

Hershey and Advertising

Grade Levels – 11-12

Standards –

- 3.3.10.A
- 3.2.10.A
- 3.2.10.B
- 3.2.10.C

Materials Needed –

- Computers with internet access OR printed Hershey advertisements from the following sites...
 - a. http://www.hersheys.com/discover/history/new_company.asp
 - b. http://www.hersheys.com/discover/history/sweet_choc.asp
 - c. http://www.hersheys.com/discover/history/baby_bean.asp
 - d. http://www.hersheys.com/discover/history/sweet_inventions.asp
 - e. <http://www.hersheys.com/discover/history/advertising.asp>
- Plain White Paper
- Art Supplies (Crayons, Markers, etc)
- Candy bar wrappers from at least 5 different types of candies.
- Advertisement campaign guide

Teacher Background –

This lesson is intended to enrich your students' visit to *The Hershey Story*. It seeks to identify advertising strategies of The Hershey Company. During this lesson, students will evaluate different advertisement strategies of the company during its' hundred year history. Students will use what they learned to design their own advertisement campaign for the Hershey Company. This lesson will take approximately 1-50 minute class periods to complete.

Lesson Plan

Essential Question –

What is the most effective way to convince consumers to purchase chocolate?

Vocabulary – (Have these words and their definitions posted in your classroom)

1. Consumer
2. Market
3. Advertisement

Activating Strategies –

Step 1 – Break your class into groups of 3-4 students.

Step 2 – Pass out the candy bar wrappers, making sure each group gets one wrapper.

Step 3 – Ask the class to examine the wrappers and answer the following questions...

- a. What type of people is the packaging meant to appeal to?
- b. How can you tell?
- c. Why is important for companies like Hershey to advertise?
- d. What are the main markets for chocolate companies like Hershey?
- e. Do advertisements change during the course of the year? Why?
- f. Have advertisements changed over the last hundred years? Why?

Teaching Strategies –

Step 1 - Inform your students that they are going create a new imaginary chocolate product.

Step 2 – They are responsible for creating a new advertisement campaign for this product to ensure people know about it, and to try to convince them it is better than competitor's products.

Step 3 – Ask your students to start by designing a drawing of what their product would look like.

Step 4 – Ask each group to write a 5 sentence description of their chocolate product. The description should include the size, color, texture, flavor, and main ingredients of their product.

Summarizing Strategies:

Instruct each group to create an advertisement campaign for their product. Each group should follow the Advertisement campaign guide.

Advertisement Campaign Guide

Step 1 – Primary Markets for your product... Which population groups in the United States are most likely to purchase your new product?

Step 2 – Identifying medium... What activities does your target group engage in that lend themselves to advertising? What would be the most effective medium for reaching the target markets?

Step 3 – Design a campaign to reach your target market in the advertisement medium that will reach the most of people. Use a separate sheet of paper to create a script (for TV or radio), a drawing (for a billboard), or a website (for the internet).