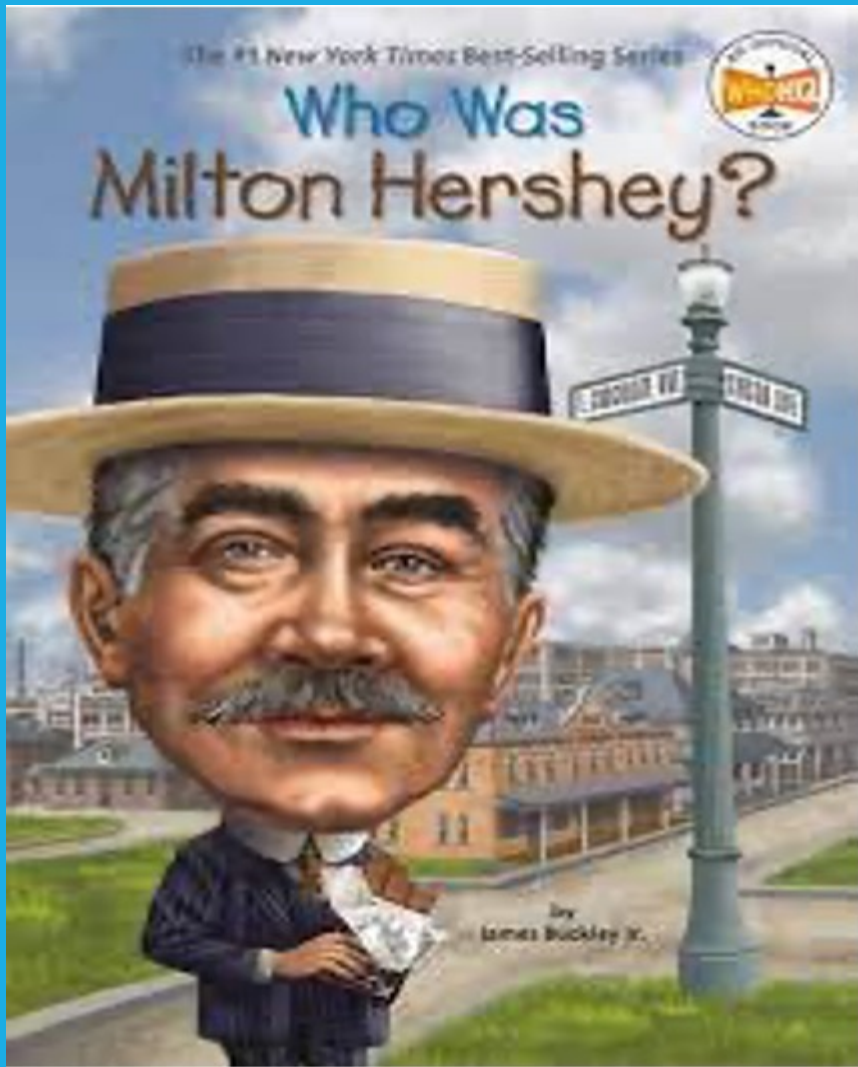




# THE HERSHEY COMPANY

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Marketing | Kean University |  
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# HERSHEY'S HISTORY



Founded in Pennsylvania in the 1880s by Milton S. Hershey



The original idea was Lancaster Caramel Company



Sold the company for \$1 million in 1990



Witnessed the art of chocolate manufacturing in Chicago



Took three years to perfect his chocolate recipe



Involved using milk in production that wouldn't spoil



The Hershey process is still a trade secret today

# BONUS FACTS

Hershey produces about 80 million of their product line Kisses per day

Hershey and M&M's alternate as the #1 selling candy in America

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Hershey's chocolate world has more than 100 lamps shaped like Hershey kisses.

Lancaster Caramel Company was the original idea behind Hershey's.



# SEGMENTATION, TARGETING & POSITIONING

## SEGMENTATION MATRIX

Benefits/Segments	Individual chocolate lovers	Parents and guardians	Buying for gifts
Sweetness	✓	✓	
Quality service	✓	✓	✓
Brand recognition			✓
Sustainable development	✓		
Associations with meaningful moments			✓

# MARKETING MIX – FOUR P'S

## PRODUCT

The Hershey Company produces, Chocolates, Candy, Mint & Gum, Syrups, and more recently Popcorn and Pretzels!

### Chocolate Product

- Reese's Peanut Butter Cups
- Kit Kat Bar
- Cadbury Chocolate Bar
- Almond Joy

### Non Chocolate Product:

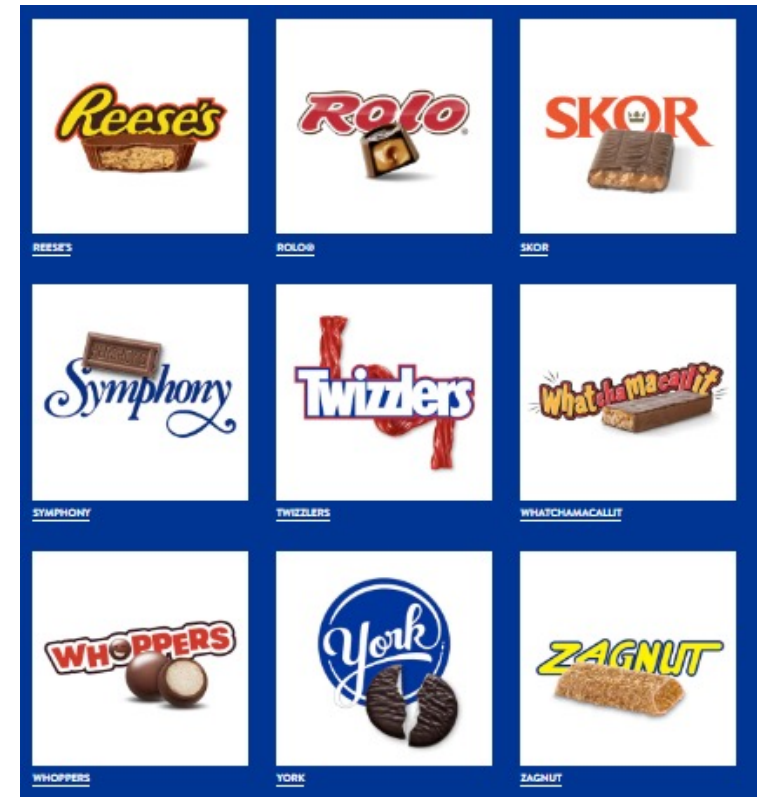
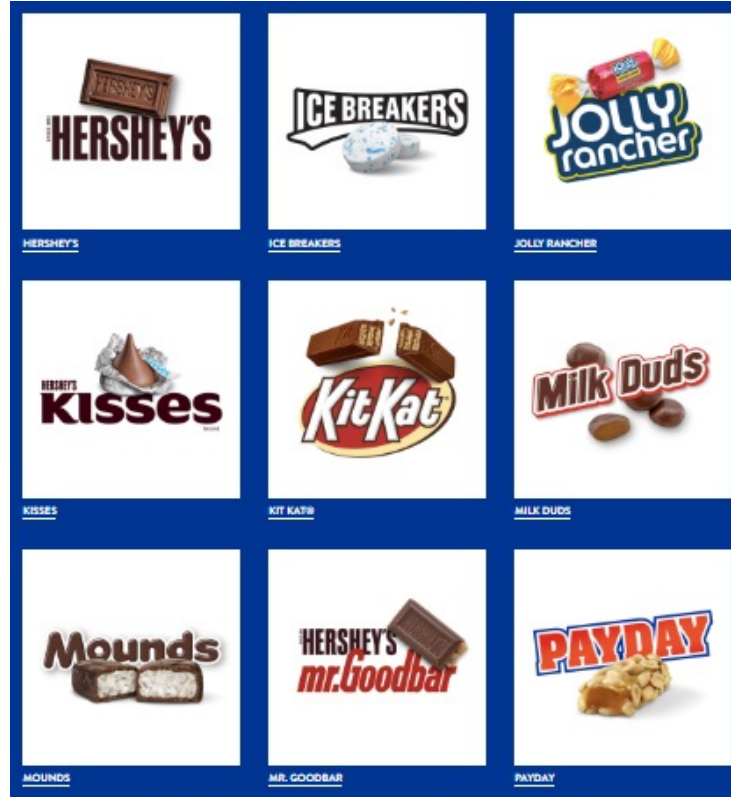
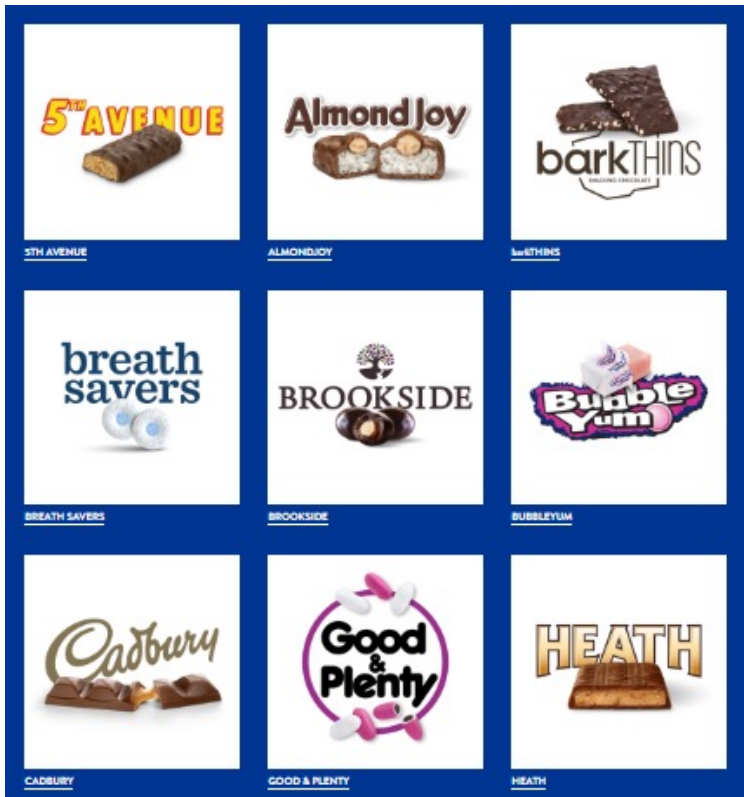
- Twizzlers
- Ice breakers gum and mints
- Bubble Yum
- Jolly Ranchers



# MARKETING MIX – FOUR P'S

## PRODUCT

To date, Hershey Produces over 90 brands! ( The Hershey Company, 2022)



# MARKETING MIX – FOUR P'S

## PRODUCT

- **1963:** Hershey acquires H.B. Reese Candy Company.
- **1977:** Hershey acquires Twizzlers
- **1988:** Re-launch of "5th Avenue"
- **1996:** Acquisition of LEAF, Inc. Products adds 40 new brands to the portfolio including Jolly Rancher, Whoppers, Milk Duds, Good & Plenty, Pay Day, Heath, Rainblo and Super Bubble.



# MARKETING MIX – FOUR P'S

## PRODUCT

Hershey's is a leading chocolatier brand and the numbers prove it. A 2019 Survey conducted by Segmenta asked consumers ages 13-24 which Chocolate Candy they preferred.



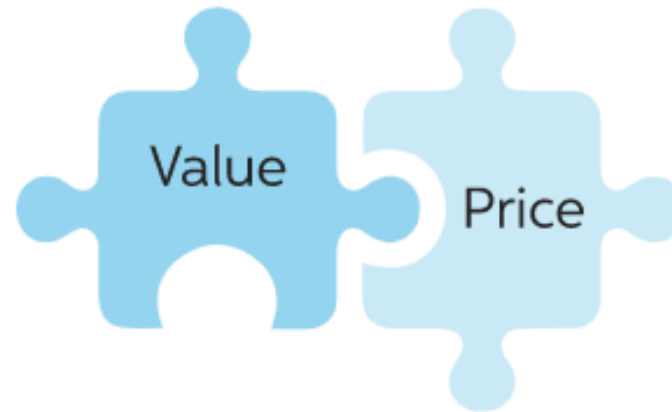
(Segmenta, 2019)



# MARKETING MIX – FOUR P'S

## PRICE

### Customary Pricing



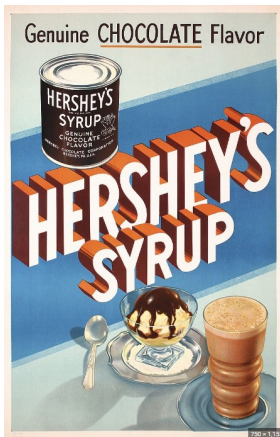
“Hershey changes the amount of chocolate in its candy bars depending on the price of raw chocolate rather than varying its customary retail price so that it can continue selling through vending machines.” (Hartley, Kerin, & Rudelius, 2021)

# MARKETING MIX – FOUR P'S

## PROMOTION - ADS

Hershey uses a combination of **Advertising** and **Sales Promotions** to keep their brands at the fore front of their competitors.

### PAST



**Chips off the old block**  
It takes great American chocolate to make the great American chocolate chip cookie: Hershey's.

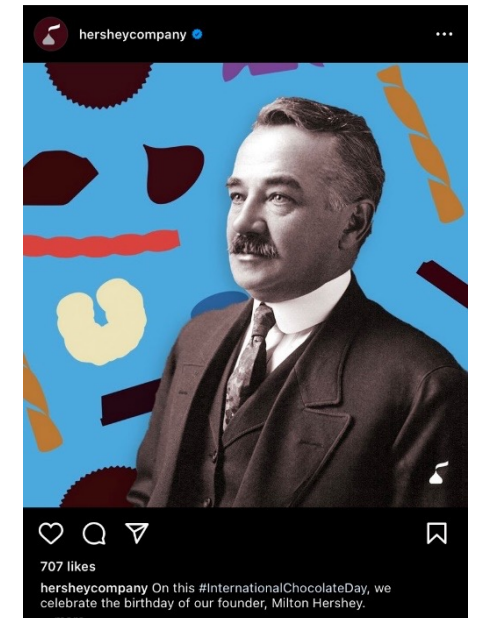
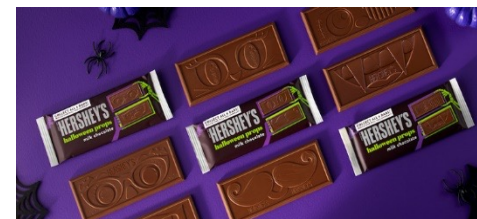
Chocolate. Rich, mouth-watering chocolate. That's what made Hershey America's chocolate company for 75 years – and that's what makes Hershey's Chocolate Chips so good.

Every chip is pure Hershey's through and through, and that makes every chocolate chip cookie a pure pleasure. (Can't you taste 'em right now – hot from the oven?)  
Hershey has three kinds of chips to tantalize

you three ways: the classic Semi-Sweet Chocolate Chips, Milk Chocolate Chips, and those great little Mini Chips that give you more C.P.C.'s (Chips Per Cookie!).

Of course, they are all real chocolate, made with all natural ingredients. In other words, they are Hershey's – real chips off the old block.

### PRESENT



# MARKETING MIX – FOUR P'S

## PROMOTION – SALES PROMOTION



# MARKETING MIX – FOUR P'S

## PROMOTION – SALES PROMOTION

REGISTER FOR SITE ACCESS SIGN IN

**HERSHEY SOLUTIONS** WHAT'S NEW RETAIL INSIGHTS GROWTH PROGRAM CANDY GRAB & GO

**SIGN IN NOW FOR VIP ACCESS**

**YOU'LL NEED TO SIGN IN**  
for complete access to Hershey Solutions resources.  
[SIGN IN](#)

**NOT REGISTERED FOR SITE ACCESS?**  
Contact us for more information.  
[CONTACT US](#)

**WELCOME TO YOUR HERSHEY CONVENIENCE PARTNERS' RESOURCE**  
Hershey Solutions is a one-stop, 24-7 tool for product ordering, insights, merchandising tools, and rewards to help you achieve category success.



WHAT'S NEW RETAIL INSIGHTS GROWTH PROGRAM CANDY GRAB & GO

## RETAIL INSIGHTS

### DRIVE SALES WITH OPTIMIZED PLANOGRAMS

Arrange your aisles to be in sync with shopper behavior—and capture more sales. Click [LEARN MORE](#) below to find your optimal planogram. You will need to sign into Hershey Solutions first for access.

[LEARN MORE](#)

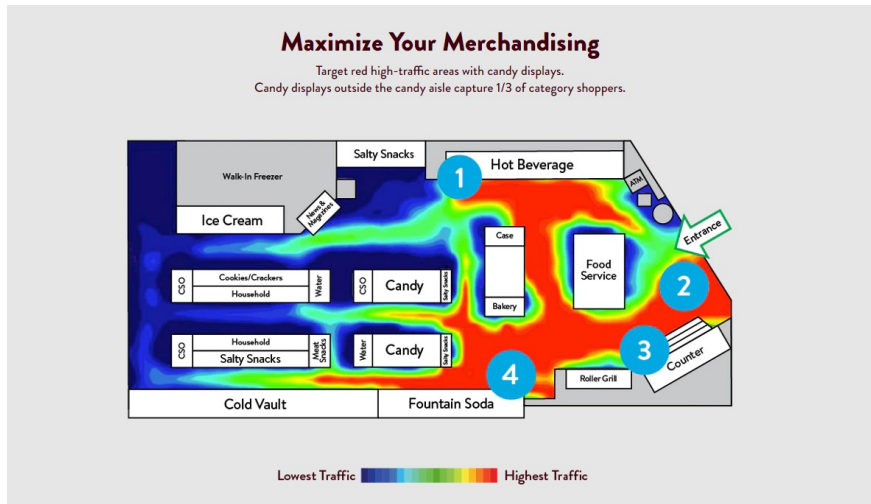
### Hershey — The Category Captains

Each year, Convenience Store News honors top suppliers partnering closely with their c-store customers to create successful solutions for today's c-store environment. Hershey is proud to be honored as the Candy Category Captain 2014-2022.



# MARKETING MIX – FOUR P'S

## PROMOTION – SALES PROMOTION





**1**

Counter displays in Foodservice drive impulse and bundling sales.




**2**

Promotional display towers between the entrance and checkout drive impulse sales.



**3**

Counter displays at the front end drive impulse sales.



**4**

Promotional displays towers near beverage help build basket size.

# MARKETING MIX – FOUR P'S

## PLACE



Hershey's Cookies 'N' Creme Drops - 7.6oz  
HERSHEY'S  
★★★★★ 188  
SNAP EBT eligible

\$4.49  
at Union North

Only ships with \$35 orders  
Free shipping\*  
\*Exclusions Apply.  
In stock at Union North  
Ready tomorrow with pickup

Add to cart

Hershey's Nuggets Share Size Milk Chocolates - 10.2oz  
HERSHEY'S  
★★★★★ 211  
SNAP EBT eligible

\$4.19  
at Union North

Only ships with \$35 orders  
Free shipping\*  
\*Exclusions Apply.  
In stock at Union North  
Ready tomorrow with pickup

Add to cart

Hershey is found at the majority of our favorite snack retailers like Your local Grocery Store, Retail stores like Walmart, Target, Vending Machines EVERYWHERE!

# CONCLUSION

- The Hershey Company is a major chocolate producer, and its products' core benefit is a sweet taste.
- The company adds augmented product benefits: client service, sustainability support, brand recognition, and associations with significant events.
- The market in which the company operates can be segmented by product types, such as milk or dark chocolate, or holiday products.
- The consumer segments considered in the presentation are individual chocolate lovers, parents and guardians, and those who buy products as gifts.
- The company operates in a competitive environment, but its point-of-difference for customers is product quality.



**THANK YOU!**  
**Q & A**

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