

BACKGROUND

Hershey's KISSES is 100-year iconic brand with a strong presence in North America and emerging opportunities in Mexico and BRIC countries. Premium chocolate was identified as a whitespace opportunity to drive margin accretive category growth.

Since Seasonal sales represent up to 50% of Premium chocolate sales, and KISSES consumers love gifting during holiday seasons, the KISSES Brand was chosen as the flagship brand to enter the growing premium chocolate global segment. My team led the initiative from concept to launch.

APPROACH

- 1 **LANDSCAPE ASSESSMENT:** Competitive analysis and consumer segmentation defined need states & gaps
- 2 **WHO:** Defined Premium Chocolate target audience by age, functional and emotional unmet needs across global geographies
- 3 **WHAT:** Developed and consumer tested concept, sizes, pricing, packaging, and product, priorities, which led to geographic and distribution priorities, sales forecast, and P&L model
- 4 **HOW:** Developed brand architecture and integrated marketing campaign

SOLUTION

Focused on gifting platform for everyday use – KISSES Special Selection – and seasons – Hershey's KISSES Deluxe

Worked with cross functional counterparts including R&D, Supply Chain, Finance, Market Research, Strategy, Sales, global counterparts, and external agencies

Secured approval from leadership team and Board of Directors for capital, equipment order/installation and manufacturing start up with a China-first launch, followed by US and other markets

RESULTS

Hershey's KISSES was the first Hershey brand to achieve \$100 million annual sales milestone outside of North America, driven by the Gifting platform and Hershey's international growth strategy



This example is from 7+ years ago to preserve confidentiality