

Reese's

PEANUT BUTTER

Trees

MILK CHOCOLATE & PEANUT BUTTER

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Campaign Overview

BACKGROUND INFO

Reese's is a well-known and well-loved chocolate brand. Reese's were first invented in the early 1920s by a Hershey employee, named H.B. Reese. In 1963, his sons sold it to The Hershey Company. The combination of creamy peanut butter with a milk chocolate coating created a delicious treat which has gained enormous popularity.

Throughout the years, Reese's has expanded its product line to include a variety of shapes and sizes, including holiday shapes for occasions like Christmas and Easter. The classic orange packaging and delightful blend of flavors has established Reese's as a go-to sweet treat.

CAMPAIGN OVERVIEW

This campaign will associate the feelings of nostalgia and togetherness with Reese's Trees through nostalgic visuals, copy and PR events. The target audience for this campaign is parents, typically 25-40 years old.

The campaign will run from November to December.

CAMPAIGN OBJECTIVE

Increase awareness of Reese's Trees among adults 25-40 years old by 10% from November 2024 to December 2024.

Research

THREE KEY INSIGHTS

1. Chocolate is found to increase activity, reduce fatigue, and elevate mood while influencing cognition, sensorial responses and memory.
2. Nostalgia is more common during the holidays, and can lead to an increased sense of social belonging, reducing loneliness, and releases dopamine.
3. Reese's is one of the most well-known chocolate brands in the U.S.

SUMMARY

The campaign for Reese's Trees will tie the feeling of nostalgia of the holiday season to the positive emotions you get when biting into a piece of Reese's well-known peanut butter and milk chocolate goodness.

Target Persona

Meet Daniel and Candace!



- A 35-year-old male and 33-year-old female
- Have two sons ages 6 and 5
- Work in construction and healthcare
- Resides in the suburbs
- Enjoy buying Reese's Peanut Butter Trees for their kids during the holidays



Their Mon-Fri



After a long day of work, they come home and cook dinner for the family, help them with their homework and put them to sleep by reading a bedtime story.

Their Stuff



Daniel drives a Ford truck while Candace drives a Mazda SUV. They both need coffee to fuel their day before work. They buy all of their household essentials from Target. While Daniel buys things at Home Depot for his job, Candace goes to Trader Joe's to get groceries for the family.

Their Media Habits



They both enjoy watching Food Network to learn new recipes and also like to watch any new shows/movies on Netflix. They use Facebook to share family photos and to stay connected to family members. In their free time, Candace likes to read on her Kindle app and Daniel enjoys watching just about any sport on ESPN.

Their Weekends



They both start off their weekend by going for a run in the morning. The boys play on a soccer team so they spend their Saturdays at their games. They like to dedicate every other Saturday night to date nights. On Sundays, they have a cookout for the family and have a game night with the kids before going to bed.

Creative Brief

COMPANY BACKGROUND

Reese's is a beloved chocolate brand, with over 100 different items in their product line and millions in sales every year. Reese's Trees are a staple holiday-shape, but still less known than other holiday shapes like Reese's Eggs or Reese's Pumpkins. With so many different products, this campaign will focus on highlighting the Reese's Trees.

KEY INSIGHT

The holidays are a time with increased nostalgia, and chocolate can evoke nostalgic feelings. Reese's needs to tie these two findings together through the marketing of their Reese's Trees.

OBJECTIVE

The ads in this campaign will support the campaign objective of raising product awareness by pairing Reese's Trees with nostalgic holiday visuals and warm and bright copy.

Creative Brief

TARGET AUDIENCE

Our target audience for our campaign is parents, typically aged between 25-40 years old, who are looking to create a nostalgic Christmas-time feeling for their kids and loved ones. We are targeting both genders who enjoy spending quality time with their families and participating in family activities.

KEY MESSAGING

Reese's Peanut Butter Trees are the perfect chocolates to have during the holiday season because they bring forth the nostalgic feeling of family and childhood memories. The sweet and creamy peanut butter filling inside the chocolate resonates with the warm and cozy feeling of the holiday season. Reese's Trees brings that Christmas spirit, love, and happiness to life. We want to emphasize that not only are they a delicious treat, but also a great way to create those special moments with loved ones.

BRAND VOICE

The Reese's Peanut Butter Trees brand voice is expressed in a very warm, welcoming, and nostalgic way. The brand aims to convey a sense of warmth and togetherness that our chocolates bring to families during the holidays.

Creative Executions

BILLBOARD



PRINT



TREAT
YOURSELF TO
A TASTE OF
NOSTALGIA
WITH
REESE'S TREES
THIS HOLIDAY
SEASON.



Creative Executions

TELEVISION & STREAMING VIDEO

VIDEO STORYBOARD - LOVE FAMILY, LOVE REESE'S



SCENE 1, CLOSE UP [EXTERIOR]

Open with close up of the father, Tom sledding with son, Billy.



SCENE 2, MEDIUM CLOSE UP [EXTERIOR]

Cut to a medium close up where the mother, Claire, is catching snowflakes while her husband and son play in the background.



SCENE 3, WIDE SHOT [EXTERIOR]

It starts to get cold so Claire and Tom decide to bring the kids in.



SCENE 4, WIDE SHOT [EXTERIOR]

The cabin is in view. The family is seen walking inside.



SCENE 5, MEDIUM SHOT [INTERIOR]

The inside of the home is shown, it's warm and filled with Christmas decorations.



SCENE 6, CLOSE UP [INTERIOR]

Mother and daughter share Reese's with each other. Caption displays at end - "Reese's - nostalgia you can taste."

WEB BANNER

Reese's

MAKE THIS CHRISTMAS COUNT



Creative Executions

RADIO & STREAMING AUDIO

SFX: Cheery Christmas music with sleigh bells in the background.

NARRATOR: Give the gift of holiday cheer this season with Reese's Trees.

NARRATOR: Deliciously simple with creamy peanut butter and a milk chocolate coating.

NARRATOR: Each bite will have you reminiscing of fond memories gathering with family and friends.

NARRATOR: Bring the nostalgia, bring Reese's Trees.

SFX: Music fades out

Media Plan

MASS MEDIA

Billboard

- Since parents spend lots of time in the car, a billboard will have a big reach.

Print

- Parents frequently magazines.

TV

- Parents often watch TV with their kids as family bonding time.

Radio

- Parents spend lots of time in the car driving their kids around, or driving to work, and listen to the radio often.

DIGITAL

Streaming Video

- The use of streaming services heavily increases during the holiday season.

Streaming Audio

- Parents often stream podcasts or their favorite audiobooks during their commute.

Web Banner

- Online shopping is increased during this time of year, so parents are online more often.

Public Relations Plan

REESE'S TREES OF TOYS

OBJECTIVE

To spread joy during the holiday season by collecting nostalgic toys for children in need while promoting Reese's Trees holiday chocolates.

KEY MESSAGES

- Spread joy and nostalgia for the holiday season with Reese's Trees
- Join Reese's in making a difference in children's lives
- Every child deserves to have a magical holiday

CAMPAIGN

Reese's will collaborate with local grocery stores to set up collection points for nostalgic toy donations.

Reese's will provide participating locations with promotional materials such as posters, collection boxes, and social media graphics featuring Reese's Trees holiday chocolates and the toy drive logo.

Participants will receive a bag of Reese's Trees to share with their friends and family and also have a chance to enter a raffle to win a lifetime supply of Reese's.

Public Relations Plan

REESE'S TREES OF TOYS

MEDIA OUTREACH

We will pitch the toy drive to local media types such as:

- Newspapers
- Radio Stations
- TV news channels

We will offer to provide interviews with local Reese's representatives to discuss philanthropic efforts and the positive impact nostalgic toys have on children

MEASUREMENT & RATIONALE

We will measure the success of the campaign by pulling data from social media and email marketing platforms.

Surveys will be conducted to measure awareness of Reese's Tree chocolates before and after the drive.

The toy drive will catch the attention of parents who are going grocery shopping for or with their kids. This will allow consumers to give back to their communities and feel great about it while spreading awareness of Reese's Trees.

Public Relations Plan

REESE'S UGLY SWEATER CONTEST: A NOSTALGIC HOLIDAY CELEBRATION

OBJECTIVE

To engage consumers in a fun and nostalgic holiday experience while promoting Reese's Tree holiday chocolates through an ugly sweater contest.

CAMPAIGN

Reese's will collaborate with local, radio stations to organize a retro, holiday ugly sweater contest. Reese's will provide the promotional materials necessary, including a pitch for the LSM to send to local radio stations in their area and a press release to send to media contacts. This template will include all the details the radio station needs to know to promote the contest. All entrants to the contest will be entered in a national sweepstakes to win an all-expenses paid trip to Hershey Park.

MEASUREMENT & RATIONALE

Results will be measured through awareness surveys completed before and after the sweater contest.

The choice of radio will reach our target audience of busy parents, who often listen to the radio when driving their kids to and from different activities. This event will allow the whole family to get involved in the holiday spirit while promoting Reese's Trees.

Public Relations Plan

REESE'S UGLY SWEATER CONTEST: A NOSTALGIC HOLIDAY CELEBRATION

UGLY SWEATER EMAIL TEMPLATE

Subject Line - Get Festive with Reese's Trees Ugly Sweater Contest!

Hi [Radio Contact],

Are you ready to spread some holiday cheer and get your listeners in the holiday spirit? Reese's Trees is partnering with local radio stations to host a retro-inspired, holiday-themed ugly sweater contest. Reese's Trees is excited to bring this contest to [city/area] with your help!

Here's how it works:

Beginning in early November, listeners can submit photos of themselves wearing their most festive, retro-inspired ugly sweater to Instagram or X, tagging [radio station] and Reese's, and using #ReesesTreesSweaterContest. Each radio station will pick their favorite sweater that brings that nostalgic holiday feeling. Winners will receive a custom Reese's Trees holiday sweater and a family-size bag of Reese's Trees. All entrants will be automatically entered into a national sweepstakes for a chance to win an all-expenses-paid trip to Hershey Park!

I've attached a media kit including all necessary promotional materials, such as graphics, social media assets, and copy to assist in promoting the contest.

We believe this contest will not only engage your audience but also spread holiday cheer throughout [city/area]. Thank you for considering this partnership with Reese's Trees. We look forward to hearing from you.

[Name]

Reese's Trees

Public Relations Plan

UGLY SWEATER PRESS RELEASE

FOR IMMEDIATE RELEASE

Get Festive with Reese's Trees Ugly Sweater Contest!

[City/Area], [Date] - Reese's Trees is thrilled to announce a collaboration with local radio stations to host a retro-inspired, holiday-themed ugly sweater contest.

In partnership with [Radio Station], Reese's Trees aims to ignite the holiday spirit among listeners by inviting them to showcase their most festive inspired ugly sweaters. The contest, #ReesesTreesSweaterContest, encourages participants to submit themselves rocking their holiday best to Instagram or X, tagging both [Radio Station] and Reese's, and using the designated contest hashtag.

Listeners will have the opportunity to express their unique style and creativity, with each radio station selecting their favorite sweater that encapsulates a nostalgic holiday vibe. Winners will be rewarded with a custom Reese's Trees holiday sweater and a family-size bag of Reese's Trees. As an added bonus, all entrants will automatically be entered into a national sweepstakes for a chance to win an unforgettable, all-expenses-paid trip to Hershey Park.

Join us in celebrating the holiday season with style and sweetness. Let's make this a holiday to remember with Reese's Trees Ugly Sweater Contest.

For media inquiries or further information, please contact:

[Contact Name]

[Phone Number]

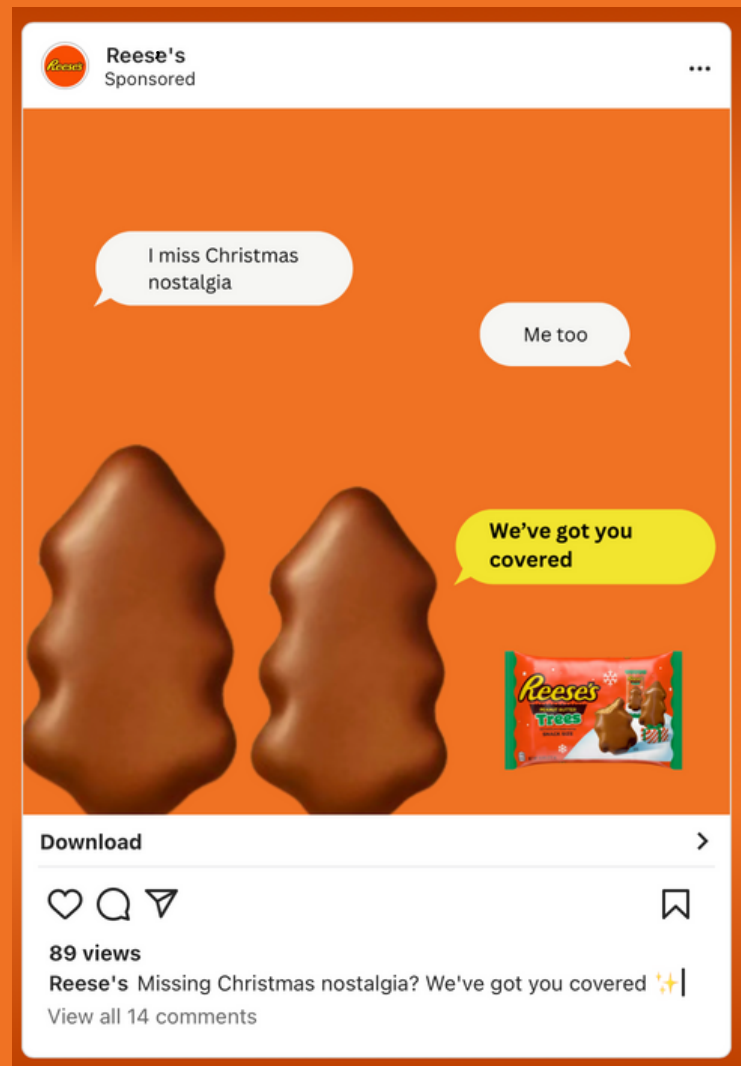
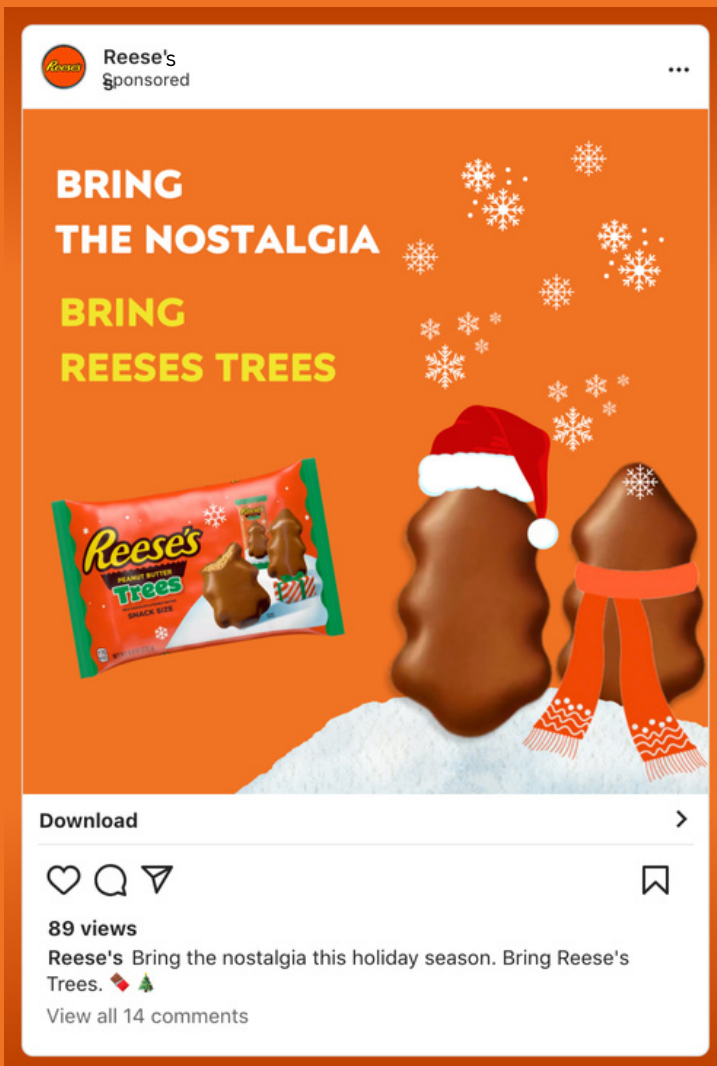
[Email Address]

Reese's Trees offers a deliciously festive twist on everyone's favorite Reese's Peanut Butter Cups. With their iconic tree shape and irresistible peanut butter and chocolate combination, Reese's Trees are the perfect treat for spreading joy and indulging in holiday cheer.

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Public Relations Plan

INSTAGRAM POSTS



RATIONALE

We are using Instagram because it is used frequently by our target audience. It is appealing to them because of the engaging visual content and they can keep in touch with friends and family.

Public Relations Plan

X (TWITTER)

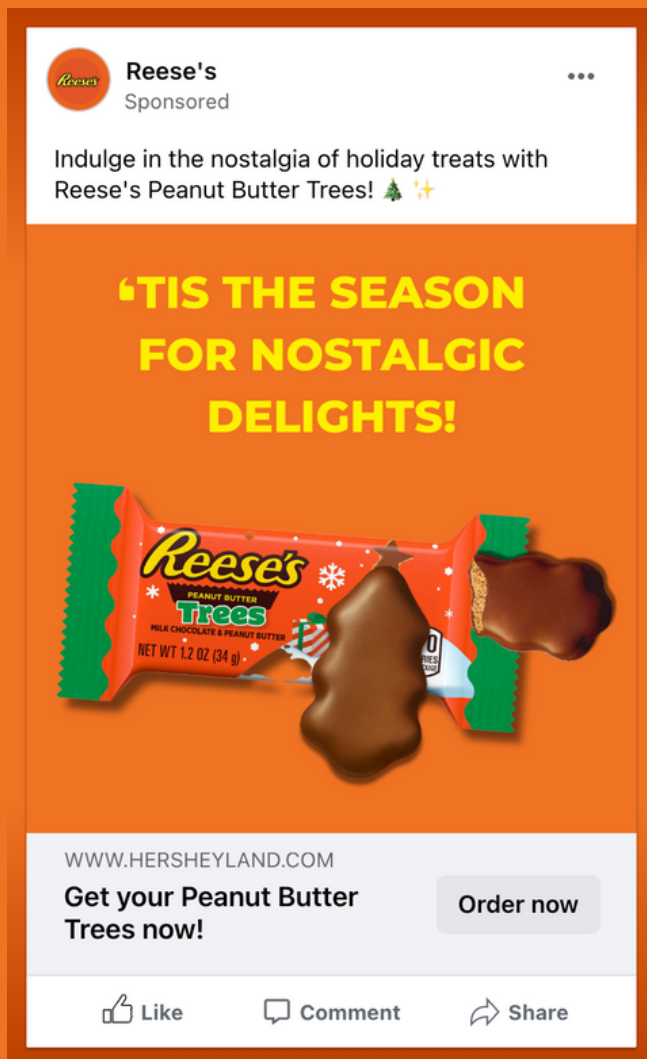


RATIONALE

We are using X (Twitter) because around 42% of all Twitter users fall under our target audience age range (25-40). Adults enjoy small snippets of text paired with appealing graphics, which is why Twitter is effective in marketing Reese's Trees.

Public Relations Plan


FACEBOOK POSTS



Reese's
Sponsored

Indulge in the nostalgia of holiday treats with Reese's Peanut Butter Trees! 🎄 ✨

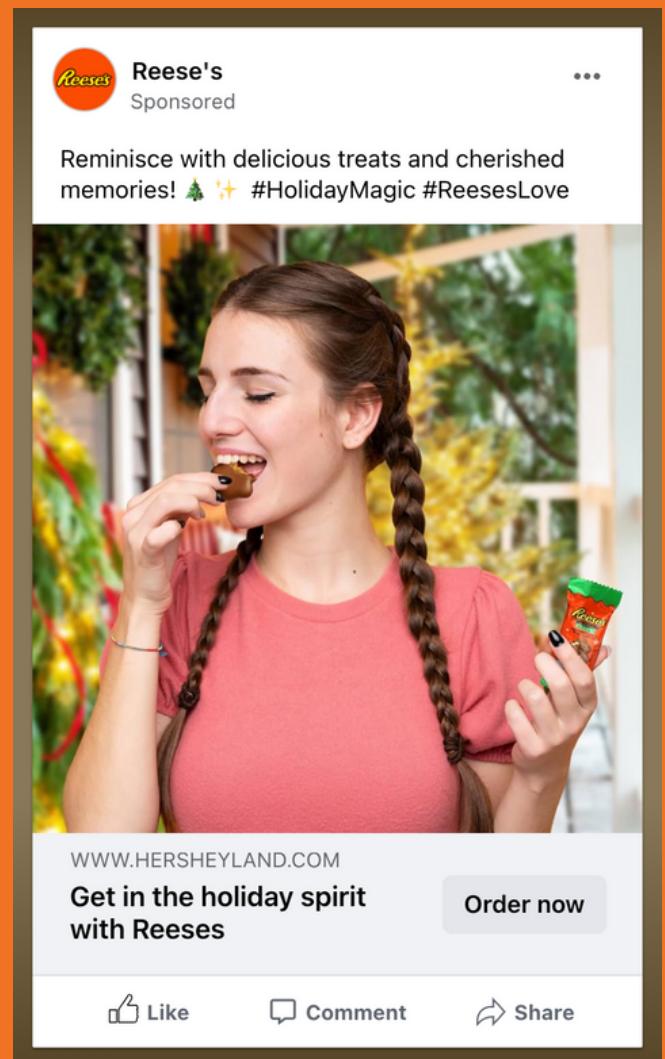
'TIS THE SEASON FOR NOSTALGIC DELIGHTS!



WWW.HERSHEYLAND.COM


Get your Peanut Butter Trees now! [Order now](#)

Like Comment Share



Reese's
Sponsored

Reminisce with delicious treats and cherished memories! 🎄 ✨ #HolidayMagic #ReesesLove



WWW.HERSHEYLAND.COM

Get in the holiday spirit with Reeses [Order now](#)

Like Comment Share

RATIONALE

We are using Facebook because it is one of the earliest mainstream social media platforms that appeals the most to parents which is our target audience. Facebook has family-focused features that allow parents to share updates, photos, and milestones of their children.

Measurement & Evaluation

CAMPAIGN MEASUREMENT

Before the campaign, LSMs will conduct an awareness survey to see how many consumers in their area are aware of Reese's Trees.

CAMPAIGN EVALUATION

After the campaign, LSMs will conduct an awareness survey to see how many consumers in their area are aware of Reese's Trees. LSMs will then evaluate if they meet the campaign objective of increasing awareness by 10% throughout the 2-month campaign window.



References

KEY INSIGHTS & SUMMARY

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ADVERTISEMENTS (CON'T)

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