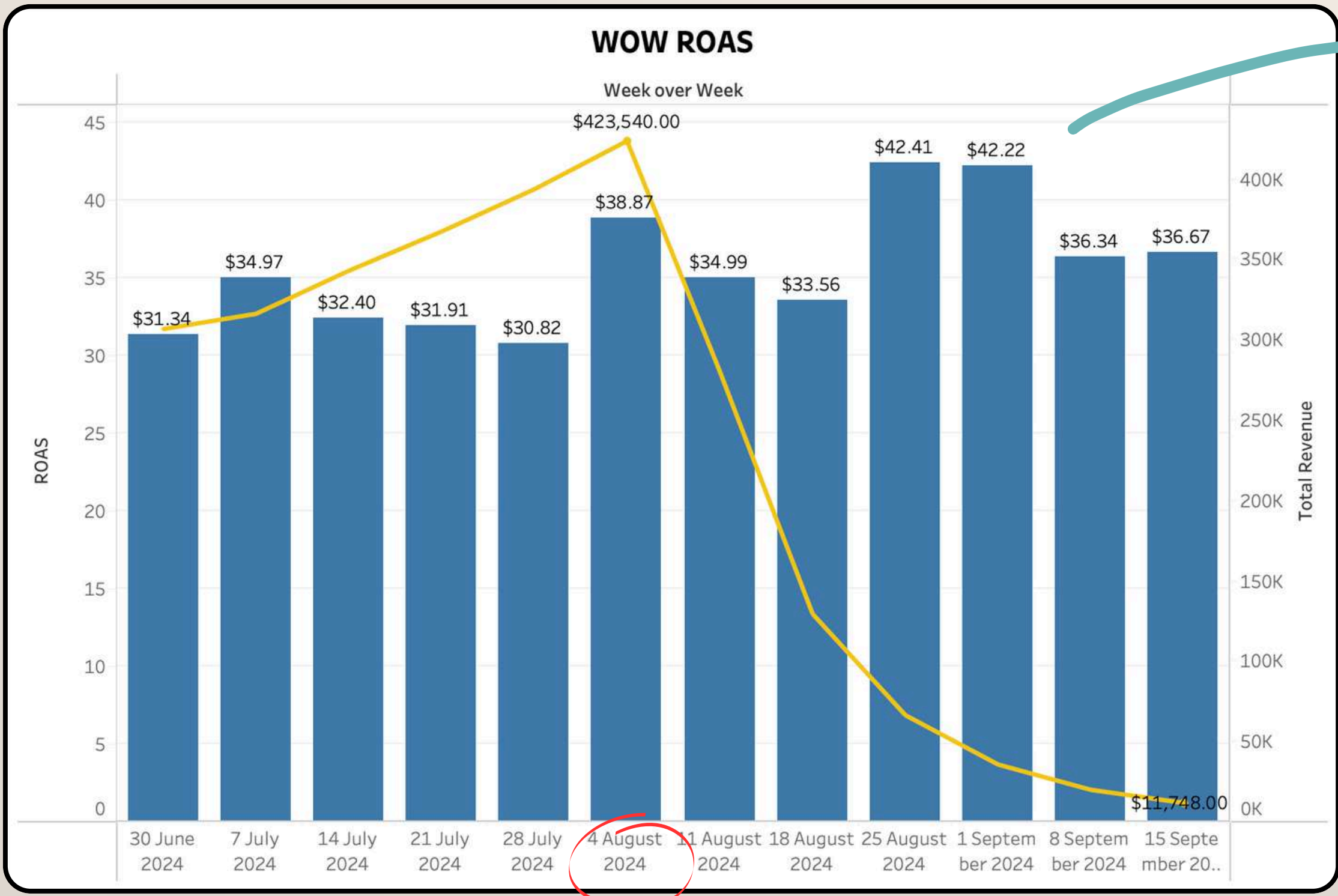
## TSAR

**Increased** from 3.37% to 4.19%, highlighting stronger audience relevance and more meaningful actions taken on the site

### Post Campaign Analysis

Week ove..	CPC	CPTSA	CTR	ROAS	TSAR	Total Revenue
Mid Campaign	\$22.95	\$10.08	1.48%	\$200.31	3.37%	\$2,149,548.00
Post-Campaign	\$25.48	\$7.40	1.22%	\$226.19	4.19%	\$542,928.00

# WOW ROAS (OVER REVENUE)



ROAS consistently exceeded the \$2 benchmark, indicating campaign profitability



Decline observed in later weeks (e.g., 15th September: ROAS \$36.67, revenue \$11,748), signaling reduced engagement or market saturation

Peak ROAS on 4th August at \$38.87, with the highest revenue of \$423,540

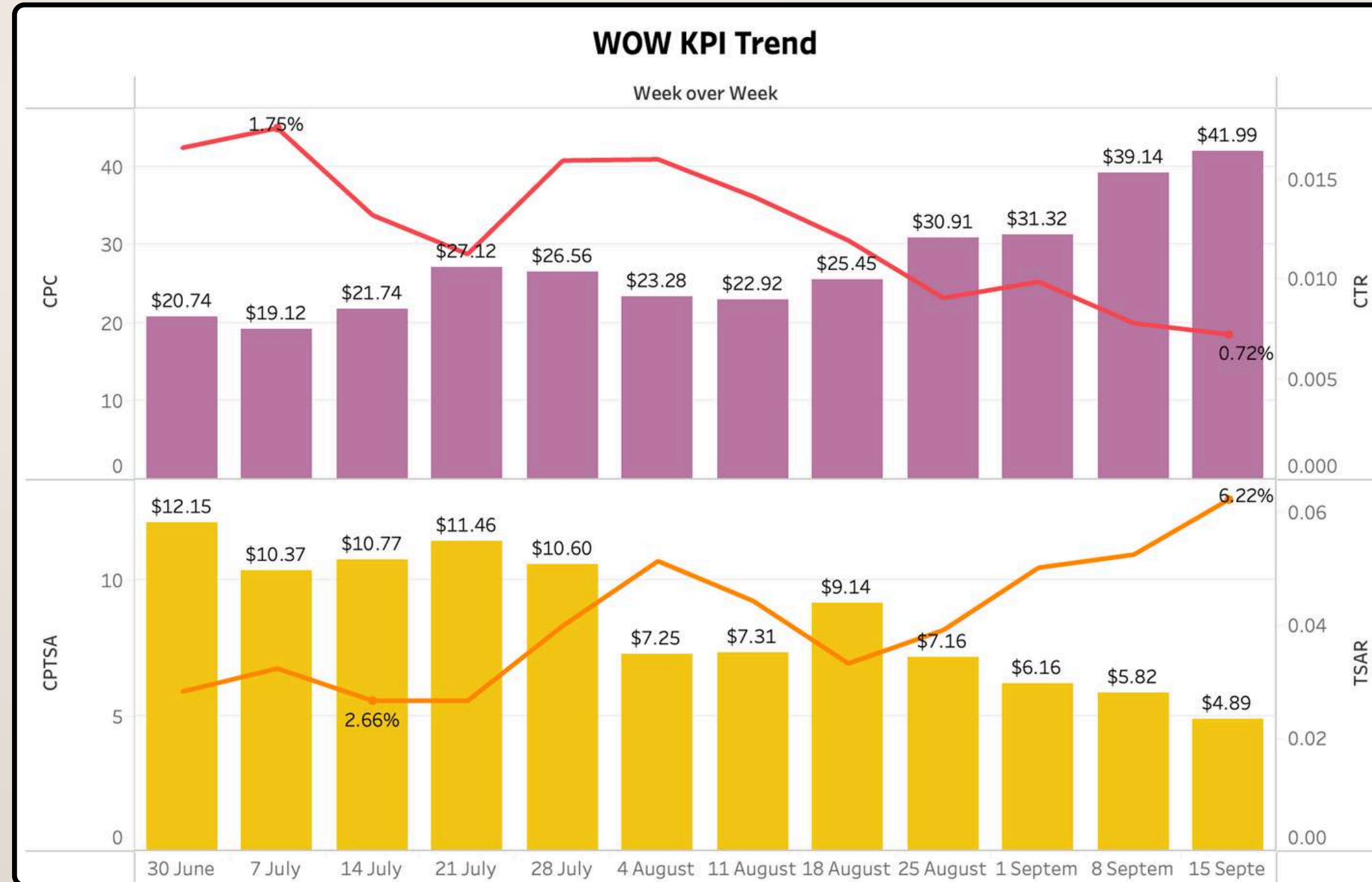
# WOW KPI TREND

## CPTSA & TSAR

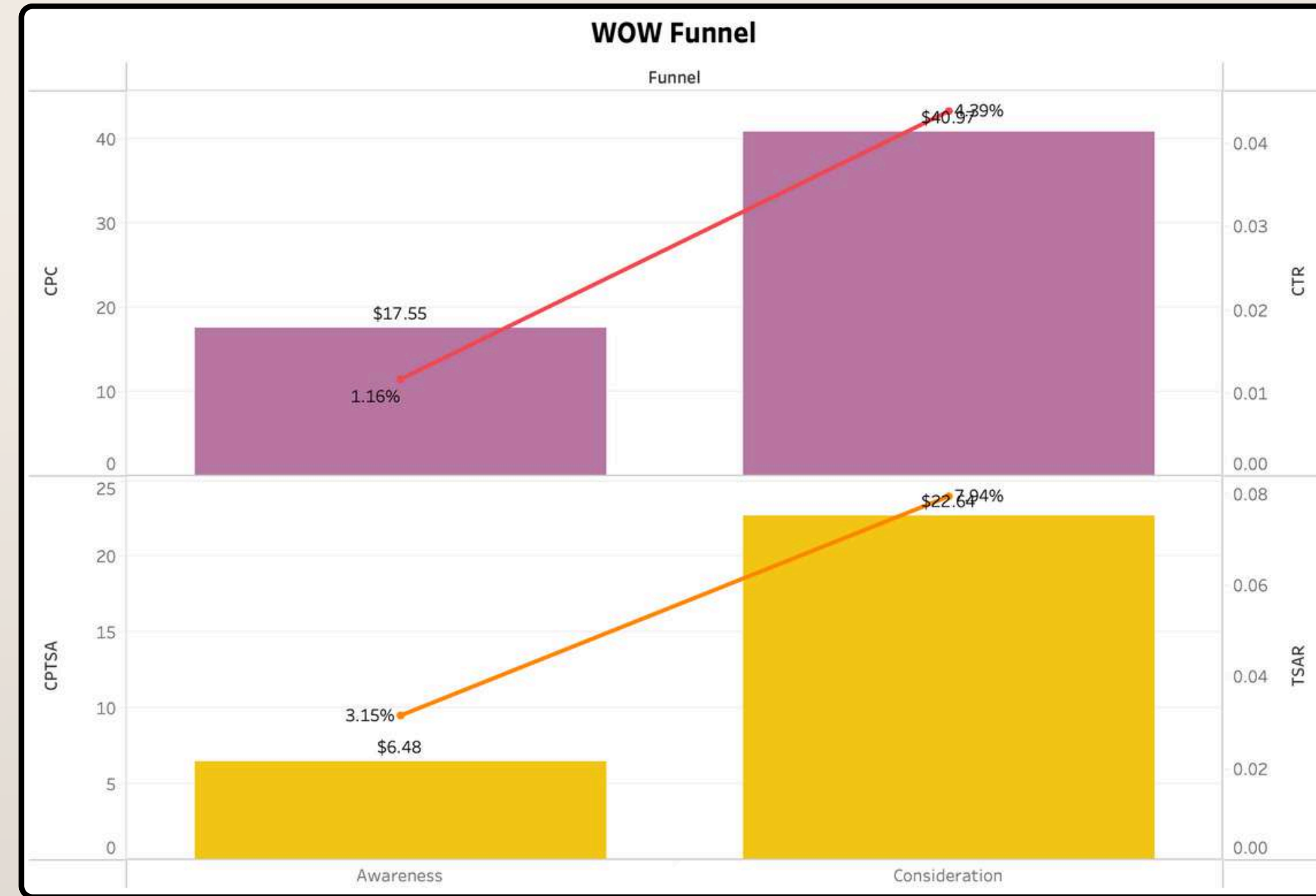
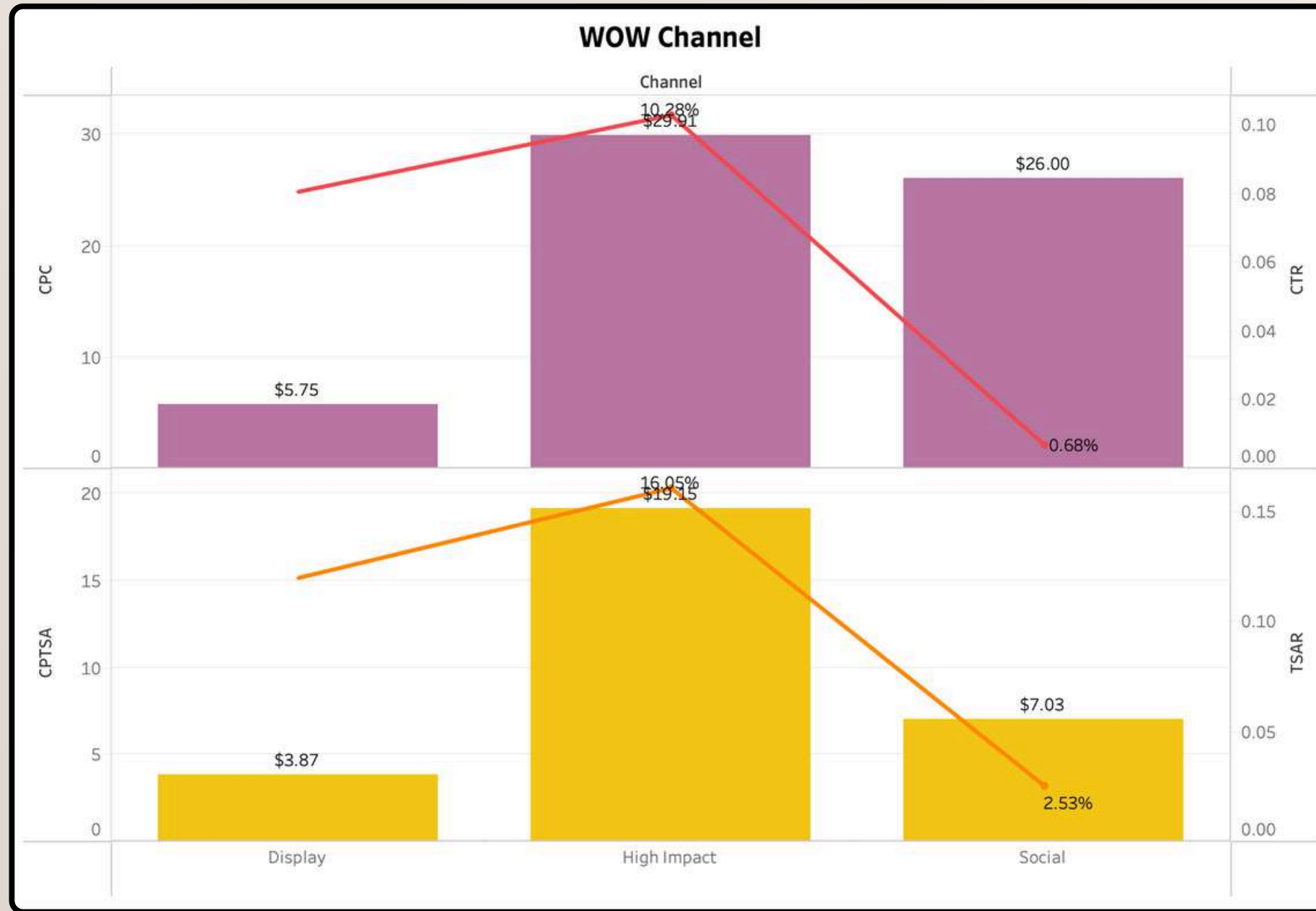
Improved *CPTSA* and *TSAR* demonstrate increased efficiency and user actions despite declining *CTR*

## CPC & CTR

Rising *CPC* and declining *CTR* indicate a need for better ad content and targeting strategies



# WOW CHANNEL & FUNNEL

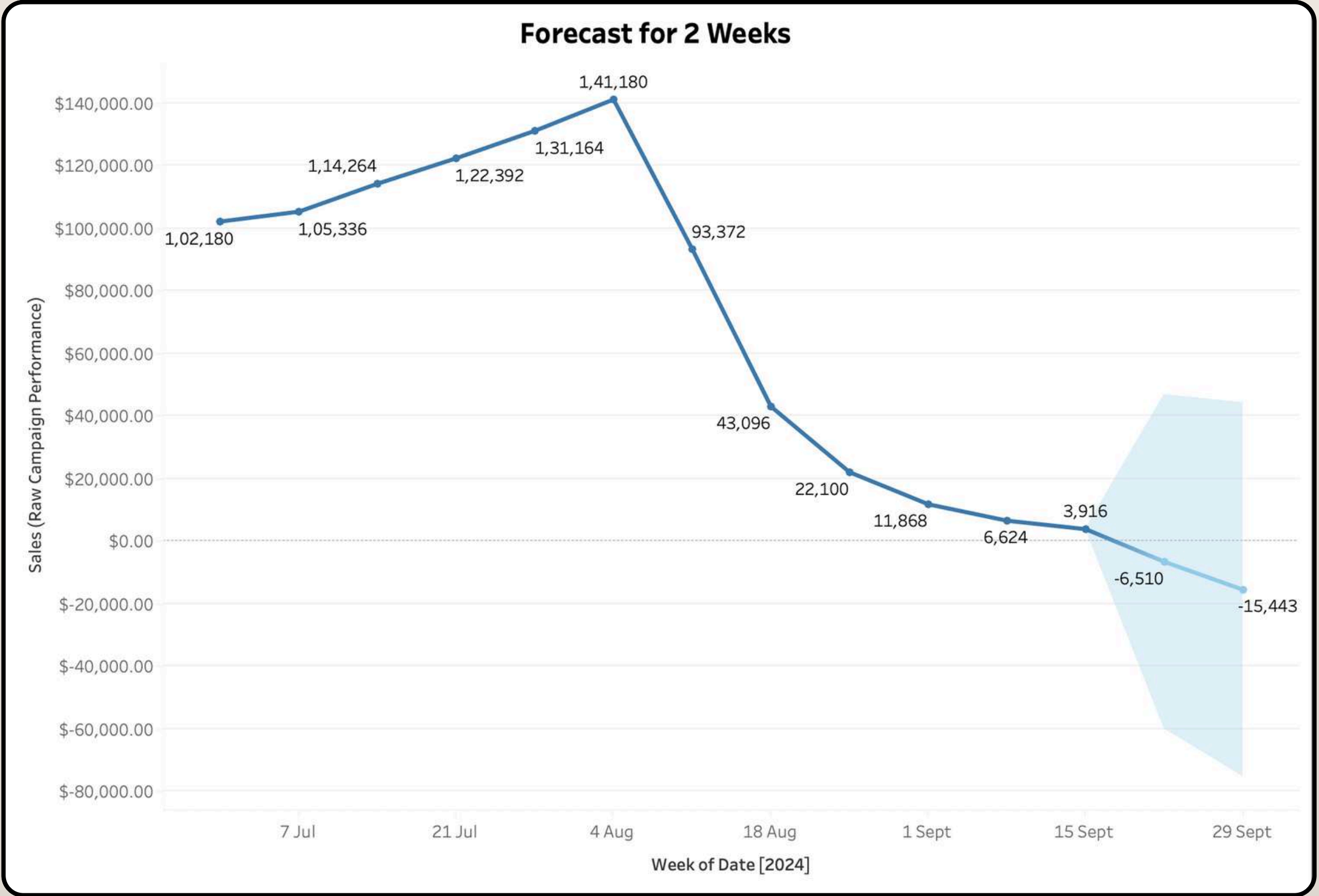


The highest level of CTR is **10.28%** with a CPC of \$29.91. There exists an inverse relationship. Highest level of TSAR is **16.05%** with a CPTSA of \$19.15. There exists an inverse relationship.

The highest level of CTR is **4.39%** with a CPC of \$40.97. There exists a direct relationship. Highest level of TSAR is **7.94%** with a CPTSA of \$22.64. There exists a direct relationship.

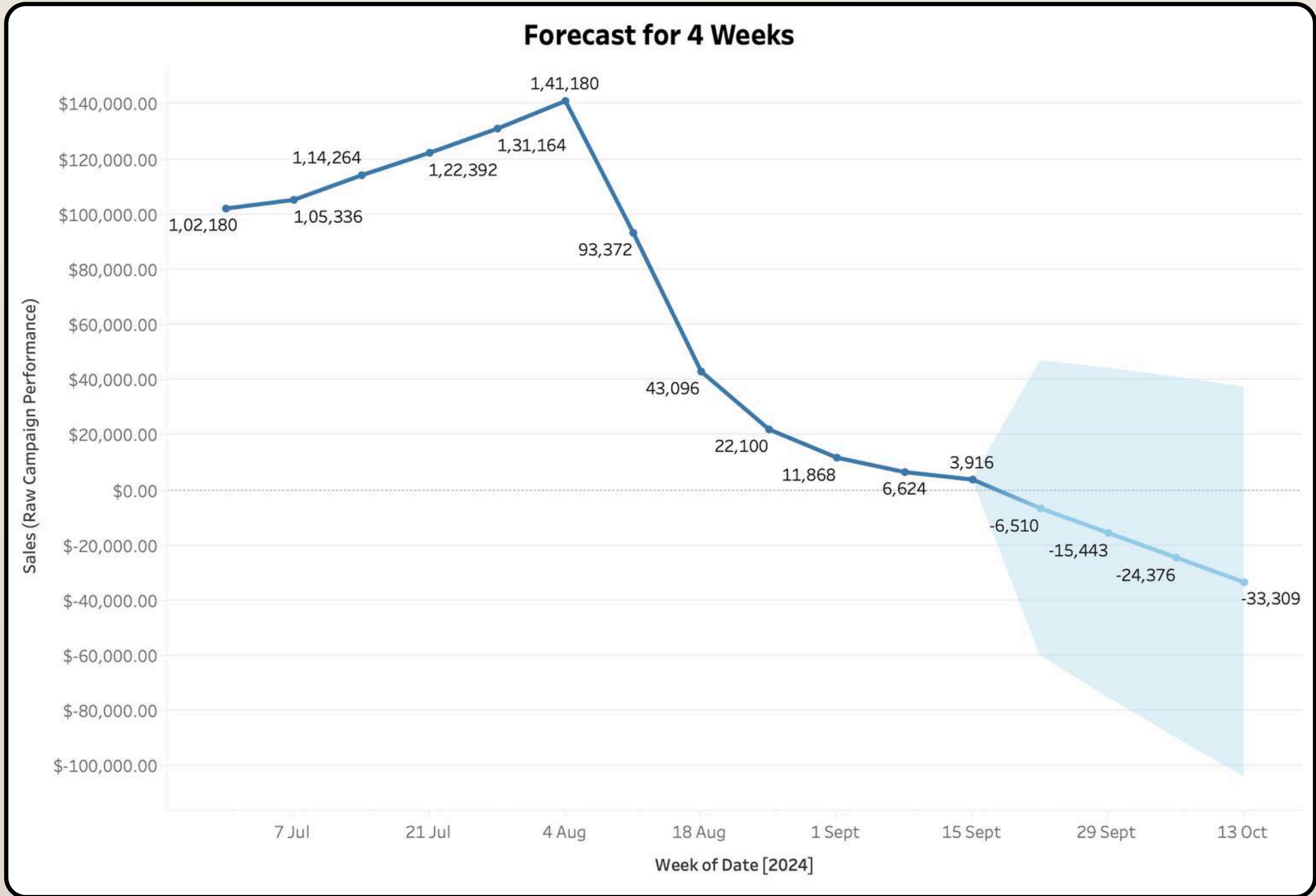
# FORECAST - 2 WEEKS

- Declining Trend Continues: Sales are forecasted to drop significantly to -\$15,443, signaling a negative trajectory.
- Limited Recovery Opportunities: Current strategies may not be enough to reverse the decline in such a short timeframe.
- Data Reliability Concerns: Forecast accuracy may be affected by the volatility seen in recent weeks.
- Actionable Focus Needed: Immediate intervention, such as aggressive promotional campaigns, could mitigate further losses.



# FORECAST - 4 WEEKS

- Steeper Decline Expected: Sales are projected to reach -\$33,309, suggesting a worsening of the negative trend.
- Lack of Stability: The model assumes no significant change in strategy, which could exacerbate the decline.
- Seasonality or External Factors: These may play a role but are not accounted for in the forecast, limiting the model's precision.
- Urgent Strategic Shift Required: A long-term plan addressing root causes is critical to preventing deeper losses.



# FORECASTING LIMITATIONS

## SEASONALITY

- Short time frames may fail to capture seasonal patterns unless explicitly modeled

## TREND RELIANCE

- Projections may not reflect sudden external disruptions like market changes or new product launches

## DATA QUALITY

- Missing values or anomalies in historical data can skew forecasts; spikes or dips should be validated

## MODEL CONSTRAINTS

- Tableau's exponential smoothing model may not work well for complex patterns

## FORECASTING RANGE

- Predictions beyond two weeks have greater uncertainty due to widening confidence intervals

## AGGREGATION IMPACT

- Weekly data aggregation can mask daily variations, affecting insights for specific objectives

# RECOMMENDATIONS



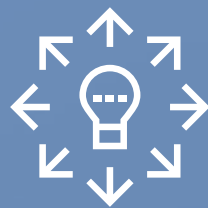
## INCREASE MARKETING BUDGET BY 20%

- Allocate an additional 20% to the marketing budget over the next two weeks to counteract the forecasted sales decline of -\$15,443 in Week 2 and -\$33,309 in Week.



## BOOST CONVERSION RATE

- implement strategy to focus more on personalised promotion which will increase targeting effectiveness which may potentially add upto \$2,000



## EXPAND SUCCESSFUL STRATEGIES

- Continue regional flavor campaigns and nostalgia marketing, as they showed promise in improving TSAR.
- Partner with influencers and meal subscription services to extend reach.



## IMPROVE DATA UTILIZATION

- Use real-time data monitoring to identify dips in engagement or performance and react promptly.

**THANK**

**YOU**