



## 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.

### Pre-Tournament:

#### Print:

Every year, the Tournament Committee selects the teams that will be in the tournament on a Sunday. The next day, *USA Today* puts out a large tournament preview with the complete bracket and tournament predictions. When research was done, the readership profile closely matched our target audience:

- 63 percent of *USA Today* readers range from age 18 to 49
- 80 percent are working professionals

IMAGINE HOW EXCITED LAETTNER WAS WHEN HE HIT "THE SHOT."

NOW. IMAGINE HOW EXCITED YOU'LL BE IF YOU

**TAKE 5** 500,000 DOLLARS

JUST FOR HAVING THE BEST BRACKET.

MAKE IT HAPPEN AT [CBSSPORTS.COM/BRACKET](http://CBSSPORTS.COM/BRACKET)

**CBS SPORTS NETWORK**

**TAKE 5** POWER FORWARD.

*Ad Explanation:* This ad featuring Christian Laettner serves several purposes. First, it connects the excitement that Laettner had when hitting his famous shot to the excitement we want associated with the Take 5 brand. Secondly, it is the cross-promotion of the Take 5/CBS bracket challenge where the winner can take home \$500,000. Having the call-to-action for the CBS Bracket helps make it so the user will have even more Take 5 interaction once going to the website. This same ad concept would be used on the television medium as well.

#### E-Mail Marketing:

As one of the top bracket providers during the NCAA Tournament, CBS has acquired a large list of people that have previously participated in the contest. A co-branded e-mail using CBS's list would be sent to all previous entrants telling them about the \$500,000 prize as well as contest rules.



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## During Tournament:

This is the phase where there is a transition from bracket awareness to product awareness - the point at which a deeper connection is made with the five ingredients and the five championship players.

## Web:

The screenshot shows the CBS Sports website interface during the NCAA tournament. At the top, there's a navigation bar with 'CBS SPORTS.com' logo, date 'SATURDAY ON CBS', and location 'Georgia at Auburn - 3:30 p.m.'. Below this is a menu with categories like NFL, MLB, NBA, NHL, NCAA FB, NCAA BB, GOLF, HIGH SCHOOL, LOCAL, VIDEO, MORE, and FANTASY. A secondary menu includes 'NCAA BB Home', 'Scores', 'Standings', 'Schedules', 'Stats', 'Teams', 'Players', 'Rankings', 'Expert Picks', 'Recruiting', and 'NBA Draft'. The main content area features a red banner with 'TAKE 5' branding and a 'Division I Men's Bracket' section. The bracket shows various teams and their scores, with a 'FILL OUT A BRACKET' button and social media sharing options. To the right, there's a 'COINCIDENCE? WE THINK NOT.' section with images of Reese's products.

**TAKE 5 BANNER:**

- IT WILL TAKE 5 PLAYERS TO WIN THE FINAL.
- PROUD SPONSOR OF THE \$500,000 CBS BRACKET CHALLENGE
- POWER FORWARD.
- TAKE 5 HAS FIVE HIGH-QUALITY LAYERS.

**Division I Men's Bracket:**

Legend:  live stats  preview  recap  more information

March 21 - 22    March 23 - 24    March 28 - 29    March 30 - 31    March 30 - 31    March 28 - 29    March 23 - 24    March 21 - 22

**FILL OUT A BRACKET**

**Division I Men's Bracket**

Like 11k    Tweet 1,305    +1 442

**PRINT**

**MIDWEST INDIANAPOLIS**

- 1 Louisville FINAL 79
- 16 N.C. A&T FINAL 48
- 8 Colorado St. FINAL 84
- 9 Missouri FINAL 72
- 5 Oklahoma St. FINAL 55
- 12 Oregon FINAL 68
- 4 Saint Louis FINAL 64
- 13 New Mex. St. FINAL 44
- 6 Memphis FINAL 54
- 11 St. Mary's FINAL 52
- 3 Michigan St. FINAL 65
- 12 Oregon FINAL 74
- 4 Saint Louis FINAL 57
- 6 Memphis FINAL 48
- 3 Michigan St. FINAL 70
- 1 Louisville FINAL 82
- 8 Colorado St. FINAL 56
- 1 Louisville FINAL 77
- 12 Oregon FINAL 69
- 1 Louisville FINAL 85
- 2 Duke FINAL 63
- 4 Michigan FINAL 79
- 3 Florida FINAL 59

**SOUTH NORTH TEXAS**

- 1 Kansas FINAL 64
- 16 Western Ky. FINAL 57
- 8 N. Carolina FINAL 70
- 8 N. Carolina FINAL 58
- 5 VCU FINAL 88
- 12 Akron FINAL 42
- 4 Michigan FINAL 71
- 13 S. Dak. St. FINAL 56
- 6 UCLA FINAL 63
- 11 Minnesota FINAL 83
- 3 Florida FINAL 79
- 1 Kansas FINAL 70
- 8 N. Carolina FINAL 58
- 5 VCU FINAL 53
- 4 Michigan FINAL 78
- 11 Minnesota FINAL 64
- 3 Florida FINAL 78

**COINCIDENCE? WE THINK NOT.**

**Ad Explanation:** The bracket homepage acts as the hub of the campaign. It will be up for the duration of the tournament and people will come back to it many times in order to see how their picks are doing. The page has been skinned with Take 5 branding and has messaging consistent with the rest of the campaign. The banner ad at the top will direct people to the Take 5 homepage.



## During Tournament (Cont'd):

### Mass Transit:

Using historical data from CBS, we would determine which major cities had the most viewers via the free online streaming of the tournament. From that, we would buy media placements inside buses, taxis, light-rails, etc. in order to promote Take 5.

IT WILL **TAKE 5** PLAYERS TO WIN A NCAA BASKETBALL FINAL.



2011-12 NCAA DIV. I BASKETBALL CHAMPION KENTUCKY WILDCATS

**TAKE 5** HAS FIVE HIGH-QUALITY LAYERS.  
COINCIDENCE? WE THINK NOT.



POWER FORWARD.



### Online Stream/Television:

The following ad would air when the tournament occurs during the work day. It connects with the viewer because it is relatable.

#### Script:

- Employee clearly watching the Tournament at his computer while trying to hide his screen
- Boss starts to walk by, looks into employee's door
- About to pass but sees the screen and comes back, employee futilely tries to hide screen
- Boss has scowl on his face and loudly says, "Hey, what do you have there? Let me see that!"
- Defeated, the employee puts the basketball game back on to his computer
- Boss looks at the computer and gets even more visibly upset
- All of a sudden, his expression changes. The Boss gets chummy with the employee and says (with a concerned voice), "Oh man, I can't lose this one! I've got that team going all the way to the finals!"
- Male Voiceover (Deep Voice), while boss is eating Take 5 and clearly displaying what the wrapper looks like: "Had a tough day at quote en quote work? Eat a Take 5 candy bar to power through your day. Take 5, Power Forward."

## Final Game:

### Web/Social Media/ Television:

The top five finalists will be covered live via webcam during the championship game. With that platform in place, fans will be able to watch contestants' reactions as the game progresses and their chance of winning the \$500K goes up or down. Additionally, fans will be able to comment via the Twitter hashtag #Take5Madness in order to talk about the game and/or the reactions. CBS will contribute by having in-game announcements during 20-second timeouts and commercial lead-ins to drive traffic to Take 5 webpage for this event.

The graphic features the 'TAKE 5' logo in yellow and white, with '\$500,000' and 'BRACKET CHALLENGE' in white text on a red background. Five contestants are shown in individual photos with their names and current bracket positions:

- 'CUSEGIRL03** - CURRENTLY IN: 1ST  
[VIEW BRACKET](#)
- CUBUFFBRO** - CURRENTLY IN: 2ND  
[VIEW BRACKET](#)
- RAMMIEFANATIC** - CURRENTLY IN: 4TH  
[VIEW BRACKET](#)
- BIGREDCORNHEAD** - CURRENTLY IN: 3RD  
[VIEW BRACKET](#)
- LIVINGINPAST** - CURRENTLY IN: 5TH  
[VIEW BRACKET](#)

A screenshot of a Twitter feed for the hashtag #TAKES5MADNESS. The header is blue with the Twitter bird icon and the hashtag. The feed contains six tweets from various users, each with a profile picture icon and the text of the tweet:

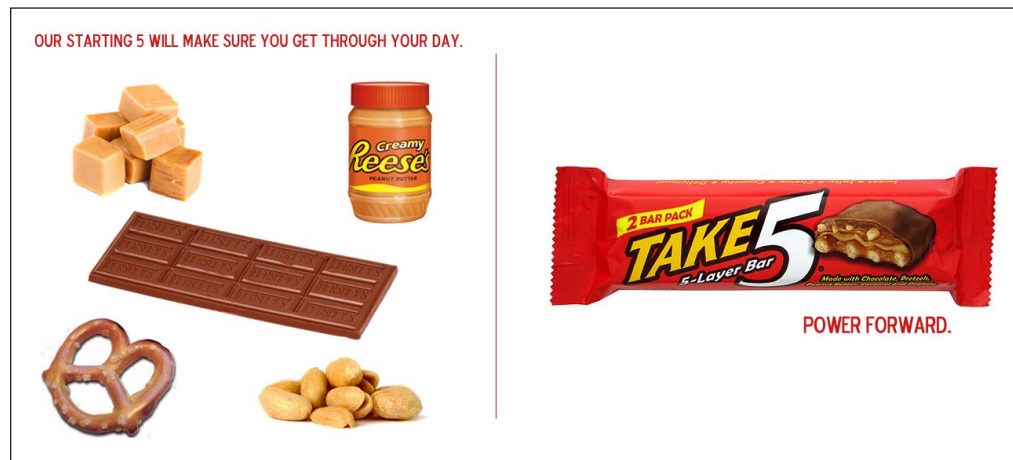
- BOBBY @NCAACRAZY**  
CAN'T WAIT TO SEE WHO WINS #TAKES5MADNESS
- JOHN @LILREDCORNHEAD**  
WHERE CAN I GET A CORN HEAD LIKE @BIGREDCORNHEAD? #TAKES5MADNESS
- LINDSAY @NYCLINDS**  
I WOULD BE SOOOO EXCITED IF I WON \$500,000! #TAKES5MADNESS
- JIM @TARHEEL\_FAN**  
A DUKE FAN IN A DARK ROOM AND LONELY? SHOCKER... #TAKES5MADNESS
- KADY @COLORADOPROUD**  
A CU AND CSU FAN IN THE FINAL? GO COLORADO!!!! #TAKES5MADNESS
- JEALOUS DUDE @NCAAPLAYERH8R**  
THESE PEOPLE CLEARLY PICKED THEIR BRACKETS BY UNIFORM COLORS #TAKES5MADNESS

At the bottom of the feed is a red bar featuring a 'TAKE 5' candy bar wrapper and the slogan 'POWER FORWARD.'

### Post-Tournament:

#### Pulse Marketing:

After the NCAA Tournament, the idea was to analyze the effectiveness of those phases to see how sales were impacted. After that point, a major focal point would be making sure that the other, non-basketball, meaning of the "Power Forward" tagline was emphasized in pulses .



*Ad Explanation:* This concept would be used slightly after the tournament in order to keep a "soft" basketball connection with the "Starting 5" verbiage but still make a move towards having the consumer connect with the five high-quality ingredients. Part of that, as was shown with previous ads, is showing of the Hershey Bar and Reese's Peanut Butter images, both in the Hershey line of products. These brands have a much stronger presence than Take 5 and it was felt they could lend credence to the high-quality claim the campaign was trying to exude.

*Halloween Ad Explanation:* This ad would be used during the Halloween season. Much like our ad that poked fun at the boss worried about his bracket, this version is much later in the year but still keeps a strong connection to our target market of 20-50 year old working professionals. Per usual, the boss is giving the employee issues and Take 5 is their solution to power through the problem.

