

## Teacher Overview

This two-part activity is designed to familiarize your students with basic market research. The purpose of the activity is to give students an opportunity to, in Part 1, design a simple market research survey. In Part 2, your students will implement the results of the market research survey.

### When to Use This Lesson

Hershey's Market Research follows Paper Airplane Factory as part of our YE Core roadmap.

### Time



When determining the time to spend on this activity you will want to consider the time it will take your students to conduct their market research survey. Because of this, you may decide to split this activity into two class periods.

### BEFORE CLASS PREPARATION

- > Review entire activity guide.
- > Prepare all materials necessary for the activity.
- > Decide how you will form the teams and the number of surveys the teams need to complete.

### FOUNDATIONAL VALUES

- > Knowledge
- > Be Principled
- > Sound Judgment

### LEARNING OBJECTIVES

- > Principled Entrepreneurship LO 5c, 5f, 5h

### MATERIALS

- > Hershey's Market Research handout
- > Poster board/easel paper/ butcher paper/ large post-it paper
- > Markers
- > Scissors
- > Tape
- > Hershey's Milk Chocolate Bars - 1 per group, plain, regular size
- > 1 bag of assorted bite-sized chocolate candy bars (Snickers, Twix, Kit Kat, 100 Grand, Mr. Goodbar, Krackel)

### KEY TERMS

- > Market Research, Target Marketing, Market Signals

### NOTES

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## ACTIVITY INTRODUCTION

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**H**ershey's Chocolate Bars have the lowest market share in the chocolate industry. More and more consumers choose Hershey's competitors' products over the simple Hershey's Milk Chocolate Bar. Once the leader in the chocolate industry, Hershey's has lost considerable popularity among the fastest growing population, youth ages 12-18. Youth prefer Reese's, Snickers, Twix, Kit Kat and other more innovative chocolate bars.

Still, Hershey's Milk Chocolate Bar is considered top quality and has 100% mind share. Everyone knows and recognizes the Hershey's Milk Chocolate Bar brand. The problem: no one in the youth market buys them.

Hershey's is looking to invest in a new chocolate bar company owned and operated by a team of young entrepreneurs. However, it has yet to find a team that has an innovative and exciting new product and brand that caters specifically to the market of youth ages 12-18.

## ACTIVITY DIRECTIONS

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Divide your class into teams of 4-5 students.

Tell your students the following:

Hershey's has hired your teams to conduct market research to identify the tastes of young consumers of chocolate ages 12-18. Each of your teams (4-5 members) must complete the following.

### Part One

- > Design a simple market research survey.
  - Possible questions include but are not limited to the following:
    - Rank the top 3 criteria for chocolate selection from ingredients, price, quality, and packaging
    - What are your top 3 favorite ingredients?
    - What are your 3 favorite brands?
    - How often do you purchase chocolate bars?
    - What is the price you are willing to pay for a chocolate bar?
- > Implement the market research survey.
  - Draw conclusions based on the results of the market research surveys.

### Part Two

Based on the results of the market research and the conclusions you have drawn you must now:

- > Create a NEW product based on the results of the survey.
- > Create strategy that addresses EACH part of the Marketing Mix (whatever method you used to teach your students the Marketing Mix).
- > Design a NEW product name, logo, tag line, and packaging.
- > Explain the reasoning behind the strategy.
- > Create a 30 second commercial advertising the product. Your 30 second commercial will be your "pitch" at the end of the project. It should include the name, logo, and tag line at minimum.

## ACTIVITY DIRECTIONS CON'T

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- > Give each team a Hershey's Milk Chocolate Bar to eat and enjoy while they work.
- > Allow your students 1 hour to complete Part 2 of the project. At the end of 1 hour they will do their 30 second commercial for the class and turn in a minimum one page document that fulfills the remaining requirements of Part 2.
- > You can award the best commercial with the bag of assorted chocolates.

## ACTIVITY DEBRIEF

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- > Who is the target market? (Answer: 12 to 18-year olds) What kind of market research did you conduct to determine what Hershey's may need to do differently in an effort to better reach this target market?
- > What is a market signal? What market signal was Hershey's receiving? Give an example of a change made by a company because of a market signal they were receiving from their target markets.
  - What is the status of their current marketing strategy (advertisements, social media, packaging, etc.)?
- > What is the current brand image?
- > Who are Hershey's top competitors? What can Hershey's do to be more competitive?
- > What do youth ages 12-18 think of Hershey's Milk Chocolate Bar?
- > What can Hershey's do to boost sales of their Hershey's Milk Chocolate Bar?
- > Should Hershey's change their brand name? Image? Packaging?

## NOTES

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