



HERSHEY POINTS:

In our brief, Hershey had asked us to make something new for the upcoming holiday season (+ potentially beyond) where users could ask the question: “What can Hershey’s do for me?”. We think there’s no better way than giving out free chocolate*.

People do things if they know that there’s a guaranteed physical product at the end. Sure coupons are there, but they just don’t cut it. In this day and age, the only thing that’s going to make people take out their phones and show a coupon is if there’s free chocolate behind it.

We’ve developed a currency for Hershey’s called Hershey Points™. With Hershey Points, users will be able to share tweets, instagrams, statuses, etc. with a Hershey chocolate related tweet (with the hashtag: #hersheys) to gain redeemable points for free chocolate. The best part about it though, is its integration with Kiip Connect. Kiip Connect is an upcoming service where once users connect their social networks, they’ll be eligible to receive rewards based on the content they post! So users don’t even have to send the tweet from the Hershey’s app. They can send it from any device, anywhere, and as long as it has #hersheys, and the user has at least one device with the Hershey’s app installed, they’ll receive a push notification where the points will be *automagically* added.

For example:

Instagram a picture of a Hershey’s Cookies n’ Creme bar with the #hersheys to get 10** Hershey Points™.

Once you’ve reached 50** Hershey Points™, you can redeem it for a normal-sized Hershey Bar.

*Not 100% free. They’ll be promoting the brand name of Hershey’s in exchange for some chocolate.

**These are artificial values created by our team for now. Hershey’s would choose the appropriate amount of points received for certain actions, and the appropriate amount needed to redeem a coupon. However, we suggest that Hershey chooses realistic values that people would actually be able to achieve in an appropriate amount of time (1.5 weeks or less).

PARTNER POINTS:

The best part about Hershey Points, is that they can be added from anywhere. We believe that Hershey can do some really awesome stuff with this feature.

Example:

You're in the Nike + App. A Hershey Bar is 160 calories (example value). If and only if you run enough to burn 1600 calories (10x the one Hershey Bar), you'll be eligible to get a free Hershey Bar from Hershey's.

You're solving your marketing problem and obesity at the same time :P

Example 2:

For every person that successfully completes the New York Marathon, they'll get a free Hershey Bar (or something bigger), etc, etc.

Partner Points is 100% scaleable. You can use it in a widespread way, by integrating it into other apps and such, or you can keep it niche with certain Marketing Scheme's or Events. It's up to Hershey to decide.

REDEEM CODES:

Need to promote the use of the app? Want to share a chocolate bar with a friend?

By using the redeem code feature, users can redeem chocolate bars by typing a one-time use code. If they want to send a chocolate bar they've bought using Hershey Points™, all they have to do is send the optional redeem code to their friend via any way they want it!

Example:

You're friend just got an A on his final exam. Use your 50 points to redeem a chocolate bar, and retrieve the redeem code for it*. Then, just send the redeem code to your friend via a text message, email, facebook, twitter, whatever. and they'll click the link you sent them (which will automatically open the Hershey's app with the code typed in the redeem code box), and redeem the bar you sent them.

Step 1. Use your points to buy Hershey Bar.

Step 2. Send link to your friend.

Step 3. Friend clicks link and redeems the Hershey Bar you sent.

Step 4. There is no step 4. Eat chocolate?

*Not in prototype yet, but can be added in >1 hour.

SCAVENGER:

A feature unique to Hershey. Scavenger is the *ultimate* sharing system. Using your phone's GPS and Compass, you can drop your Hershey Bar's wherever you want. Drop it at your house, school, college, work, and the next person who's within a couple meters of your drop point can press "pickup" and retrieve the points you left behind, WITH a personal message/greeting.

In the spirit of the holidays and giving, this feature simply cannot be beaten.

Example:

Wanna drop of some free chocolate in the middle of Chicago? BOOM. It's done.

I attach a message to the drop too: "Hello there random citizen! Here is a free chocolate bar for you. Pay it forward and make someone else's day. #hersheys"

The person on the receiving end would then see the message, and on top of that can send back a message or video/audio!

I don't think there's anything else in the world that makes someone as happy as giving a random person something, and then **receive a response back.**

I'm not sure about anyone else, but I would go nuts over that.

SHARE HAPPINESS. GIVE HAPPINESS. ENJOY HAPPINESS.

HERSHEY'S. *CREATING* HAPPINESS SINCE 1894.

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