

QUALITATIVE RESEARCH AND CONSUMER JOURNEY

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BOOK OVERVIEW

(a short synopsis)

This book is a guide through the journey of our proposed Skittles' target market. This journey offers a glimpse into the mindset of the target and the overall feelings and attitudes they hold regarding Skittles candy and its role within the NFL viewing experience. The consumer journey this book presents is based upon primary and secondary research. The research was conducted to create a journey-specific target profile, an in-depth consumer journey, relevant brand touchpoints and recommendations we believe will enhance the overall Skittles brand image to its desired target audience.

INTRODUCTION TO BRAND



SKITTLES?

(brief company overview)

Skittles is a candy brand owned by the Wm. Wrigley Jr. Company, which was acquired by Mars, Inc. in 2008. Mars, Inc. currently leads the non-chocolate candy segment with 16 percent of the total market share. Skittles were first introduced to the U.S. in 1979, but were being produced overseas. However, in 1982, Skittles production began in the U.S.

Today, over 200 million Skittles are produced in the United States on a daily basis. Skittles are currently sold in four flavors- Original Skittles, Sour Skittles, Wild Berry Skittles and Tropical Skittles. Since 2009, a limited-edition flavor has also been released each year, with Skittles Orchards released as the flavor of 2015.

(current target)

Skittles has positioned itself as an unconventional, whimsical brand. The brand's quirky, off-the-wall personality caters to its current target of teenagers. According to Adweek, Skittles targets teens between the

ages of 13 and 17, because they consume the most non-chocolate candy, and are therefore the most lucrative target in the non-chocolate candy market.



MARS CORE VALUES

- 1 -** Seek new opportunities
- 2 -** Produce high-quality goods
- 3 -** Make a difference for the planet
- 4 -** Make a difference for people

(wrigley vision and purpose)

Vision: "Creating simple pleasures to brighten everyones day." Purpose: "Wrigley is a company without boundaries because that's how we see the world. Whether it's a piece of gum to keep your mouth healthy, fresh, and clean, or a handful of candy to put a smile on your face the

goodness our products bring never gets lost in translation. Our creativity drives us forward to new places, new products, new occasions and new ways for the world to enjoy Wrigley. So whenever you want to add a little extra flavor to your day we're right at your fingertips and right by your side."

SKITTLES TIMELINE

(the years in review)



First Skittles are sold in the U.S. as imported confectionary from Britain.

1979



Skittles begins manufacturing in the U.S.

1982



Skittles introduced first flavor variation: Wild Berry and Tropical

1989



"Taste the rainbow" slogan coined by D'Arcy Masius Benton and Bowles.

1994



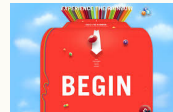
Skittles begins sponsoring NASCAR.

1997



Sour Skittles are introduced.

2000



"Experience the rainbow" campaign replaced decade old slogan and promotes a total sensory experience.

2004



First Limited edition skittles are introduced: Smoothies. The company regularly being rolling out each year thereafter.

2005



Skittles viral video with "Touch" ads by TBWA/Chiat Day won Ad Age's Creativity award.

2008



Skittles launched an integrated social media campaign featuring a new blog style website that links to all of its social media platforms.

2009



Skittles launched "Candy Sports" mobile game. Mobile platform reached a broader audience.

2012



Skittles joins Mars' NFL partnership.

2014



Skittles introduces "Creations," their first Super Bowl commercial featuring Steven Tyler.

2016

THE NFL

(what it's all about)

The NFL's mission is to provide fans, communities and partners with the highest quality sports and entertainment in the world, and to do so in a way that is consistent with their values as an organization. Their values include respect, integrity, responsibility to team and resiliency. There are 32 teams within the league that

play a total of 256 games per season. According to Forbes, the average NFL team is worth \$2 billion, a 38 percent increase from last year. Americans consider themselves to be a fan of football more than any other sport and that it is their favorite sport to watch, reports a Gallup poll.



+ SKITTLES

(where it all began)

Skittles announced a sponsorship with the NFL in 2014. Through primary research, we found that Skittles is not a top-of-mind NFL sponsor for millennial football fans. Bud Light, Papa John's, Gatorade

and Pepsi were the top names due to their heavy marketing presence. In 2016, Skittles became the first sponsor of NFL content for a Snapchat Live Story.

THE COMPETITION

(who we are up against)

The following brands have been selected as direct competitors to Skittles based on category, popularity and similar brand perception. During shop-alongs, secondary research, focus groups and in-depth interviews, the following brands shared close vicinity to Skittles in terms of brand awareness and consumer preference for the product category: M&M, Starburst, Sour Patch, Twizzlers and Tostitos.

M&M'S



"Melts in your mouth, not in your hand."

Sold in nearly 100 countries around the world, M&Ms have been on the American candy market for 75 years. These "colorful button-shaped chocolates" use what the brand calls "spoke candies" (personified M&M characters for each color) to make the brand come to life. M&M also has widespread varieties including pretzel, creamy, almond and peanut butter to name a few.

From a social media standpoint, M&Ms has a significant amount of engagement compared to the other brands evaluated. For example, the highest amount of engagement one of their Facebook video posts received was 5-20k views and around 500-1,000 shares. Also, most of their YouTube videos have more than 100,000 views. Lastly, with over 10 million likes on Facebook, M&Ms has the most successful Facebook engagement in relation to other brands compared.

SOUR PATCH KIDS



"Sour. Sweet. Gone."

Sour Patch Kids are a soft candy with a coating consisting of both invert and sour sugar. The brand was developed in the 1970's, fairly recently compared to the competition. They offer 16 different colors and flavors including Xploders, X-Treme, Fruits, Berries, Xmas Kids, Chillerz, Watermelon, Blue Raspberry, Peach, Cherry, Sour Apple, Bunnies and Zombies, in addition to the classic flavors.

What set Sour Patch Kids apart is the brand's clear and defined target audience. From the "Sour Patch Kids" Facebook page, with over 3 million likes, and website content, it is noticeable that the brand has identified teenagers as their primary target. Sour Patch Kids, in relation to other brands compared, also has a pretty high rate of engagement, with their best performing content being the #SPKPromProject campaign.

HARIBO



"Smaller Reach but Unique."

Also in the same category is Haribo, a German confectionary, known for its colorful gummy bears, sour gummy peaches, and other candy items. Haribo is one of the biggest manufacturers of gummy and jelly sweets in the world, with its products mainly consisting of gummy bears, other jelly sweets and liquorice. The company has five factories in Germany and 13 throughout the rest of Europe, and sales offices in almost every country in Europe, as well as in the United States and Australia.

Haribo USA has over 1 million likes on Facebook, but significantly lower engagement than the other brands. With visual photo art featuring their products, their Facebook page is the most promoted social media platform they have, while their Instagram page has a little over 11,000 followers.

TOSTITOS



"Tostitos. Share something good."

With one of the most popular NFL partnerships and its "Partly Like a Pro" campaign, it was necessary to include Tostitos as a significant competitor in the NFL home viewing experience. Tostitos has associated its brand with American football for over a decade, starting in 1995 as the title sponsor for the Fiesta Bowl.

Their video posts on Facebook have a high rate of engagement, however, their Twitter engagement could improve significantly. Many of their YouTube videos get more views than the page has subscribers which further emphasizes log engagement with the brand.



CURRENT MARKETING

(what's going on out there)

According to Adweek, there is a sense of fantasy and magic associated with the Skittles rainbow. Skittles' current campaigns rely heavily on these sentiments.

In 2004, Skittles introduced the "Experience the Rainbow" campaign. This campaign uses the slogan "_____ the rainbow, taste the rainbow" and features a number of quirky spots including sheep with human faces and even "Skittles Pox."

In 2015, Skittles created online personas for each flavor. Eunice, their grape persona, is an NFL-loving grandmother. Consumers were challenged to play against this persona via Xbox Live. This was a strategic move that linked Skittles to the NFL in the consumer's mind.

Most recently, Skittles aired a spot entitled

"The Portrait" starring Steven Tyler and a singing Skittles art portrait of Tyler. The spot aired during Super Bowl 50 and encouraged consumers to "rock the rainbow, taste the rainbow." This was the second time Skittles aired a spot during the Super Bowl, and the first starring a celebrity. This was a strategic move for the company, which began sponsoring the NFL in 2014.

The ad was crafted by agency DDB Chicago and was seen by approximately 111.9 million viewers. DDB said the ad was inspired by the trend of consumers making crafts like recipes, photos and films with the candy.

On April 11, a follow-up commercial was released. The spot, titled "Portrait Duet" features Tyler and his Skittles art portrait singing together. The ad encourages viewers to "admire the rainbow, taste the rainbow."



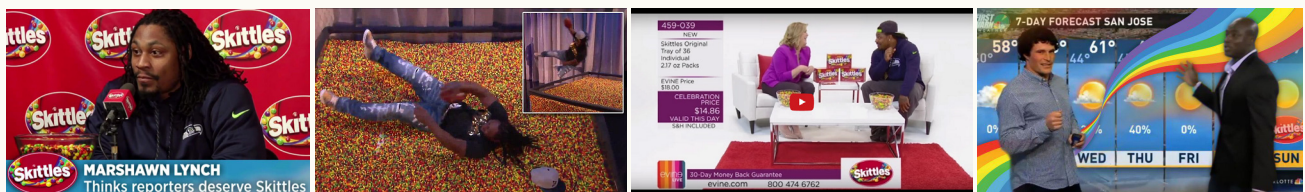
PUBLIC RELATIONS

(how we get people talking)

In the weeks leading up to the 2016 Super Bowl, NFL players Luke Kuechly and DeMarcus Ware posed as weathermen at local news stations to promote Skittles' sweepstakes. The players predicted the gameday forecast and encouraged fans to "Root for the Rainbow." "Skittles wants to give every football fan something to root for on Sunday so they're offering the chance to 'Root for The Rainbow' during the game," a press release stated. Consumers were encouraged to follow Skittles on Twitter and post a tweet including #SkittlesRainbow and #Contest before kickoff. Fans at the game

got a free pack of Skittles when a rainbow appeared in San Francisco during the Super Bowl.

During previous Super Bowls, Skittles partnered with Olson Engage to create the "Marshawn Lynch Skittles Press Conference" campaign, that drove a significant sales increase, as reported by the agency's blog. Efforts also included a Skittles covered football on Ebay that sold for \$5,200. Skittles has most recently reached out to Denver Broncos player Josh Bush after Lynch announced his retirement in 2016.



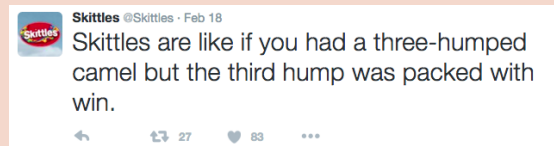
SOCIAL MEDIA

(how we interact)

Skittles is most active on Facebook and Twitter. These accounts include a lot of pictures and videos that relate to pop culture and holiday. These post do not receive a lot of engagement and all look similar in design and message.

The current target is more so on Instagram and Snapchat. Skittles has taken advantage of Snapchat by unveiling the first ever NFL sponsored story, but would benefit from creating an Instagram account.





& SOCIAL VOICE

(and what we sound like)

Skittles' current social voice is a young child bouncing off the walls. It's unconventional and seems to be lacking strategy. However, there is a method to their madness. Skittles has been recognized as a brand who understands humor in social media. The brand's quirky personality caters to its current target of teenagers.

While this strategy has been successful in keeping with Skittles' whimsical personality, it often appears unfocused

in comparison to their core competitors. For example, Starburst succeeds with its juicy campaign and its focus on spotlighting one specific product at a time. Meanwhile, Sour Patch Kids excels in marketing to teens with short promotional videos.

In order to be taken seriously as a gameday essential, Skittles must reposition themselves as the candy brand that's in it to win it. They are an NFL sponsor after all.

IN-STORE POP

(our image around the store)

During our research, we visited convenience stores, grocery stores and big box retailers. In the candy aisle of each store, Skittles is placed amongst other chewy, non-chocolate candy. Specifically, Skittles is next to Starburst, its prime competitor. The non-chocolate candy section is quite cluttered with bright packaging abound. Due to Skittles' large market share, it is placed at eye level in big-box retailers such as WalMart and grocery stores such as Hy-Vee. In convenience stores, the entire non-chocolate category is at the very bottom. We found that candy purchases at convenience stores were more prominent among heavy users and light users preferred grocery stores and big box retailers where they are given more reminders.



(WalMart - Big Box Retailer)



(Convenience Store - No Gas)



(Grocery Store - HyVee)

PACKAGING

(what we look like)

Skittles has maintained a similar brand aesthetic on the package by using bright colors, use of the rainbow and a bubbly font. Since switching manufacturing to the U.S. Skittles package logo underwent minor changes. The majority of Skittles' innovation has gone toward package sizes and new flavors. In recent years, various sizes have been introduced, which include single bags, share size, box, peg, laydown bag and the stand-up bag.



PRIMARY RESEARCH



SCREENER CRITERIA

(how we chose our participants)

We focused on two types of candy consumers – light and heavy users – for our primary research. In our screener, we asked questions to divide respondents into the two categories. Heavy and light users were determined by the number of times they purchased candy within the past month. We then split these users into two groups: in-depth interviews (IDIs) and focus groups.

CANDY CONSUMPTION HABITS

Light user > at least
once every three
months > Focus Group

VS.

Heavy user > at least
once per month > In-
depth interview

DISCUSSION GUIDES

We formulated two discussion guides, one for individual interviews and one for focus groups. Both discussion guides focused on the overall consumer journey, but questions were tailored to the type of consumer (heavy user versus light user). We also clarified that we were focusing on the non-chocolate candy segment throughout these discussions. We explained what it meant to attend a gameday gathering.

SCREENER

- 1 -** What is your age?
 - a. 18 or younger
 - b. 19-36
 - c. 37 or older

- 2 -** Are you willing to participate in a focus group or individual discussion in the next two weeks?
 - a. Yes
 - b. No

- 3 -** Have you purchased non-chocolate candy in the past 6 months?
 - a. Yes
 - b. No

- 4 -** Are you willing to purchase the candy brand Skittles in the future?
 - a. Yes
 - b. No

- 5 -** Have you hosted or attended a social gathering to watch a professional football (NFL) game or event in the past 6 months and provided food/snacks to share?
 - a. Yes, I have hosted and/or attended and provided a food item or snack to share.
 - b. No, I have not.

RESULTS: 260 SCREENED. 92 PASSED.

LIGHT USERS

(at least once every three months)

We conducted a total of 3 focus groups. The primary goals of our focus groups were to find sources of inspiration and information throughout every phase, to uncover potential touch points throughout the journey (inclusive of the rational and emotional needs for each step), and to find points of influence throughout the journey where the consumer will be most receptive to brand messaging.

PERCEPTUAL MAPPING ACTIVITY

"Imagine you are hosting/invited to a NFL watch party. Please pick which role you identify with most (host versus attendee) and map out the steps you would take on the paper provided."

MEDIA CONSUMPTION

We looked at exposure to advertising in a typical day and examined the role social media played in their purchase decisions.

BRAND AWARENESS

We examined respondents familiarity with NFL sponsorships and their own interactions with the NFL. We also asked if they had ever purchased a product because it was a sponsor.

OVERALL CANDY PURCHASING HABITS

- Looked at factors such as purchase locations, various influences on purchase decisions, and consumption habits regarding non-chocolate candies, specifically Skittles.
- We also asked respondents to describe their emotions prior to and after purchasing candy.

HEAVY USERS

(at least once per month)

We conducted a total of 8 in-depth interviews with heavy users. Our primary goal was to gain an understanding of millennial sports fans' feelings, emotions, thoughts and behaviors during the consumer journey process of purchasing candy. We focused on the consumer journey through analysis of pre-store, in-store and post-store attitudes when shopping for candy.

DETERMINE TOP-OF-MIND CONSIDERATIONS FOR NON-CHOCOLATE CHEWY CANDY SEGMENTS

Top 4 candies within the consideration set

- Starburst
- Skittles
- Sour Patch Kids
- Haribo gummy bears

PERCEPTUAL MAPPING ACTIVITY

"Imagine you are hosting/invited to a NFL watch party. Please pick which role you identify with most (host versus attendee) and map out the steps you would take on the paper provided."

BRAND AWARENESS

- "Would an NFL sponsorship with a brand influence your decision to buy it?"
- "Are you more likely to purchase Skittles, knowing it has an NFL sponsorship?"

FOCUS GROUPERS

(the best of our light users)



OLIVIA DOWNING

For Olivia, the NFL home viewing experience is a day-long event. Olivia was born and raised in San Diego and is a die hard Chargers fan, but she still makes sure to watch the whole NFL season because she loves the games, no matter the team. On gamedays, she gets up early and stays up late. Since the days are so long, snacks are necessary for recharging. Olivia and her family rely on finger foods to get through the day until their favorite team comes on their TV screen.

BRIANNA NICHELSON

Brianna has been a Chiefs fan as far back as she can remember. For her, it doesn't matter what day or time her team is playing, she's going to be watching. Brianna usually goes to Wal-Mart the day of a game for snacking supplies before she heads to a friends house. She buys what she knows people are going to like. Lays, Coke and other finger foods that are known crowd pleasers are her go to. Wal-Mart is her favorite store for gameday shopping because she believes they have the best deals.



ELENA IBARRA

Elena's family loves food and football. Her family has a ton of recipes for the occasion, often deciding what to make through group text. There's always a gameday theme, and everyone is cooking up something. She often makes cupcakes decorated with team colors and buys limited edition chips and soda marketed specifically for football parties. She is more likely to buy something if it's only available for a short amount of time. The food she makes and purchases are what she loves most about gamedays.





EMMI GOETZ

Emmi loves the creativity that comes with making food for events. Pinterest is a vital tool when it comes to gameday recipes. For the games, she makes sure to write out a grocery list for the ingredients she needs beforehand. Emmi finds that finger foods are important to get because they are easy to set out in front of the TV and can snack on all day and not feel guilty. For Emmi, the food is what game days are really about.

ELIZABETH JOHNSON

When there is a Chiefs game on, Elizabeth and her friends are in constant communication about getting together to watch the game. There's always a struggle in her friend group about figuring out who is bringing what. Elizabeth waits until she's at the store to figure out what she's bringing. The in-store displays are where she heads first. Elizabeth is a fan of easy dishes, like buffalo chicken dip. She sometime strays from her typical dishes if she sees a recipe online or a video on facebook that inspires her. She keeps it easy and traditional for gamedays because that is what her friends are sure to like.



JON MARQUART

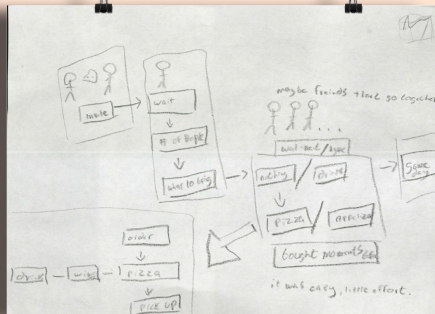


Jon doesn't put much thought into his food shopping for NFL home viewing experiences. The food is a nice addition to the party, but he's really just there for the football and to hang out with his friends. He'll often go to the store right before he heads over to his friend's house, looking for something that is easy to prepare and something he knows his friends will enjoy. He usually carools with his friends, so he asks them for help when making the purchase. He always want to get something sweet with it but there isn't a good option without paying an extra 5 to 6 dollars.

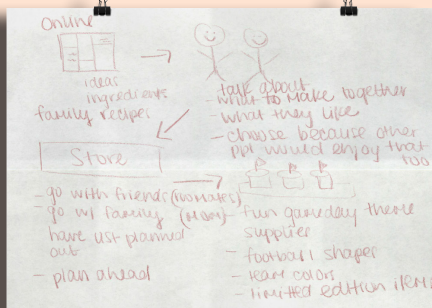


(their self-identified maps)

I might bring a dip or some other food item to the watch party. I would buy the food at a grocery store such as Thrive. I would probably buy the food on my way to the watch party. I think dip is always a fan favorite and I want to bring something I know will be enjoyed by all. I might be by myself or with a friend who is also attending the watch party. I would arrive early so that I am able to start eating before kick-off.



- Pintefest - ideas for recipes - dips, desserts (cookies or brownies, etc.)
- ~~first~~ Food was purchased Food day before or day of. Planned in advance (2-3 days)
- Entering store - wrote list - mainly 1/2 bag ingredients for dips, lots of dips, as well as ingredients for desserts. Most of the food was appetizers. We also bought ^{beer & soda} maybe a fruit or veggie tray.
- I chose to buy this type of stuff because it's easy finger food / mingling food.
- After we buy food we prepared everything and set it out in front of the TV.
- Another reason we chose ^{appetizer} the food is be it is something people can snack on throughout the game.



Sometimes I get
entred up by displays
That the store
Scts up (eg. they'll
have a shelf w/
buffalo sauce to
cannod chicken for
making buffalo
chicken dip.
makes it easy

→ Friends will
some times come
Over to my house,
early if they need
to heat up their
food in oven/
Crockpot

also: Food on facebook

★ We often choose our recipes
based on them being "traditional
favorites", but we look on Pinterest for
variations on these recipes/ such as
(healthier versions)

RECURRING THEMES

(focus group things we heard over and over)

- 1 - "When I'm watching the game with friends and family, I need food that's easy to share and eat."
- 2 - "I want to bring the best food to the party that everyone will enjoy, but I don't want to have to stress out about it. I look for convenience, proximity and a variety of choices when making those food decisions."
- 3 - "In the clutter of the grocery store, I look for limited edition and special themed items to bring to the home viewing experience. They're fun and they won't be around for too long, so it's worth trying."



IN-DEPTH INTERVIEWEES

(the best of our heavy users)



ERIN TOMIC

Candy is the best part of the day for Erin. She can't help but purchase candy any time she stops at the store. She isn't afraid to try different brands, as long as the packaging is colorful and attractive. She usually will eat the candy right after the purchase. Erin may feel a little guilty about consuming the candy afterwards, but that isn't enough to stop her or slow down her candy purchasing. For her, candy is a fun pick-me-up to look forward to.

VERONICA MULLIN

Motivated by seasonal candy items, Veronica never plans on buying candy, but often finds herself wandering the candy aisle in Walgreens.

Although she doesn't follow any candy brands on social media, when she has a sweet tooth she rarely strays from the name brand options. Veronica stated that the size of the bag was a major factor in her candy purchasing decision. For her, buying candy is a solo occasion.



MOLLY PFIEFER

Buying candy is a fun experience for Molly and her friend Lindsay. They either go after work, before dinner or way after dinner. Candy isn't dessert, it's a snack. However, it's not a snack that can be mixed with other food. It satisfies her hunger, but only for a while. Because candy is a planned purchase for Molly and her friend, the candy aisle is a sure stop in the store. Molly usually picks Walgreen's because it has great deals when it comes to buying multiples. Sometimes she feels guilty because she knows summer is coming and she values being in shape. But not enough to keep her away from the candy.





JAMES MULLIN

As an engineer and newly married man, James is very busy juggling his responsibilities. But as a long-time sports fanatic and child at heart, he's not too busy to make candy and sporting events part of his normal routine. Three to four times a week, James can be found at Marathon gas station on his way home from work to buy Sour Straws, Nerds Rope, Chewy Sweet Tarts, or any adventurous new products within his favorite candy brands. With a one hour commute to and from work, James uses candy to pass time and eliminate the boredom of driving. Though he usually goes to stores with a specific objective or set list, he finds himself being spontaneously influenced by factors like packaging and limited edition offerings. For James, weird is good and new is exciting.

RECURRING THEMES

(IDI things we heard over and over)

- 1 - "I don't want buying candy to be boring. I look for special flavors and limited editions because it's fun."
- 2 - "If I love a specific candy brand, I'm more likely to try their other candy products. I may not have tried it before, but I trust the brand, so I'm willing to give it a go."
- 3 - "Candy is not a dessert, and it's not a meal. It's a snack that I indulge in between meals or after dinner, nothing more."
- 4 - "I know candy isn't the healthiest, but if i'm going to indulge anyway, I'd rather go for the fruitier candy because I feel like it's less indulgent than the chocolate alternative."

SHOP-A-LONGERS

(our two ethnographies)

ZOE BEDNAR



If there is a party, Zoe is already making her move to be part of the action. If you throw in sports, she's already there, but not without stopping at HyVee to bring the dessert. She lives a life of balance and purchases one chocolate dessert and something fruity. Neither are healthy, but she doesn't feel as bad about herself for opting for Starburst fruit chews. Not to mention they're individually wrapped which helps avoid germs when sharing food at a big party. New packaging and flavors stand out to her and she is always down to try new flavors. Buying candy makes her feel excited and ready to head over to where the party is.

CAITLIN WEISHAR

When she gets invited to an NFL watch party, Caitlin looks to Pinterest for inspiration. She likes to bring a wide variety of foods, both salty and sweet, to please everyone and relies on HyVee's wide selection for her shopping needs. Buying shareable foods makes her feel better because she's sharing her favorite foods with those around her and avoiding some of the extra calories she associates with junk food.



OVERALL FINDINGS

(IDI things we heard over and over)

- 1 - "During the in-store experience, the target is attracted to displays that feature special flavors or limited edition. Specifically for the NFL viewing experience, the target is attracted to football shaped displays and items that feature team colors. Similarly, the target is more likely to buy a special edition candy item if it is offered for a short time."
- 2 - When the target is purchasing candy, they are willing to try other products within a product line from brands they are loyal to.
- 3 - When the target is attending a social gathering, foods they can share with friends and snack on with ease during the game are important.
- 4 - The target is driven by convenience, proximity and variety of choices when it comes to satisfying a need and or craving.
- 5 - The target sees candy as a snack to be eaten in between meals or after dinner, but not as dessert.
- 6 - The target perceives fruity candy as healthier than chocolate candy.

KEY INSIGHT

(what all our research built up to)

"I love cheering on my home team, but I love being around friends and family more. Yeah, I'll watch the game, but it's more about getting together with the people I don't get to see a lot over the week. I look forward to the weekend because it's a chance for all of us to blow off some steam and relax. It's always a good time when we're together. And when it comes to snacking, I want the food to be as exciting as the game. I like to surprise my friends and I never like to be predictable, even with my food choices."

TARGET PROFILE



TARGET PROFILE

(who we're talking about and talking to)

MEET "THE WILDCARD"

It takes a wildcard to bring Skittles to a home viewing experience.

The Wildcard includes men and women between the ages of 20 and 32. They are never stuck in their ways and value adventure. The target is characterized as having a "type B" personality, living an easygoing lifestyle and preferring a "go with the flow" atmosphere. They are already semi-regular candy purchasers, purchasing candy at least once a month.

The Wildcard thinks outside the box when it comes to their food purchases for NFL home viewing experiences. They are spontaneous by nature and value creativity in all aspects of their lives, including their food purchases. They don't like to be defined. They know non-chocolate candy isn't on the typical shopping list for these types of events, but that doesn't stop them. Individuality is what they strive for.

The Wildcard loves being in social settings.

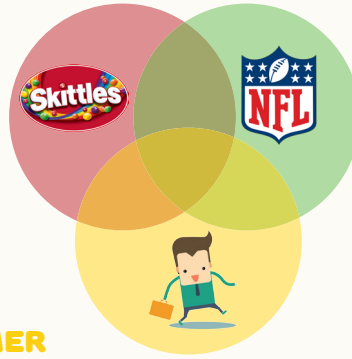
The time they spend with friends and family is what is really important to them, more important than who wins the game they are watching on TV. They are always willing to share their purchases with the people they surround themselves with. They love to try new things and are easily influenced by their friends and family, whose opinions they trust more than anything.

The Wildcard seeks variety within candy brands they know and trust. When shopping, they are visually driven. When it comes to events, the target is not necessarily a big planner. They value ease and convenience and that is a big influence when shopping for NFL viewing parties. They are often driven by point-of-purchase displays and in-store marketing to make final decisions. They are level-headed when it comes to their money, and prefer to save their money for future fun. For those reasons, the target is more likely to be an attendee over a host for a home viewing experience.



SWEET SPOT

(how the brand/customer relationship overlaps)



DESIRES OF CONSUMER

- To break away from the everyday routine
- Value the social experience over the viewing experience
- Usually on a time crunch and value convenience

WHAT SKITTLES CAN MAKE POSSIBLE

- "WOW!" factor
- Fun and quirky brand personality and social voice
- Create excitement and surprise for the consumer

WHAT NFL CAN MAKE POSSIBLE

- Large fanbase and the most watched sport in America because of the excitement and surprise it creates for viewers.
- Highly coveted sponsors with large market share
- Provides fans with high quality sports and entertainment while creating a sense of togetherness.

(what the Skittles NFL partnership can give consumers)

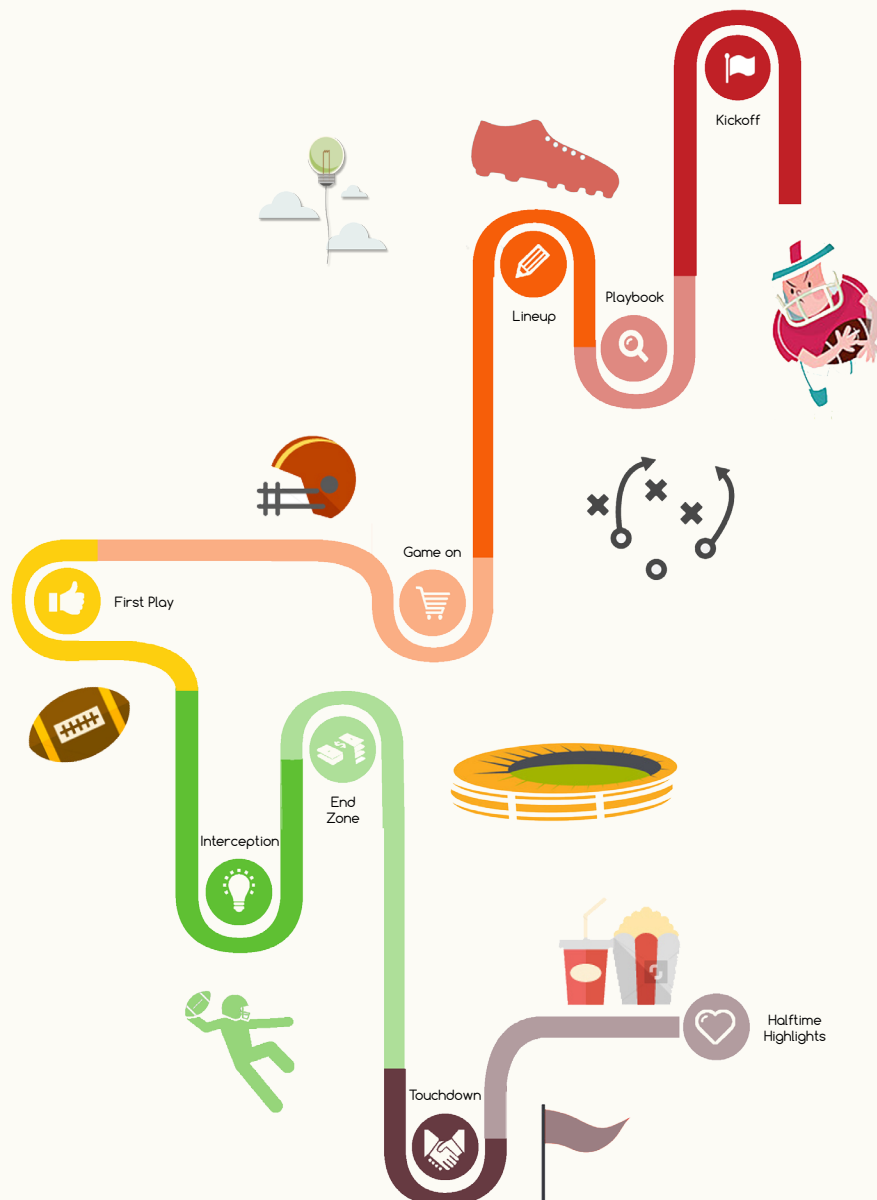
Both Skittles and the NFL add an element of surprise to the consumer's life. The Skittles NFL sponsorship allows the consumer to breakaway from their everyday routine.

CONSUMER JOURNEY



CONSUMER JOURNEY

(steps the consumer takes before, during and after purchase)





1. KICKOFF - NEED RECOGNITION

Receives an invitation to attend a casual get together and needs to figure out what to bring.

- Eager, motivated, anticipation
- "I'm glad the week is almost over. I'm ready to kick-back and relax with my friends. Now what do I bring?"

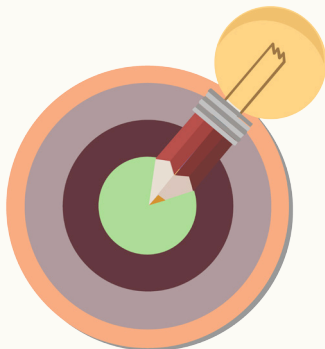
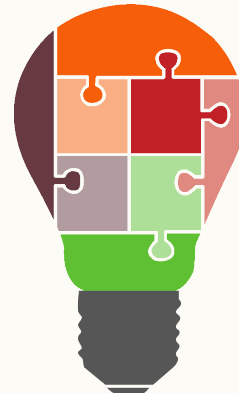
The first step of the The Wildcard's journey begins with an invitation from a close friend to a watch party at their home. Our target prioritizes opportunities to be with their friends so they are always quick to accept an invitation to an NFL home viewing experience. Shortly after accepting their invitation they realize that they will need to contribute a food or snack. While they are indifferent to whatever game is playing that weekend, being around people that make them laugh and smile is important to them, especially after a long week.

2. PLAYBOOK - RESEARCH

Consults friends to find out what others are bringing.

- Inquisitive, curious, anxious
- "I don't have a lot of time to cook, but I still want to bring something unique to the table to show my friends I care."

Considering the amount of free time our target has in between accepting the invitation and the event, they begin to brainstorm what to bring. They reach out to other friends attending the party to gather an idea of what is already going to be there, so that they will be able to bring something different.



3. LINEUP - GROCERY LIST

Receives an invitation to attend a casual get together and needs to figure out what to bring.

- Relieved, content, relaxed
- "I've talked to my friends and know what gameday essentials everyone is bringing."

After finding out what will already be at the party, our target makes a grocery list to stay on track during their shopping trip. This list is most likely to be created on their smartphone. Because there are several other people who have been invited and the target is just an attendee, the list only includes about two to three items.



4. GAME ON – ENTERS STORE

Enters the Grocery store on the way to the viewing event before the game begins.

- Prepared, purposeful, driven
- “I’m ready to get shit done.”

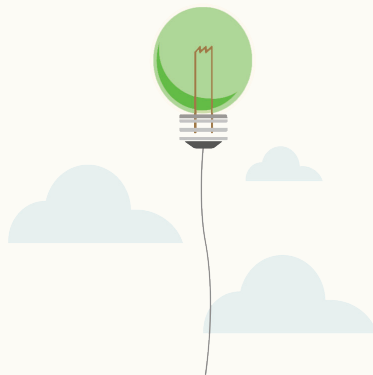
The target arrives to the grocery store they have selected based on best prices and proximity to their home. Because the target is a regular shopper at the store, they are relatively familiar with the layout and where the items they need are located. The target does not have the intention to grocery shop while there. This is a special trip for the sole purpose of buying gameday snacks.

5. FIRST PLAY – TRADITIONAL FOOD

Picks up traditional food that was on the grocery list.

- Accomplished, comfortable, justified
- “I like to bring the traditional crowd-pleasers that I know my friends will like. I feel comfortable knowing I did my part.”

After adding all the traditional food that was on their grocery list to their shopping cart, the target is confident that this is food their friends and other attendees will enjoy. The selection process thus far has been relatively simple. They feel satisfied when they have found the right snacks and selected them for purchase.



6. INTERCEPTION – POP DISPLAY

The target feels like they need more than what’s on the list and is influenced by POP displays.

- Spontaneous, inspired, advantageous
- “Even though I’ve grabbed everything that’s on my list, I don’t feel like I’m done. I want to bring something that will surprise my friends.”

As the target heads toward the checkout line, they approach a point of purchase display in the candy aisle. While a shareable sized bag of Skittles was not on their original list, this display encourages them to deviate from their original plan. They add a bag to their shopping cart, feeling that it will be a nice touch to the table for people to snack on throughout the game.



7. ENDZONE - PURCHASE

The target heads towards the checkout line and purchases the items both traditional and unexpected.

- Confident, off-the-hook
- "I am ready to turn up and spend time with my friends."

Our target has grabbed all the items they want to purchase, made their way to the checkout line and are satisfied with their purchase. They feel pretty productive and excited, knowing they are contributing to the gameday watch party. They can't wait for the chance to meet up and hang out with friends.

8. TOUCHDOWN - SHARED TOGETHERNESS

Skittles are placed in a bowl on the coffee table away from the hot food.

- Curious, apprehensive, excited
- "I'm not sure how my friends will react to what I bought, but it's always nice to have something to snack on while watching tv."

After adding all the traditional food that was on their grocery list to their shopping cart, the target is confident that this is food their friends and other attendees will enjoy. The selection process thus far has been relatively simple. They feel satisfied when they have found the right snacks and selected them for purchase.



9. HALFTIME HIGHLIGHTS - SOCIAL MEDIA

Share snacking via social, specifically to Snapchat other friends who did not attend the event.

- Sociable, connected, prideful
- "I love sharing pictures from fun events on my social media accounts. It's fun to look back on later and I like keeping friends in the know with what I'm up to."

Everyone at the event uses their smartphones to send snapchats to friends who are not there as a way to share and show off moments with each other and of the game. They take selfies, show followers who is there, snap photos of their plates, and their bowl of Skittles.



TOUCHPOINTS



TOUCHPOINTS

(where the consumer's decision is influenced)

WORD OF MOUTH

Our target consumer heavily relies on word of mouth when looking for recommendations and reviews, especially when it comes to what to bring to an event. They want to bring something new and exciting to the table for a watch party and are looking for a spark of inspiration. They rely on family and friends for insights and value their opinions more than anything.

This touchpoint is especially important in influencing The Wildcard, because they want to bring foods

that they know will please their peers. They want to bring crowd-pleasers to the party, but Skittles doesn't necessarily make the cut. Skittles is currently within our target consumer's non-chocolate candy consideration set. However the non-chocolate candy product category is not within the gameday consideration set. Due to Skittles' large market share within its product category, Skittles has an opportunity to become an established NFL sponsor and earn a seat at the gameday gathering.

(recommendations)

In order to influence consumers via word of mouth Skittles will need establish itself as not a top-of-mind NFL sponsor. This can be done by increasing public relations efforts that tie in with the NFL, like what Skittles has done with Marshawn Lynch's Skittles Press Conference and DeMarcus Ware's Skittles weather forecast. For the future, we encourage Skittles to capitalize on its partnership with brand spokesman, Josh Bush, by incorporating more promotional events throughout the year, not just the weeks leading up to the Super Bowl. This will generate buzz about Skittles' involvement with the NFL and will help position Skittles as a top-of-mind NFL sponsor in the minds of our target consumers.

PHASE: PLAYBOOK, HALFTIME HIGHLIGHTS

NATIVE ADVERTISING

Native advertising is a way for brands to cut through the clutter of mainstream media. In our focus groups, respondents noted constant exposure to ads, but when asked to further elaborate, they could not recall the messages portrayed through advertising. Research points that Millennials have become immune to traditional advertising efforts, reports Forbes. Native advertising is a way to

create engaging, memorable advertising that resonates with the target, and does not appear as advertising. When asked to name Super Bowl sponsors, respondents named brands that have engaged in PR stunts and product placement during the Super Bowl, such as Papa John's and Gatorade have done in the past. They did not associate Super Bowl advertisements with sponsorship.

(recommendations)

Millennials are known to spend a large amount of time consuming online content and interacting with friends and brands via mobile. Millennials under 25 spend nearly four hours using the mobile internet, reports eMarketer. Online is home to native advertisements that are created in such a way that do not appear as advertising. We suggest Skittles incorporate native advertising to reach their target on the second screen. Skittles may utilize native advertising by engaging in a third party partnership with BuzzFeed that will generate attention for the brand in a way that our target is receptive to. Native advertising allows Skittles to showcase the connection in a natural way that does not appear as advertising.

POINT OF PURCHASE DISPLAYS

Our target consumer is heavily influenced by in-store displays. During our ethnographies, we found that the target consumer comes into the store with a plan, but often deviates from their list to look at display items. These items easily catch the target consumer's eye due to their prominent placement within the store.

Skittles is currently located in the candy aisle and

at check-out displays. Meanwhile, NFL sponsors like Tostitos and Pepsi are placed in elaborate displays during football season. In order to establish itself as an established NFL sponsor, Skittles needs to leverage additional in-store placement among other popular gameday snacks. This will help the target consumer associate Skittles with the NFL home viewing experience.

(recommendations)

Our target consumer values the time spent with friends and would ideally want to get in and out of the store. They want brands to make decisions for them. By investing in an in-your-face display, Skittles would grab the target consumer's attention and prompt them to bring Skittles, a fun, sharable gameday snack to their next NFL home viewing experience. We suggest that Skittles increases its product placement efforts within stores throughout the entire duration of football season when NFL home viewing experiences will be taking place. Because our target consumer is heavily influenced by in-store displays, it is important that Skittles takes advantage of additional shelf placement and POP displays.

PHASE: GAME ON, ENTERING THE STADIUM, INTERCEPTION, LINEUP

PACKAGE DESIGN

Package design plays a big role in our target consumer's purchase decisions. In our primary research, both light and heavy users mentioned that packaging not only caught their attention, but also impacted what they bought. Seasonal and limited-edition items are viewed as fun and unique. Our target consumers respond well to these products, buying them with more enthusiasm than normal products.

In our focus groups we learned that attendees would be more likely to purchase something if it had an NFL

logo or was for their team. In 2014, Skittles introduced a Seattle Seahawks Mix. The product was auctioned off at www.SkittlesSeattleMix.com. The product was well-received by Seahawks fans.

Companies that sponsor the NFL often place the NFL logo on the company's products. Skittles doesn't currently feature an NFL logo anywhere on its packaging, missing the chance to tie in their NFL sponsorship in a small, but impactful way that could catch the attention of our visually-driven target.

(recommendations)

Our target consumer gravitates toward what catches their eyes within a store. They are also motivated to buy limited-edition and team-related items. We recommend that Skittles leverage their NFL sponsorship in two ways. First, we recommend that Skittles release a team-related or NFL-oriented line. Our target consumer is receptive to limited-edition items, and incorporating the NFL logo on packaging would solidify Skittles' image as an NFL sponsor. We also suggest that Skittles includes the NFL logo on all of its packaging. This addition will create a spark in the target consumer's mind that Skittles is an NFL sponsor and may make them more receptive to adding it to their gameday grocery list.

PHASE: INTERCEPTION, ENDZONE

SOCIAL MEDIA

Our target consumer responds well to social media and relies heavily on it for food inspiration. Websites like Pinterest and Facebook are especially impactful on what items make it onto our target consumer's grocery list. The target is also on Instagram and Snapchat, two areas where Skittles, a very visual brand, has an advantage, but has not capitalized.

The company's move to sponsor the NFL's first ever sponsored snapchat was a smart move, allowing the company to showcase its ties to the NFL in a format our target consumer frequently uses. However, the US branch of Skittles does not currently have an Instagram account.

(recommendations)

In order to be taken seriously as a gameday snack, Skittles must post more NFL-related content while still maintaining their lively social voice. This will further solidify Skittles' role as an NFL sponsor in the minds of our target consumer. We suggest that Skittles showcase the commonalities they share with the NFL, specifically the excitement both brands provide within the lives of consumers. We also suggest that Skittles creates an Instagram account, as this medium is frequently used by our target consumer. This would allow Skittles to share its message with even more consumers.

Competitor, Tostitos, had a very successful social media campaign that featured short promotional videos of what not to do during a party. By aligning their product with a social gathering surrounding the NFL, it helped make a clear connection between the brand and the NFL in the consumer's mind.

In addition to the promotional events involving the NFL, we suggest Skittles be more present during gamedays. Currently, the brand only engages with the NFL sporadically, with an increased emphasis on the Super Bowl. By increasing the frequency of their posts and the relevance of their content in relation to the NFL, Skittles can attain its goal of becoming synonymous with the home viewing experience.

Skittles also needs to work on community management across all social media channels. Many consumers leave comments and concerns in various comment sections of Skittles' social media accounts, however, Skittles does not respond or engage with the consumer. Social media provides unlimited access to the opinions of others and if Skittles' is not addressing negative comments, it may make others reluctant to view them positively as a brand. It's important for the target to feel appreciated by Skittles, and by developing more personal relationships with the target on their social media pages Skittles can build a stronger brand personality and connect with consumers on a deeper level.

PHASE: PLAYBOOK, HALFTIME HIGHLIGHTS



TOUCHPOINT GOALS

(For every touch point along the journey, you want to identify)

- What the consumer is doing
- Motivation
- Emotion
- Is this a place of receptivity to a message?
If so, what do they need from the brand?
- Is this a place where the brand is vulnerable?
- How can we alleviate frustrations or make an emotional connection along the consumer journey to facilitate trial, repurchase and sharing?

RECOMMENDATIONS



RECOMMENDATIONS

(what we suggest based on our expertise)

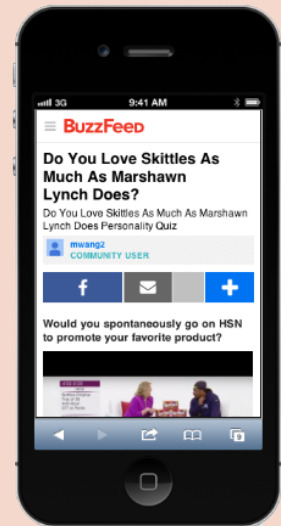
BUZZFEED PARTNERSHIP

As a brand aiming to attract millennials, Skittles can benefit from utilizing a third party partnership with a company that has a personality similar to Skittles. We recommend Skittles partner with BuzzFeed, due to the fact that both brands portray themselves to be offbeat and fun in their personal image. BuzzFeed's company website reports that 18-34 year olds make up 50 percent of their audience, so this partnership will have great reach to the target. We recommend that the content is quiz and top-ten list based due to the shareability and high engagement level of that type of content.

An example of a quiz could be, "Do you love Skittles as much as Marshawn Lynch does?" with questions like "Would you spontaneously go on HSN to promote your favorite product?" and "Would you jump into a giant pit of Skittles on national TV?" The quiz would feature pictures and embedded videos of the Lynch moment that sparked the question. This quiz relates to the humor of both BuzzFeed and Skittles as brands and subtly reinforces the connection between Skittles and the NFL.

An example of a top ten list could be "top ten ways to have the best NFL watch party," referencing different food options and putting a Skittles recipe or drink somewhere on the list.

Our target needs to see the connection between Skittles and the NFL, but they don't have the time or the desire to deal with run-of-the-mill advertisements. Partnerships with brands like BuzzFeed help Skittles become more top-of-mind in regards to NFL sponsorships in a natural way that the target is already receptive to and that's not intrusive.



POINT OF PURCHASE DISPLAY



Large in-store displays would create brand awareness among the target consumer when entering the store with the intent of purchasing items for an NFL home viewing event. Due to the visual nature of our target, they are drawn to in-store displays that aid them in the decision making process once they are already in the store. Research shows that in-store displays are often more effective than promotions and price cuts. They are the determining factor for impulse purchases and can show attendees and hosts alike what food fits in the NFL home viewing experience.

Since our target is impressionable and wants to appeal to their friends, they are purchase in-store displays. In primary research, respondents noted that when hosting or attending an NFL home viewing experience, they seek products that are shaped as footballs or have a connotation with the NFL that reaffirms their choice of purchasing that product.

PACKAGE REDESIGN

The packaging of our product is powerful because it tells consumers why Skittles' product and brand are different from its competitors. Skittles has the advantage of having a large market share within the non-chocolate confectionary category, which allows them to have favorable placement within the candy aisle. Since announcing their partnership with the NFL, Skittles has not undergone any package changes. We recommend redesigning the packaging by licensing the product through NFL and incorporating the NFL logo and limited-edition visuals on the packaging. This would provide Skittles a standout experience on the retail shelf. An example of limited-edition redesign could be packs with colors and creative visuals for the two teams who make it into the Super Bowl that season. It would also be beneficial for Skittles to convince our target consumer to buy the product with the redesigned package including the NFL logo and feeding it into pre-existing POP displays.



SOCIAL MEDIA



Skittles hasn't posted any NFL-related content in months. During football season, they produced some NFL-related content, but most efforts in this regard involved PR stunts. By producing more experiential NFL-related content at a higher frequency, especially during football season, Skittles will reaffirm their role as an NFL sponsor in the minds of consumers.

Our target consumer is also visually driven, so it would be beneficial for Skittles to create an Instagram account and share their messages there as well. This will increase the brand's reach and get their messages out to a wider audience. Skittles France has an Instagram account and the medium has worked well for them, with each post receiving a lot of engagement.

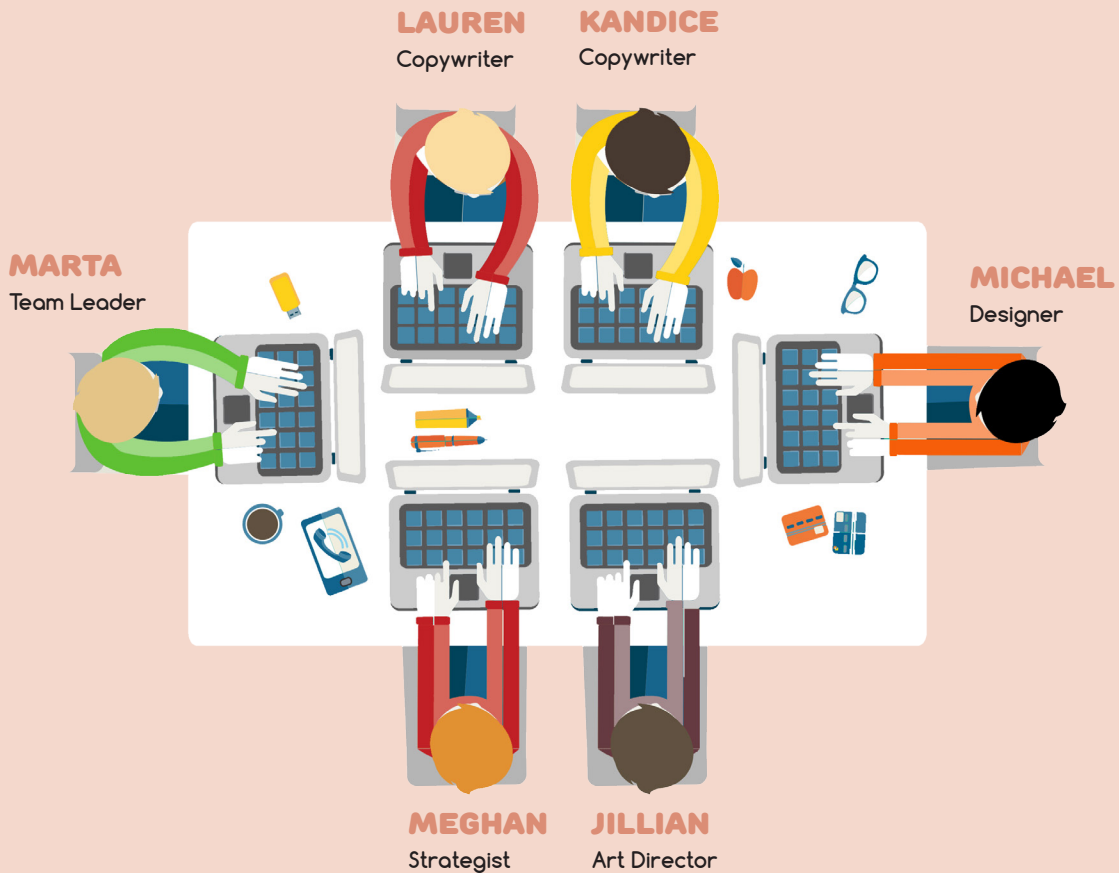
CONCLUSION

(the cherry on top)

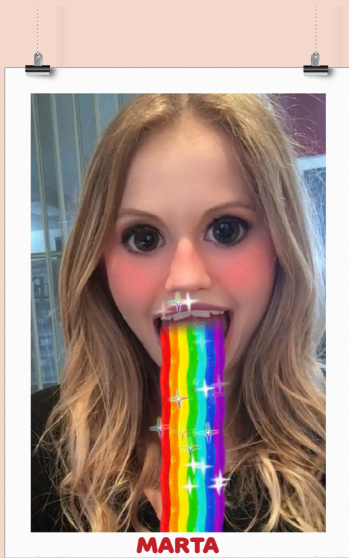
Through our primary and secondary research, we developed this consumer journey as well as corresponding touchpoints for our target, The Wildcard. These touch points identify their wants and needs as a consumer when adding Skittles to their shopping cart. By focusing on these mediums and using our recommended messaging strategies, Skittles will be able to make its brand synonymous with the home game day experience. To appeal to the target we recommend that Skittles improve on the touch points of word of mouth, point of purchase displays, package design, and social media. We believe that with these recommendations, Skittles can become a top-of-mid product for the The Wildcard when making their NFL gameday snack food journey.

MEET THE TEAM

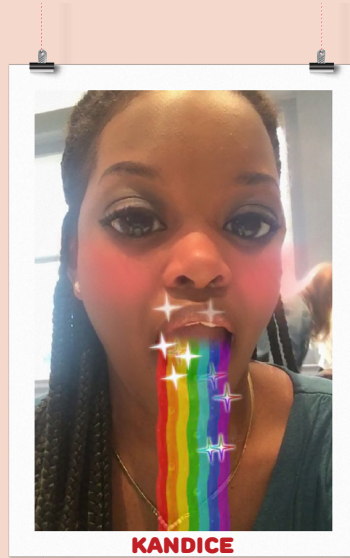
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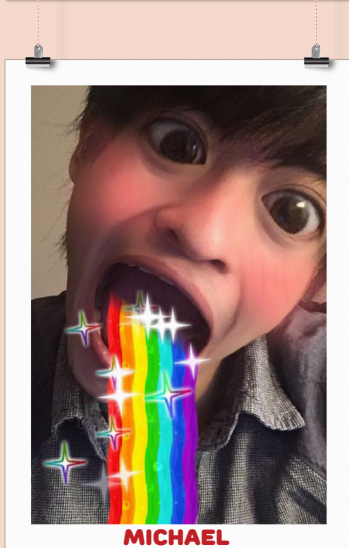
Wednesday, 5 p.m. @ RJ1 13



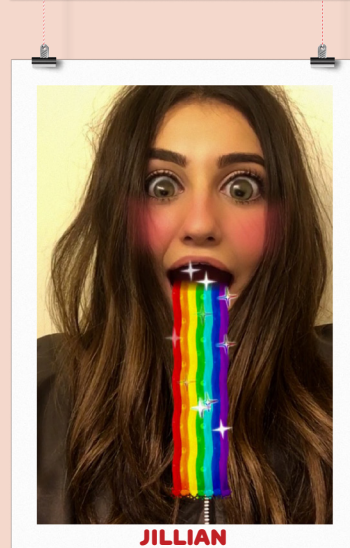
MARTA



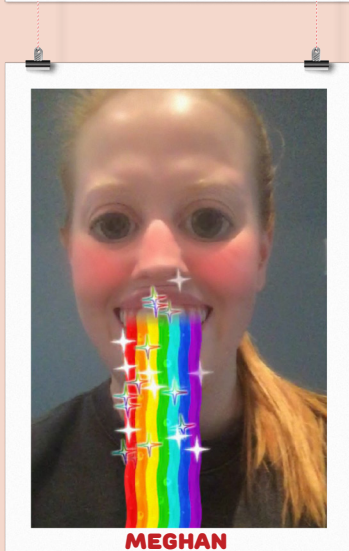
KANDICE



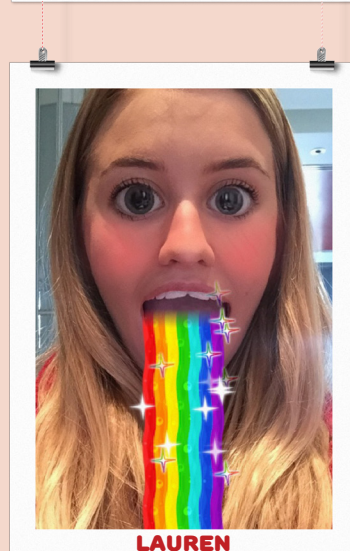
MICHAEL



JILLIAN



MEGHAN



LAUREN

APPENDIX



FOCUS GROUP DISCUSSION GUIDE

Goals of focus group:

- To find sources of inspiration and information throughout every phase of the consumer journey
- To uncover potential touch points throughout the journey (inclusive of the rational and emotional needs for each step)
- To find points of influence throughout the journey where the consumer will be most receptive to brand messaging

Purpose

To uncover the attitudes and opinions of millennial sports fans who make a candy purchasing decision when hosting or attending an NFL home viewing experience.

Introduction

Hi, my name is _____, and behind me is _____ to take notes. We are students at the Missouri School of Journalism. We are conducting research for one of our advertising courses. For the next 30-45 minutes we will ask you questions about the NFL, your gameday viewing experiences, candy, and your purchasing habits. We will be taking photos and recording this interview, for our own purposes, your personal information and answers will not be publicly shared. We encourage you to get up and grab food at any time.

We would like to clarify what we mean by "gameday viewing experience" throughout this discussion. We are referring to a time when you get together with friends to watch an NFL game at someone's home. This does not include viewing at bars, tailgating, or actually attending the game.

INTRO: 5 minutes

- Name
- Hometown
- Occupation/Major
- Favorite candy

WARM UP (5 - 10 minutes)

Think back to your most recent NFL viewing occasion...

- What did your viewing experience consist of?
 - Where did you watch the game?
 - Who was with you? What did you eat?
- What does your ideal game day food or snack assortment consist of?
- Is this a typical way that you would watch an NFL game?
 - *Probe for:* How do you usually watch NFL games?

Discussion:

PERCEPTUAL MAPPING ACTIVITY- 15 minutes

Imagine you are hosting/invited to a NFL watch party. Please pick which role you identify with most and map out the steps you would take on the paper provided.

HOSTS: *Please take us through the process of what you would do to prepare for your event. Begin with the moment you decided to host a party and walk us through this experience with as much detail as possible.*

Consider the following criteria:

- Where would you go to buy food or snacks for your party?
 - *Listen for:* Type of store (Convenience store, grocery store, big box retailer, warehouse club)
- When did you purchase these food or snacks?
 - *Probe for:* Was this on a normal grocery run? Did you go out specifically for these items?
- Upon entering the store, where did you go first?
 - *Probe for:* Is this usually your first stop within the store?
- What did you buy?
 - *Listen for:* pre-packaged food, ingredients to make recipe
- Why did you choose what you bought?
 - *Probe for:* Who were you with and how would did they influence your decision?
 - *Listen for:* Motivations (price, convenience, packaging)

- *Listen for:* Sweet taste, chewy, bite size, not messy, colorful, shareable, variety, influenced by commercials or sponsorships

ATTENDEES: Please take us through the process of what you would do to prepare for the event. Begin with the moment you received an invitation to attend a watch party and walk us through this experience with as much detail as possible.

Consider the following criteria:

- What did you bring to the NFL watch party?
 - *Listen for:* Pre-packaged food, making own food, catering
- Where would you go to buy food or snack items to bring to the party?
 - *Listen for:* Type of store (Convenience store, grocery store, big box retailer, warehouse club)
- When did you buy the food or snack items to bring to the party?
 - *Probe for:* Did you buy them in advance or on the way to the party?
 - *Probe for:* Mission based shopping, or in combination with normal shopping list?
- Why did you choose what you bought?
 - *Listen for:* POP display, commercials or sponsorships
- Who was with you when you made the purchase?
 - *Listen for:* friends, other party attendees

Media Consumption

- In a typical day, when and where do you see advertisements?
- Do you follow any brands on social media?
 - *Probe:* Types of brands (candy, food, restaurants, retailers)
 - *Probe:* What is your motivation for following them?
 - *Listen for:* Fan of the brand, brand personality, sponsorships, promotions
- Do you interact with the brands you follow on social media?
- Why do you check social media?
 - *Listen for:* Inspiration, reviews, entertainment, to get a good laugh
- When do you most frequently check social media?
 - *Listen for:* While shopping, on the way to the store
- Do you ever check social media while shopping?
 - *Probe:* What apps do you check most frequently?
 - *Probe:* Why do you check social media while shopping?
 - *Listen for:* Recipes, promotions
 - *Listen for:* Pinterest, Facebook, Twitter, Instagram

NFL Sponsorships

- Can you name any NFL sponsors?
- How do you interact with the NFL?
 - *Probe:* Do you follow the NFL on social media? If so, how do you interact with them online?
 - *Listen for:* NFL in general or specific teams, motivation behind following them
- Have you ever bought a food or snack item that was sponsored?
 - *Probe:* Are sponsorships the reason why you made that purchase?

Candy purchasing habits

- Where do you buy candy from?
 - *Listen for:* Type of store (Convenience store, grocery store, big box retailer, warehouse club)
- When you are shopping for candy, what influences your decision?
 - *Listen for:* packaging, label design, share size, price, positioning on shelf, advertisements, friends, family
 - *Listen for:* feelings
- Within the store, where do you purchase candy?
 - *Listen for:* candy aisle, at register
- Do you have a go-to candy that you always buy? How you feel when you purchase that candy?
 - *Listen for:* Excitement, satisfaction, guilt, buyer's remorse, cognitive dissonance
- When was the last time you purchased Skittles?
 - *Probe:* Where did you make the purchase, how long ago was it, who were you with, what was your reason?

IDI- DISCUSSION GUIDE

Purpose

We want to gain an understanding of millennial sports-fans feelings, emotions, thoughts and behaviors during the consumer journey process of purchasing candy.

Introduction

Hi, my name is _____, and behind me is _____ to take notes. We are students at the Missouri School of Journalism. We are conducting research for one of our advertising courses. For the next 30-45 minutes we will ask you questions about the NFL, candy and your purchasing habits. We will be taking photos and recording this interview. Your answers will not be published publicly.

We would like to clarify that we will be focusing on the non-chocolate candy segment throughout this discussion. This category includes all non-chocolate candy products.

Self-Introduction:

- Name -
- Hometown
- Occupation/Major
- Favorite candy

Pre-Store Attitudes:

- What makes you think to buy candy?
 - *Probe:* What reasons do you have to buy candy? (hunger, sweet tooth, gift for someone, event or party, need energy)
 - *Probe:* Is candy on your list when you go to the store?
 - *Listen for:* Shopping for an event or party
- How do you decide when to purchase candy?
 - *Probe:* Time of day, day of the week, time of year (i.e. holidays, special events)
- Where do you decide to purchase candy?
 - *Listen for:* Type of store (Convenience store, grocery store, big box retailer, warehouse club)
 - *Probe:* Have you always gone to this store?
- How do you hear different information about types of candy?
 - *Listen for:* Social media, TV advertising, family, friends, in-store displays
- Do you have a go-to candy?
 - *Probe for:* Do you always buy a certain type of candy?
 - *Listen for:* Brand loyal or variety seeker
- Are you brand loyal to a specific type of candy?
 - *Probe for:* If so, why do you choose that candy?
 - *Listen for:* buy for situations, habitual buyer, rituals

Activity: Write down the first four non-chocolate candy brands that come to your mind

In-Store Attitudes:

- What factors do you consider when choosing what brand of candy to buy?
 - *Probe:* What differs when you are buying candy for yourself, for friends, for family
 - *Listen for:* Packaging, label design, share size, price, positioning on shelf, limited edition, new flavor, sponsorships, childhood favorite
- Are you with anyone else when you buy candy? If so, do they influence your buying decision? In what way?
- At what point of your shopping trip do you buy candy?
 - *Listen for:* beginning, middle, end (near cash wrap)
- What makes you try a new brand of candy?
 - *Listen for:* Packaging, display, limited time offer, new flavors, sponsorships, sales, placement within store, recommendations, word of mouth, social media
- What are some factors that deter you from buying candy?
 - *Listen for:* Guilt, dieting, fear of being judged, overwhelming amount of options, not enough options, inconvenient
- How often do you buy candy?

Post-Store Attitudes:

- Once you've purchased candy, how do you feel?
 - *Probe:* Are you content with your purchase?
 - *Probe:* Do you have any feelings you associate with buying candy?
 - *Listen for:* Excitement, satisfaction, guilt, buyer's remorse, cognitive dissonance
- After making your purchase, when do you eat the candy?
 - *Probe:* Do you share it with anyone?
 - *Listen for:* Eat right away, save it for later, forget about it
- How do you feel after eating the candy?
 - *Probe:* Satisfied, content, guilty

PERCEPTUAL MAPPING ACTIVITY- 15 minutes

Imagine you are hosting/invited to a NFL home viewing experience. Please pick which role you identify with most and map out the steps you would take on the paper provided.

HOSTS: *Please take us through the process of what you would do to prepare for your event. Begin with the moment you decided to host a party and walk us through this experience with as much detail as possible.*

Consider the following criteria:

- Where would you go to buy food or snacks for your party?
 - *Listen for:* Type of store (Convenience store, grocery store, big box retailer, warehouse club)
- When did you purchase these food or snacks?
 - *Probe for:* Was this on a normal grocery run? Did you go out specifically for these items?
- Upon entering the store, where did you go first?
 - *Probe for:* Is this usually your first stop within the store?
- What did you buy?
 - *Listen for:* pre-packaged food, ingredients to make recipe
- Why did you choose what you bought?
 - *Probe for:* Who were you with and how would they influence your decision?
 - *Listen for:* Motivations (price, convenience, packaging)
 - *Listen for:* Sweet taste, chewy, bite size, not messy, colorful, shareable, variety, influenced by commercials or sponsorships

ATTENDEES: *Please take us through the process of what you would do to prepare for the event. Begin with the moment you received an invitation to attend a watch party and walk us through this experience with as much detail as possible.*

Consider the following criteria:

- What did you bring to the NFL home viewing experience?
 - *Listen for:* Pre-packaged food, making own food, catering
- Where would you go to buy food or snack items to bring to the party?
 - *Listen for:* Type of store (Convenience store, grocery store, big box retailer, warehouse club)
- When did you buy the food or snack items to bring to the party?
 - *Probe for:* Did you buy them in advance or on the way to the party?
 - *Probe for:* Mission based shopping, or in combination with normal shopping list?
- Why did you choose what you bought?
 - *Probe for:* Did you have an idea of what you wanted to buy before you
 - *Listen for:* POP display, commercials or sponsorships
- Who was with you when you made the purchase?
 - *Listen for:* friends, other party attendees

Brand Awareness:

"Explain Skittles + NFL sponsorship"

- Have you purchased a brand with an NFL sponsorship? If not, would you?
- Would you purchase Skittles, knowing it has a NFL sponsorship?

Shop-A-Long Discussion Guide

Purpose: To uncover the attitudes and opinions of **millennial sports fans and habitual candy consumers** who make a candy purchasing decision when attending an NFL home viewing experience.

Encourage participants to think ALOUD.

Consumer Insight to keep in mind:

PROMPT: *Imagine you have just been invited to attend an NFL home viewing experience at a friend's apartment this weekend. Please take us through the process of what you would do to prepare for the event. Begin with the moment you received an invitation to attend a watch party and walk us through this experience with as much detail as possible.*

Pre-Store

- Make a grocery list -- observe how it's structured
- Ask if you can look around their kitchen
- Get a feel for the products they currently buy
- How often do you shop?
- How do you decide when to shop?
- Where do you shop and why?
- Where do you find recipe inspiration?
- How do you feel when you are about to start planning for your meals/what you will get at the store?
- What items are always on your grocery list?
- Who do you typically go grocery shopping with?
- Do you shop differently with other people? Do you buy different items?
- How important is budgeting in your grocery planning?
- Do you cut corners to save on certain items?

How do you feel before the store? Probe: excited, anxious, overwhelmed?

In-Store

- Things to look for:
 - Observe first impressions when they walk in the store. What are they attracted to?
 - Ask: why this product?

What section do they start their grocery shopping in?

- Create a map of where they go
 - How do they use their list? What deviations do they make from the plan?
 - How long do they stay in the store?
 - Are they on a mission, casual, confused?

◦ What do they reach for first in-aisle?

◦ As they check out, observe the other items in their final cart.

Questions to ask

- What catches your eye?
- In the candy aisle:
- Which candy brands have you purchased?
 - What else do you normally buy when you purchase candy?
 - Which of these brands have you purchased? What do you like about them?
 - What catches your eye?
 - How do you feel before purchasing candy? What motivates you to eat candy?

Show them Skittles.

- What stands out?
- Do you look for sales? Fuel Saver discounts? Coupons?
- What do you splurge on and why?
- If you purchase the product, how do you feel?

Do you experiment with different brands?

- What impacts your experimentation?

What gets in the way of your shopping routine?

- If you can't find something, who/what do you turn to?
- Do you call your mom? Ask an employee? Consult Google or social media? Wander aimlessly?

Post-Store

Questions to ask

- Do you feel like you completed what you intended to do?
- How satisfied are you with the purchases you made? Do you have anything else you would like to add?
- Observe how they categorize items they purchased.

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