



CASE STUDY

A multi-faceted advertising campaign created by Mike Spier based on the Take 5 candy bar case study provided by the American Marketing Association



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SWOT Analysis:

Among other things, these high-level ideas were revealed in a SWOT analysis:

S: People who tried the Take 5 brand loved it.

W: There was low brand recognition of Take 5.

O: "Mid-afternoon" energy is becoming a larger trend with the growth of brands such as 5-hour Energy.

T: There was a lot more money being put in to competitor candy bars such as Snickers and Twix.

POP/POD's:

The main point of parity that kept arising was the fact that many Take 5 competitors were promoting their multi-ingredient candy bars. However, the main points of difference discovered were that Take 5 typically had more ingredients with five, it was from Hershey's and it was considered by consumers to be a higher quality candy bar.

Previous Advertising/Consumption:

Based on the case provided by the AMA, initial advertising of the brand targeted 18-34 year olds. Instead, the brand saw 34-54 year olds as the main consumers of the product. Since their previous advertising didn't work as intended, how people were consuming the product was the major factor in determining the new campaign. Research indicated that 56.6% of Take 5 users consumed the product midday/throughout the day and 23.9% consumed at work.

Target Market/Positioning:

Based on the numbers that were indicated from research, it was determined that 20-50 year old working professionals would be the target audience. This was due to the fact that they wanted convenience, energy and quality which all matched the profile of Take 5. Additionally, Take 5 would be capitalizing on the mid-afternoon energy trend as well as position itself as an "affordable luxury."

High-Level Campaign Strategy:

The goal of the campaign was to create energy and excitement for working professionals using a high-profile event. It was decided that the perfect vehicle for Take 5's marketing re-launch would be the NCAA Men's Basketball Tournament. For one, research showed that three million people watch the tournament while at work and that bracket pools create sustained conversation around the office for weeks. Secondly, the messaging of our campaign worked perfectly with the basketball theme:

- The tagline "Power Forward" had a dual meaning of being a player's position in basketball as well as being associated with getting through the work day.
- Take 5's five ingredients matched the amount of players on the court for one team.

The primary way to make this possible was a partnership with CBS since they held the broadcast rights for the entire tournament, stream the tournament online for free, as well as have one of the top three most popular bracket challenges. The last piece was important since part of the campaign would be to sponsor and promote a \$500,000 bracket contest. A co-sponsorship with CBS made both the TV and internet media more available for these ends.

Besides TV and the bracket challenge website, other drivers of the campaign would include e-mail, print, social media and mass transit. This campaign was planned in four phases: pre-tournament, during the tournament, the championship game and post-tournament.