**Week 4: Chocolatier Presentation**

**Competitors**

**Hershey’s**

*Strengths*

* Responsive and colourful website, easy to find information and products
  + Fun website but also informative
* “Hershey’s Promise”- promise that their products are made with simple ingredients; they claim to “use colors from natural sources and are made with no artificial flavors, preservatives or sweeteners. Our commitment to Simple Ingredients starts at the source of those ingredients by using farm fresh milk, roasted California almonds, certified cocoa, and cane sugar”
* Social media presence is good (Instagram)
* Large company employing over 19, 000 people
* Expanded into other markets like candy, making them more recognizable

*Weaknesses*

* Society is aware of the greater environmental impact of factory’s, and because Hershey’s is so large of a company they may receive lash back
* Also because it is such a large company, some people may be more likely to support a small local business
* By expanding into other markets it could be argued they are less focused on their quality and more on market share

**Cadbury**

*Strengths*

* Social media presence on Instagram is strong
* Lots of promotions (“It’s Hunting Season” on Instagram draws excitement to their product)
* Recognizable font and colour (most packaging is purple)
* Cadbury foundation shows they care about giving back

*Weaknesses*

* Website seems slightly messy and even outdated (all underlines under links for example, lots of boxes)
  + Website is also not responsive
* No logo

**Logo**

* For the logo I wanted to stick to the 3 main brand colours, which is why I removed many of the other colours
* I also wanted the logo to be slightly less complex. I found all the feathers and different colours almost overwhelming; I like logos that you are able to easily recreate as I find that they are more recognizable.
  + Also for branding purposes it would be easier to have a less complex logo, because a lot of the detail would be lost on packaging anyways
* I included the chef’s hat to promote that the chocolate is made fair trade and in good conditions, this is important in order to spread awareness conditions in developing countries that harvest cocoa
* I still wanted to use the entire parrot so that it was recognizable to the brand “Parrot Chocolatiers”; I felt that removing more of the Parrot would have taken away from the branding
* I incorporated the company colours in the logo and on the website in order to promote branding