

Chocolate Presentation

Introduction

We want to achieve a chocolate bar that creates a whole new tasting, eating sensation that has never been experienced on the market before. We plan to make our product carbon neutral and the packaging is to be recyclable. In the product we use organic cocoa to put the use of artificial flavourings to a minimum. Where the XPLODER bar is carbon neutral people will feel good about buying a XPLODER bar and may even pick it over other leading brands. We have made a promise that for every 2500 bars we sell we will plant a tree in a rainforest. The offset cost will be calculated and added to the retail price of the XPLODER bar. The terms of reference used was a questionnaire containing colour, filling, age and the cost.

Name

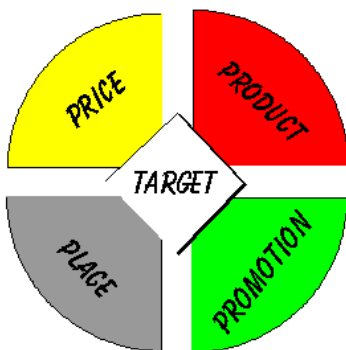
I chose the name XPLODER because it seems to appeal to male teenagers who are my target market. I chose the name because it sounds dangerous and exciting. It also is a new product which some people try out of curiosity and find out they love it. They express this by buying one everyday or every other day.

Colour Scheme

I chose the colour scheme because I questioned twenty teenagers from age 10 to 18+ and the top 2 colours were black and red. I used a black background with flames as a second layer to create an effect which made the words look like they have exploded out of the bar. I put the word XPLODER above the flames with some overlapping to improve the explosion effect.

What is marketing mix?

The marketing mix is generally accepted as the use and specification of the 4 Ps describing the strategic position of a product in the marketplace. One version of the origins of the marketing mix starts in 1948 when James Culliton said that a marketing decision should be a result of something similar to a recipe. This version continues in 1953 when Neil Borden, in his American Marketing Association presidential address, took the recipe idea one step further and coined the term 'Marketing-Mix'. A prominent person to take centre stage was E. Jerome McCarthy in 1960; he proposed a four-P classification which was popularised. Philip Kotler describes the concept well in his Marketing Management book.



Product - An object or a service that is mass produced or manufactured on a large scale with a specific volume of units. A typical example of a mass produced service is the hotel industry. A less obvious but ubiquitous mass produced service is a computer operating system. Typical examples of a mass produced objects are the motor car and the disposable razor.

Price – The price is the amount a customer pays for a product. It is determined by a number of factors including market share, competition, material costs, product identity and the customer's perceived value of the product. The business may increase or decrease the price of product if other stores have the same product.

Place – Place represents the location where a product can be purchased. It is often referred to as the distribution channel. It can include any physical store as well as virtual stores on the Internet.

Promotion – Promotion represents all of the communications that a marketer may use in the marketplace. Promotion has four distinct elements - advertising, public relations, word of mouth and point of sale. A certain amount of crossover occurs when promotion uses the four principle elements together, which is common in film promotion. Advertising covers any communication that is paid for, from television and cinema commercials, radio and Internet adverts through print media and billboards. One of the most notable means of promotion today is the Promotional Product, as in useful items distributed to targeted audiences with no obligation attached. This category has grown each year for the past decade while most other forms have suffered. It is the only form of advertising that targets all five senses and has the recipient thanking the giver. Public relations are where the communication is not directly paid for and includes press releases, sponsorship deals, exhibitions, conferences, seminars or trade fairs and events. Word of mouth is any apparently informal communication about the product by ordinary individuals, satisfied customers or people specifically engaged to create word of mouth momentum. Sales staff often plays an important role in word of mouth and Public Relations.

Customers



The customers and consumers for the XPLODER Bar was aimed at teenagers between the age of 12 and 18. I think the product will be successful because the bar stands out on the shelves, it's a new idea and is incredibly tasty.

Further development and the slogan

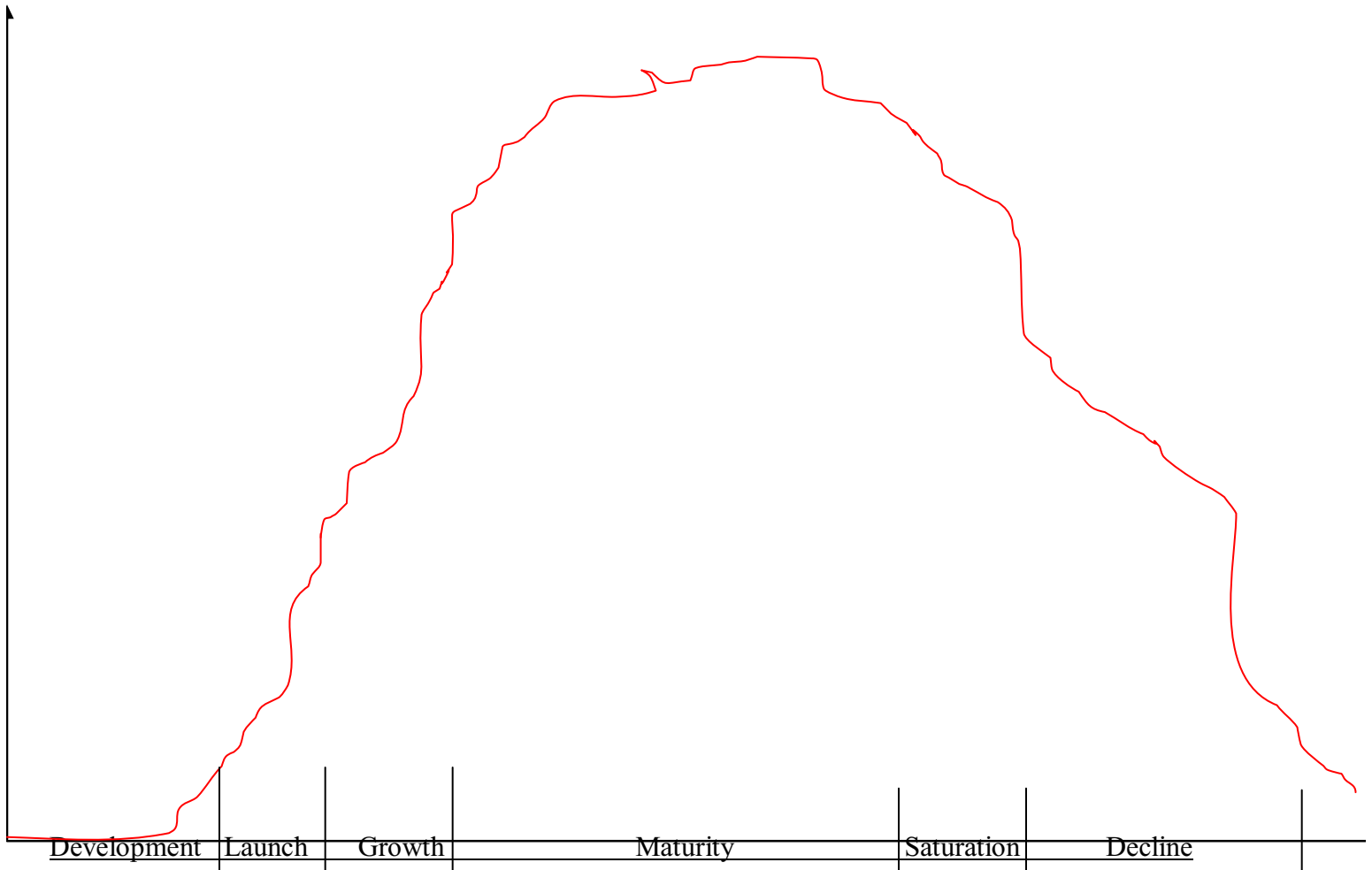
We plan to make this chocolate bar to explode on your tongue with bursts of flavours and sensations such as caramel, crackling explosion as our first released bar. For further development opportunities we then plan to release different flavours like mint, orange, banana and dark chocolate this would keep interest in the XPLODER bar to be established over a long period of time.

The slogan for the XPLODER bar is a “HOT bar that won’t warm the earth”. This carries our message that people should care about what they do to help stop or at least slow down global warming.

Distribution

The XPLODER bar will be made in the U.K and transported by 0 emission cars obviously due to the lack of space the price will have to increase again to the 95p mark. We choose to do this because using an artic lorry would cause an increase in the earth’s CO2 levels which would help global warming and the green house effect. The pricing strategy I chose is Psychology because it is under the pound mark by 5p and helps the environment. We will distribute our product to local shops because they are small and our products would be easily seen. We will also use supermarkets for impulsive purchases because it will be placed by the tills so people notice them at the last minute.

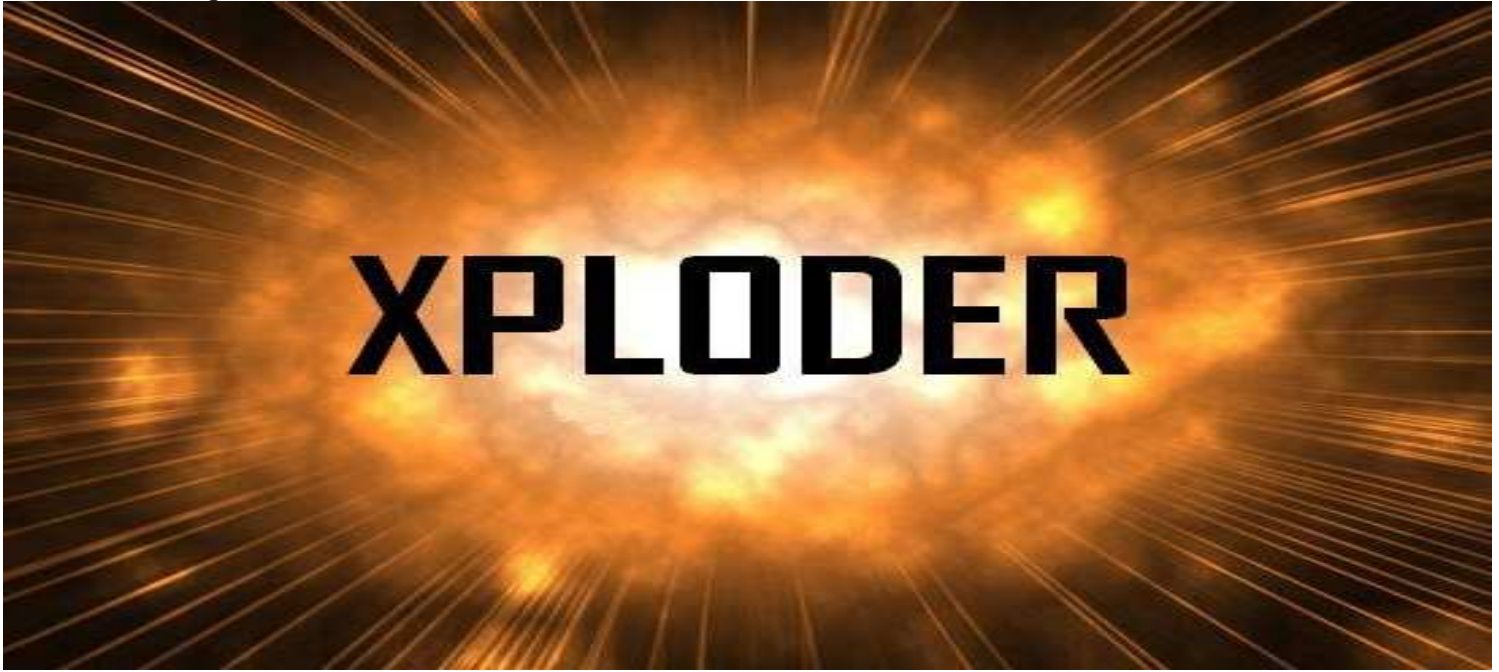
Product Life cycle



The XPLODER bar is still in the development stage but is due soon for release.

Promotion

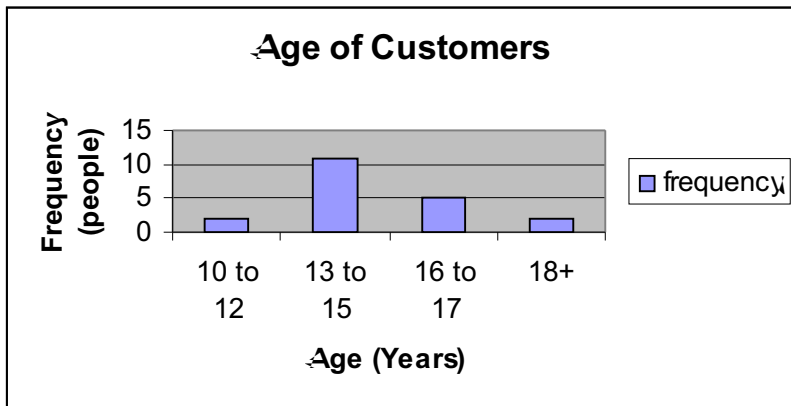
We plan to use newspapers, billboards, magazines, TV and radio to advertise the XPLODER bar. Here is an example of what the billboard adverts will look like.



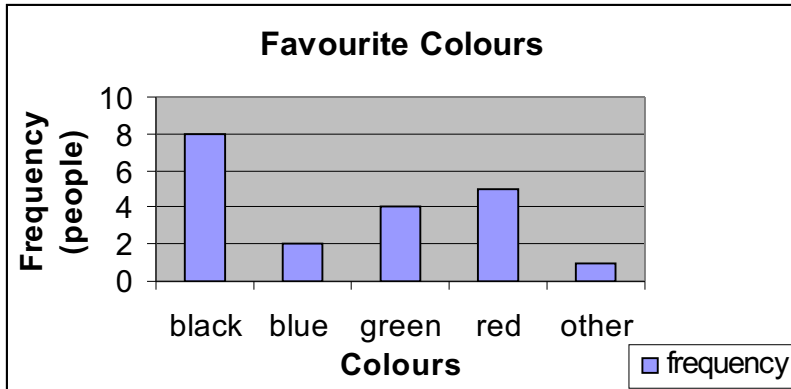
We chose it to look like this so people would instantly recognise it and will be blown away with the graphical design of the advert as it has never been done like this before.

Questionnaire Results

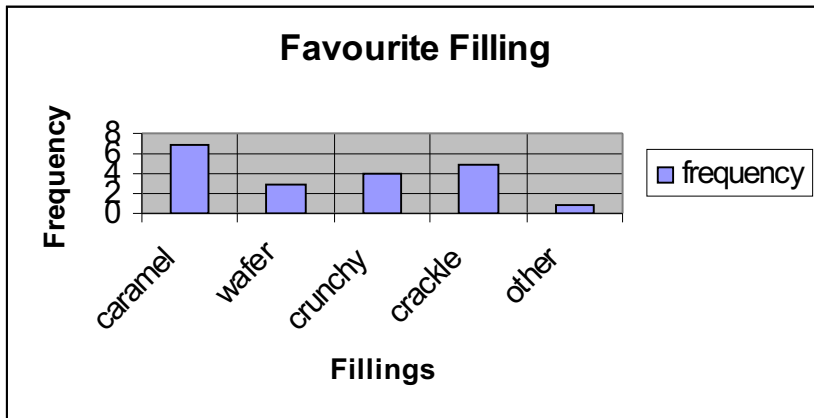
The results of the questionnaire that was sent out to 20 teenagers are as followed:



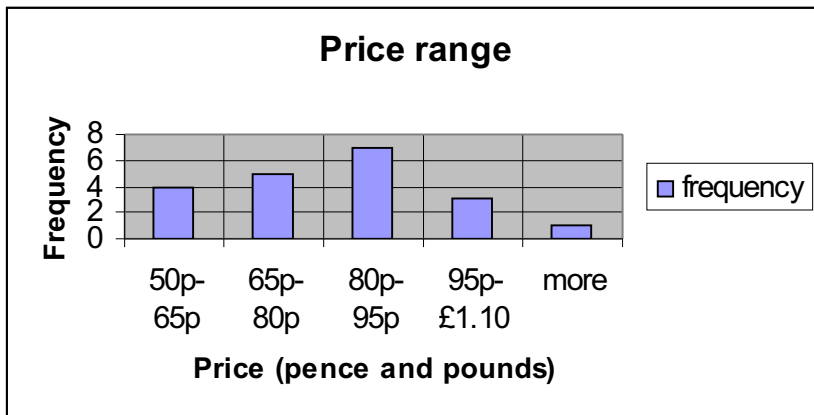
The results show that the most likely age group to buy the XPLODER bar are 13 – 15 year olds.



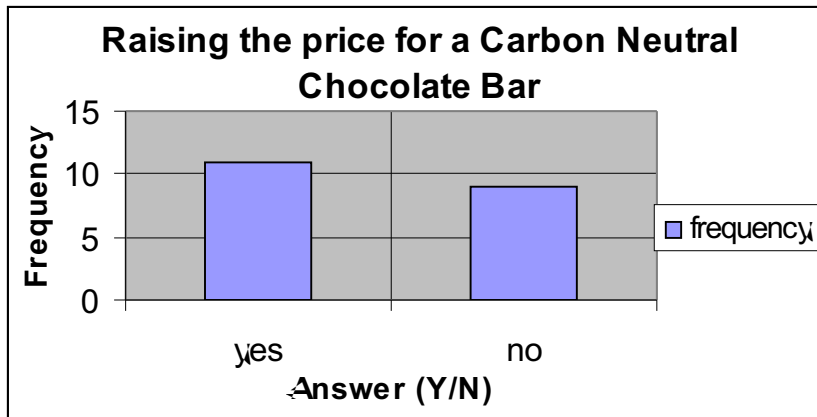
The results show that black was the favourite colour and red was the second favourite colour.



The results show that caramel is the favourite and crackle is the second most popular among young people.



This set of results came back as teenagers happily paying 80p-95p on a chocolate bar.



These results show that most teens would pay a little bit more if the chocolate bar was Carbon Neutral.

Conclusion

I think the product in hand would work because it appeals to young people and stands out from the rest of the chocolate bars. I think the design is good and texture we plan to achieve is good but the one thing I would change is the amount of people surveyed and the geographical spread in our market research. This would achieve more accurate results across the United Kingdom instead of just the south west of England.