

THE NUGGET

MIDWEEK, BRIEF, OPINIONATED

THE FRONT PAGE



Who's Amazing & Awesome & We All Have One?

WHAT'S THE STORY?

Mother's Day is almost here, and with it another opportunity to show appreciation to the ones we love—in this case, Mom. One of our most recent endeavors in innovative packaging make our most iconic brands—*Hershey's*, *Reese's* and *Kit Kat*—part of Mom's special day. After all, the name *Hershey* has been a part of traditions and celebrations for generations.

WHAT'S OUR TAKE?

Kudos to our teams for putting on their entrepreneurial hats to develop this new occasion and new packaging and for staking out new territory in stores, where our products have not historically had a place. So far, we've seen great success in our introduction and we are working to expand these offerings in-store and online so that consumers have more ways to celebrate with the brands they know and love.

BUT WAIT! THERE'S MORE!

██████████, Manager New Occasion, Emerging Growth Platforms, posted [a new article about Appreciations](#) to our company blog.

[Read more.](#)

NEWS NUGGETS



It's About Time—* [REDACTED], [REDACTED] & [REDACTED] *Challenge Us to Take Back Time on Our Calendars

We're shortening meetings by 10 minutes and rethinking how many meetings we put on calendars. Why? Our time is valuable – let's put it to use for what's most important. [Check out](#) our new guides – *How to Host Meetings People Tweet About*, and new meeting templates to brief our teams, make decisions and move on with our day!

[REDACTED], [REDACTED] and [REDACTED] have declared it's time for YOU to share ideas for shorter better meetings through our ImaGen platform. In June, our Executive Committee will identify the top three trending ideas to put into action. [Check out their video](#) and [submit an idea!](#)

There's a New Big K.A.T. in Town

The *Kit Kat*® brand announced a new partnership with NBA player Karl-Anthony Towns (also known as “Big K.A.T.”) for the Big Kat—a bigger and crispier version of the *Kit Kat*® bar. The deal has thus far resulted in a series of funny Twitter videos—[check them out and read more](#) about this terrifically fun pairing.

#Cupfusion Takes Home the Gold

[Reese's #Cupfusion campaign](#), for the launch of *Reese's Pieces* Peanut Butter Cups, took home Gold for “Best Social Media Campaign” at the annual SABRE Awards. #Cupfusion was also runner-up for Best in Show as the top Overall PR Campaign of 2016. Kit Kat's #KitKatThief promotion and KRAVE Jerky's #KraveBetter campaign were also nominated for awards. [Read more.](#)

PODTALK



This notable quote brought to you by [The Pod, Hershey's podcasting channel.](#)

“This is your new tool to help battle the retail revolution that's out there right now.” — [REDACTED], on the topic of [our inaugural “state of retail” report, *New Retail in a Shopper's World*](#), in *The Monday Morning Report*, 5/8/17

SOCIAL NUGGET OF THE WEEK



The Hershey Company @HersheyCompany · May 5
From #Cupfusion to #Cupsiracy – @ReesesPBCups Crunchy Cookie Cups Launch
thehersheycompany.com/en_us/news-cen...



Rob Smith
EDITOR

For questions, feedback or story ideas, send us an email at corpcomm@hersheys.com

I GIVE YOU THE TAKE ON HERSHEY IN THE NEWS

Apparently, the average human attention span is 8.25 seconds (shorter than a goldfish!). If you are still with me, I applaud your staying power, and I'll give you my take on Hershey in the news every Wednesday morning.

I'M THE NUGGET - News you can use



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