

Dear Sir/Madam,

I am a third year student at the department of electronics at the University of York. As part of my degree, I am taking part in a group software engineering project which involves creating an app. My group have decided to create a cooking app aimed at 18-30 year olds. This app will not be released and the project is purely a simulation of developing such a product in real life and as part of this we are required to think about marketing strategies. Our business model is a 'freemium' model where there is a paid and free version of the app, one of the benefits of the paid app we are hoping to offer is discounts and freebies for products our target audience are interested in.

We have identified Cadbury's as a strong brand among the 18-30 age group so if this were a real life situation, would we be able to come up with a deal where we might be able to offer a discount voucher for their next purchase of a Cadbury's product such as chocolate bars, drinking chocolate and bags of chocolates? For example a lot of students will buy cheaper own brand chocolate, maybe if we could offer a discount or even a free sample we could encourage them to convert to Cadbury's beans. We see it as great advertising for your brand, raising your brand awareness and hopefully encouraging new customers for Cadbury's.

Once again this is purely theoretical as we will not be releasing any app but any help and advice you could give me regarding how something like this would happen would be much appreciated.

Yours faithfully,

St. John Gilbert