

QUALITATIVE RESEARCH AND CONSUMER INSIGHTS

TEAM B2



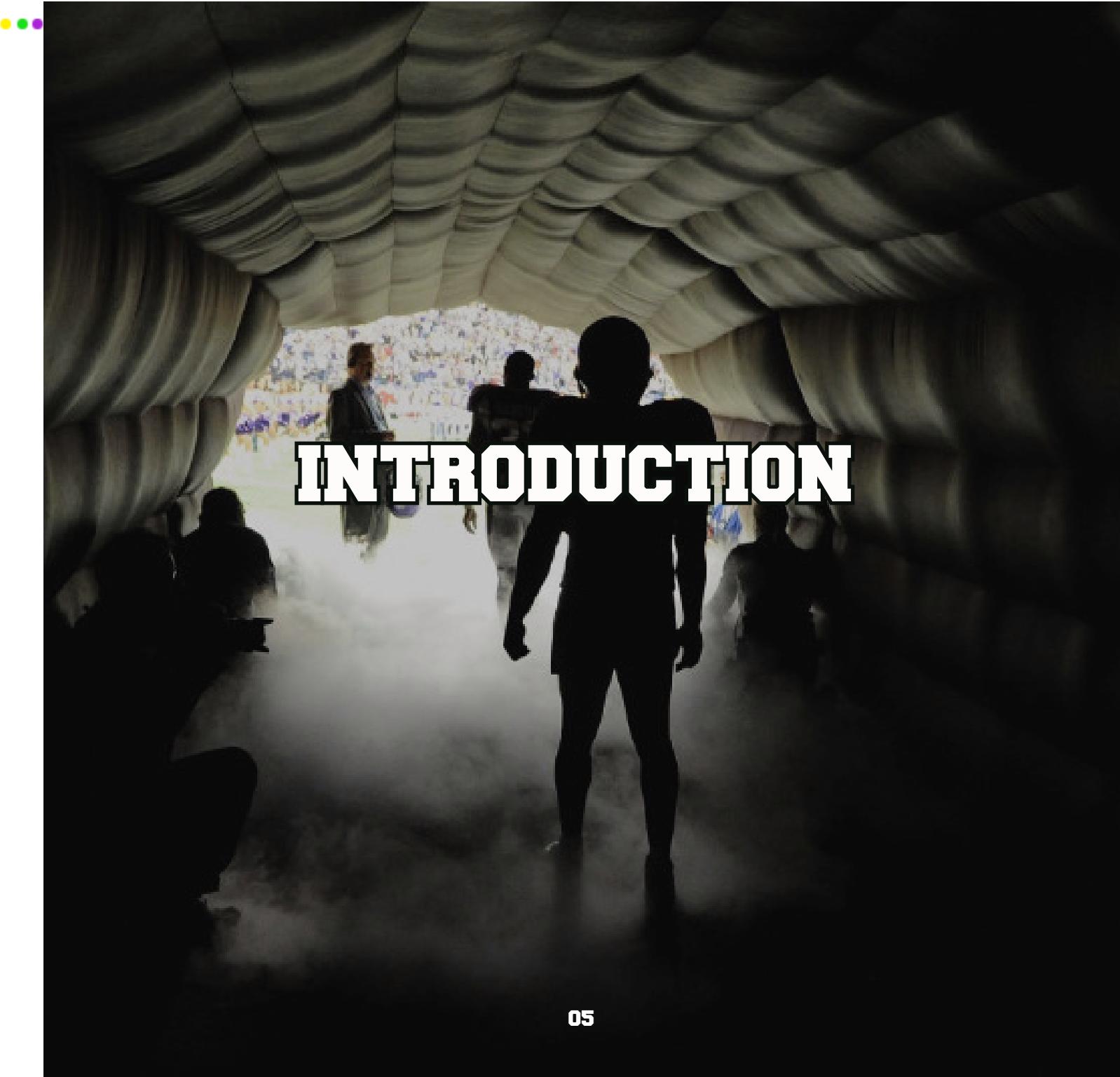


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BRIEF OVERVIEW OF SKITTLES

Skittles is a confectionery under the Wrigley brand that has been sold since 1979 in the U.S. Its famous tagline, "Taste the Rainbow," encapsulates the 200 million colorful candies the brand produces every day. Skittles' range of flavors includes Original, Sour, Wild Berry, Tropical and Orchards. Wrigley has also manufactured a variety of Skittles packages over the years to accommodate for varying appetites. Examples of this include individual bags for personal consumption as well as theater-based Skittles boxes for snacking during movies.

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BRIEF OVERVIEW OF THE NFL

The NFL has been a staple in American sports since the 1950s. Sunday game days have become synonymous with food, friends, family and team camaraderie. Some Americans will even cite watching the NFL as one of their favorite pastimes. The Sunday game day experience has come to dominate TV ratings. Throughout the 2015 NFL season, 26 of the top 27 most-viewed television programs were professional football games. Super Bowl 50 averaged 111.9 million TV viewers, the third largest TV audience in Super Bowl history. Companies spend millions of dollars on advertising within NFL games to gain access to these hundreds of thousands of game day viewers. The reach of the NFL franchise has grown since its modest start in the 1920s and will continue to consume American culture even in the wake of recent negative press concerning player safety and domestic violence.

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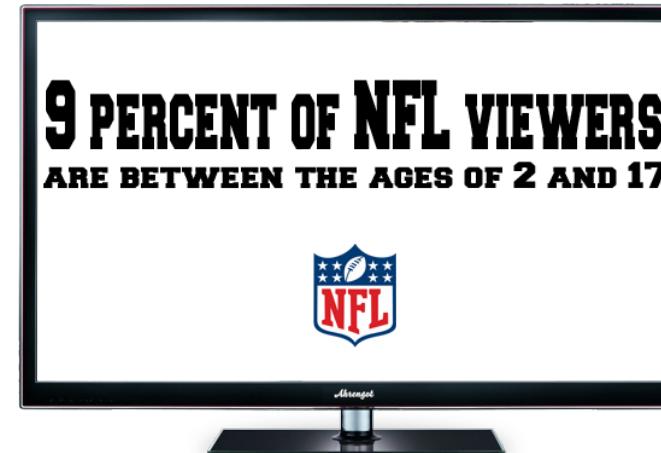
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CURRENT TARGET MARKET

Skittles' current target market is teens aged 13 to 17 who are making the awkward transition into young adulthood. They are beginning to think independently and make decisions on their own for the first time, including what to eat and how to express themselves. Raised with electronics, these tech-savvy teenagers are easily influenced by social media and rely on it as a source of connection and entertainment.

We found very little overlap and interaction between Skittles' current target consumer and the NFL as a brand. According to a Nielsen report, home viewers between the ages of 2 and 17 make up only 9 percent of NFL viewership. As a result, the NFL doesn't target this group with its advertising and promotional efforts. This has created a barrier for effectively incorporating Skittles into the NFL game day environment.

Home viewers aged 18 to 34 account for 20 percent of the overall NFL audience, one fifth of home viewership. This group of 18 to 34-year-olds are likely to be living away from their parents and watching the NFL in a more social setting.



RELATIONSHIP TO SKITTLES





**24M
LIKES**



**348K
FOLLOWERS**



**4K
FOLLOWERS**



**20K
SUBSCRIBERS**

SKITTLES AND SOCIAL MEDIA

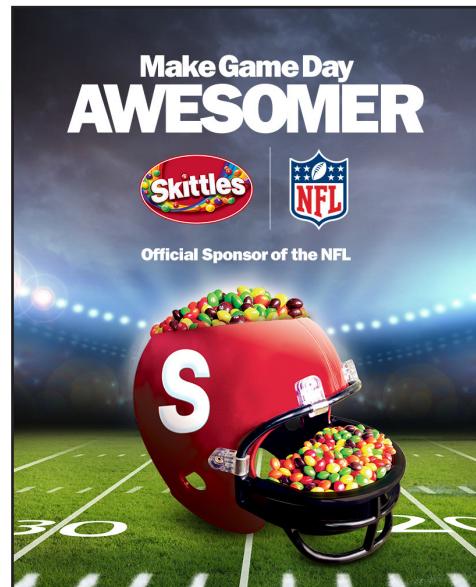
From social listening, we found the relationship between Skittles and the NFL to be very one-sided. Over the past two NFL seasons, Skittles has tried to create an association with the NFL through posts to Twitter, Facebook and its website. However, the NFL has never mentioned Skittles or any of its other sponsored brands in its social media.

Skittles' social content unrelated to the NFL is aimed at entertaining followers. The posts are all obscure and contribute to the wacky, outlandish style of humor that is the Skittles brand. Many of its more recent posts reference the Reflections campaign, which premiered at Super Bowl 50 and features Steven Tyler. According to AdWeek, the spot was one of the most talked about and engaging ads, but not for a good reason. It scored an 86.1 engagement rate, but 50 percent of responses were negative.

The official Skittles Twitter and Facebook accounts have an impressive 348,000 followers and more than 24 million likes respectively, more than any of its direct competitors. This presents a great opportunity for direct interaction with Skittles fans, something the brand has not yet taken advantage of. Skittles has chosen to not respond to mentions, preventing a direct conversation with current and potential consumers.

SKITTLES AND THE NFL

Skittles began its relationship with the NFL through an endorsement with former Seattle Seahawks player Marshawn Lynch. On May 20th, 2014, the brand officially announced its sponsorship of the NFL on its social media sites. Various graphics and videos tying the brand to the NFL have been posted sporadically on Twitter, Facebook and the Skittles website. The most successful of these posts include a staged press conference with Marshawn Lynch and a Home Shopping Network style promotional video for the candy. These videos created a connection between the candy and essential game day elements like tailgating, traditional football foods and being with friends. Skittles sticks to its brand of humor in its NFL promotions with the slogan, "Make Game Day Awesomer."



Skittles April 22, 2015 · *

Earth likes you, too. She told me herself! Happy birthday, [Marshawn Lynch!](#) #EarthDayBirthday #ad <http://bit.ly/sktm1>

Q:
IF YOU COULD LIVE ON ANY OTHER PLANET AFTER RETIRING FROM FOOTBALL, WHICH ONE WOULD IT BE?

I'll stay right here on Earth. I kinda like it here.

Like Comment Share

Skittles September 2, 2015 · *

Here's Marshawn Lynch demonstrating a perfect Skittles basket for receiving a whole case of Skittles. #ad

Skittles

Skittles

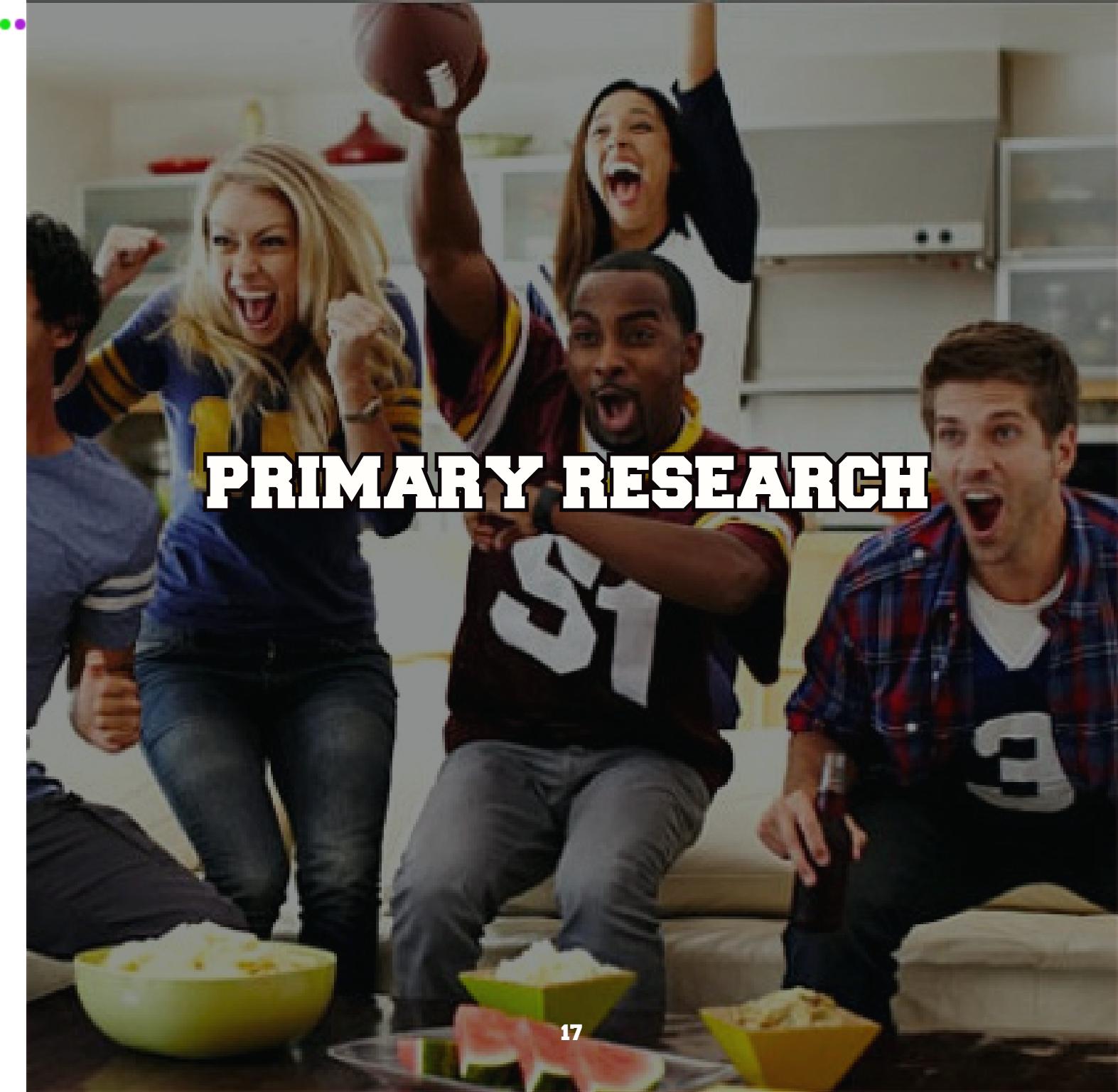
Like Comment Share



IN-STORE OBSERVATIONS

We visited supermarkets and convenience stores in Columbia, Mo. to see how and where Skittles are displayed compared to its competitors. We found Skittles tend to be hidden on shelves next to similar chewy candies. The bright packaging is camouflaged by the vibrant colors of the confectionery industry. This makes it hard to locate Skittles on the shelf. To taste the rainbow, you first have to find it.





PRIMARY RESEARCH

SUPER BOWL OBSERVATIONS

Each team member attended and observed an NFL game day gathering on Super Bowl 50. One of the biggest themes was the role of food at the gatherings. At each event, the substantial foods were eaten at the beginning of the game. People could be seen snacking through all four quarters, usually while talking to others and watching the game. Their full attention was not on what they were consuming.

At each event, there was an abundance of savory foods, like pizza, wings and dips, and noticeably less sweets included in the spreads. When Skittles were introduced to the spread, guests were receptive but felt the flavor didn't mix well with the other foods or drinks, especially beer. Attendees preferred to eat the Skittles separately from other foods. The Skittles were consumed the most when presented as a mindless snack near the TV as opposed to being set next to more substantial food items. At one gathering, three people grabbed handfuls of Skittles within a minute of the Skittles Super Bowl ad running.

Another major theme observed at each Super Bowl gathering was the social aspect. Though guests were interacting with close friends or family, many tuned into their phones numerous times throughout the game to check social media. Our observations proved to be valuable and provided us with topics to explore more in our discussion guides.



FOCUS GROUPS AND IN-DEPTH INTERVIEWS

OBJECTIVES:

We needed answers to four overarching questions:

- 1.** What relationships do consumers have with the NFL and Skittles on game days?
- 2.** Why do consumers gather with each other to watch NFL games?
- 3.** How does the presence of food fit into the NFL game day experience?
- 4.** Are consumers' snacking/eating habits while watching the NFL consistent with their snacking/eating habits in everyday life?



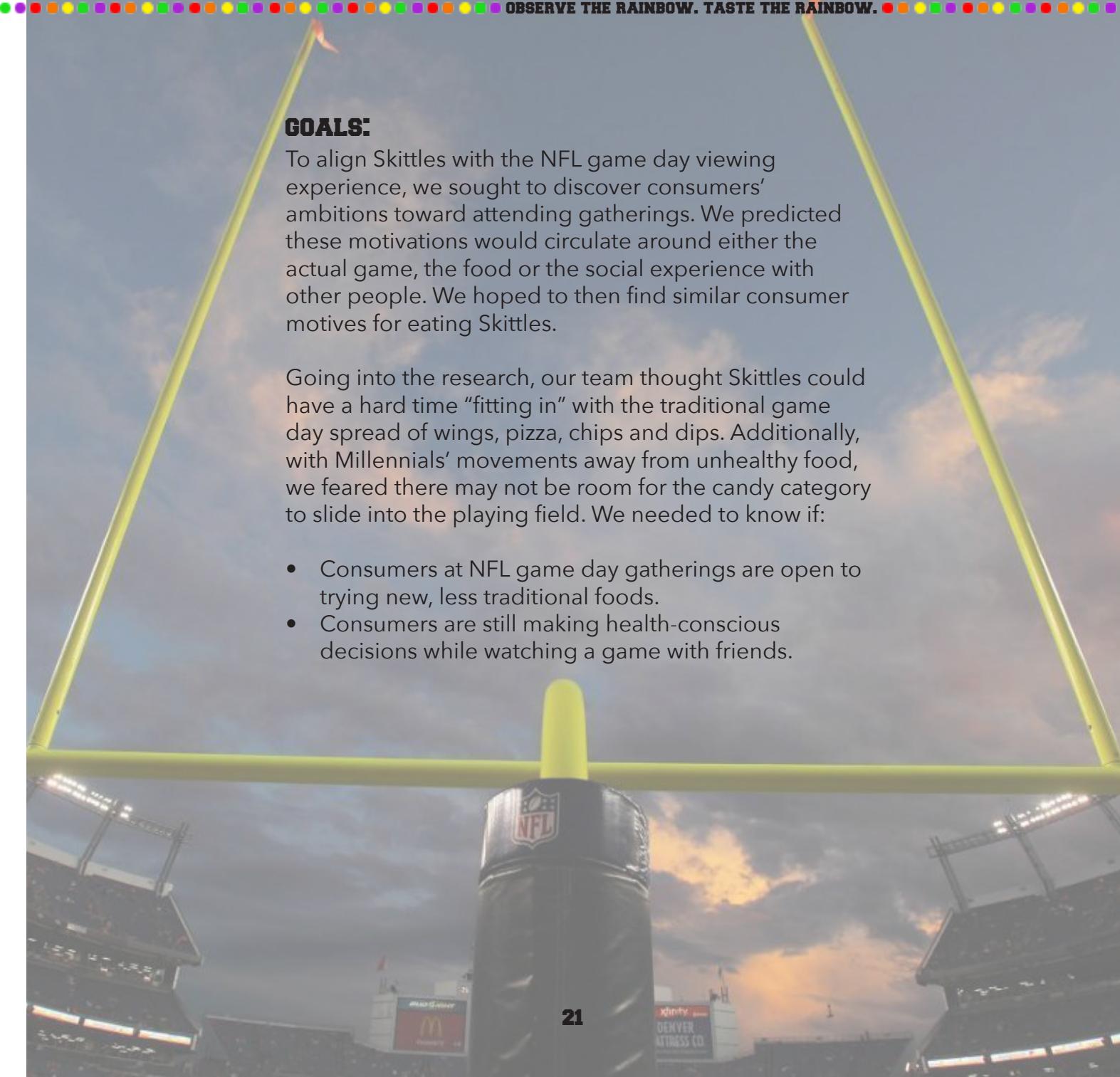
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GOALS:

To align Skittles with the NFL game day viewing experience, we sought to discover consumers' ambitions toward attending gatherings. We predicted these motivations would circulate around either the actual game, the food or the social experience with other people. We hoped to then find similar consumer motives for eating Skittles.

Going into the research, our team thought Skittles could have a hard time "fitting in" with the traditional game day spread of wings, pizza, chips and dips. Additionally, with Millennials' movements away from unhealthy food, we feared there may not be room for the candy category to slide into the playing field. We needed to know if:

- Consumers at NFL game day gatherings are open to trying new, less traditional foods.
- Consumers are still making health-conscious decisions while watching a game with friends.



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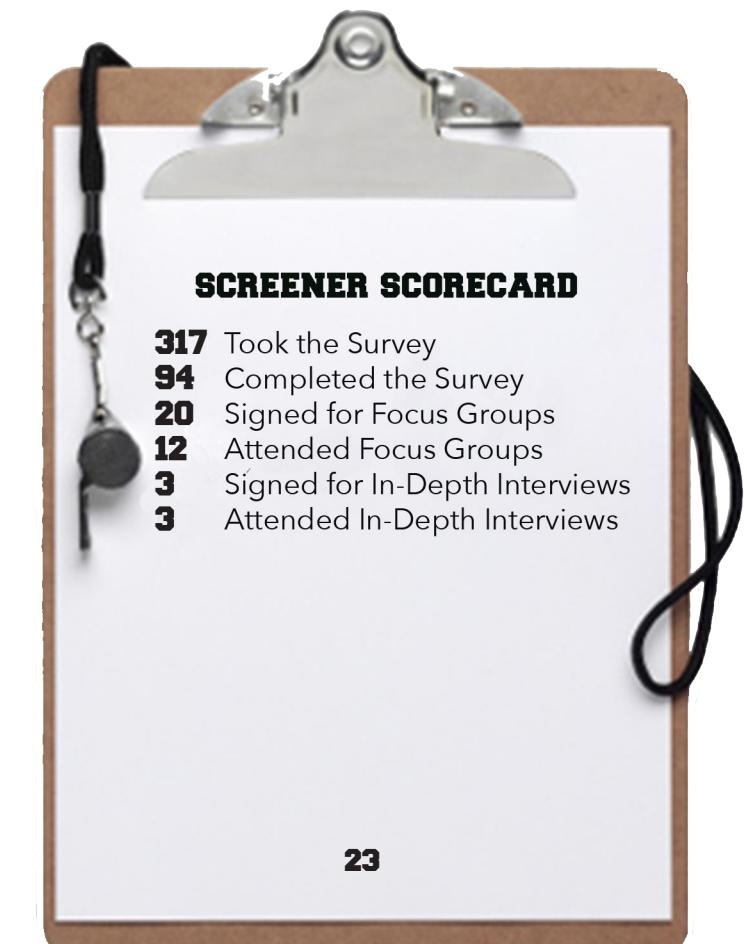
WHY FOCUS GROUPS?

Using in-person focus groups for attendees of game day gatherings allowed us to see and hear consumers discuss their tendencies during NFL game day parties. We held focus groups in our living rooms to cultivate casual, relaxed environments one would expect to experience at watch parties. We wanted to identify any potential differences between the personalities and characteristics of attendees versus hosts.



WHY IN-DEPTH INTERVIEWS?

There were far fewer respondents who had hosted NFL game day gatherings than respondents who had attended them. We separated hosts to uncover deeper differences between their habits and expectations for the events compared to their guests' habits and expectations.



DRAW THE RAINBOW

All participants were asked to draw Skittles as a person and explain their drawings. All but two respondents drew their Skittles people smiling, and those two didn't draw mouths at all. Additionally, most of the drawings featured Skittles people with their arms in the air. Many people stated they think a Skittles person would have a very happy, bright and energized personality. When asked if they would want their Skittles people at their game day gatherings, respondents stated they either wouldn't want their Skittles people there or wouldn't sit next to Skittles because they would be too annoying. Many described the brand as obnoxious and over-the-top. They felt as if Skittles would be a fun person to hang out with on Saturday night but not necessarily on a Sunday afternoon.

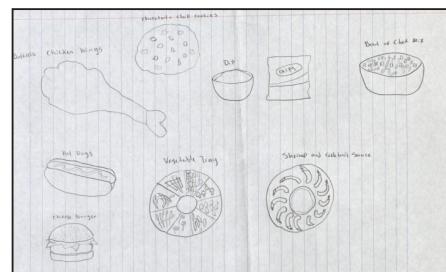
The drawings also displayed the effectiveness of the "Taste the Rainbow" slogan. Nearly every Skittles person consisted of a variety of rainbow-based colors, and a few even included sketches of rainbows.

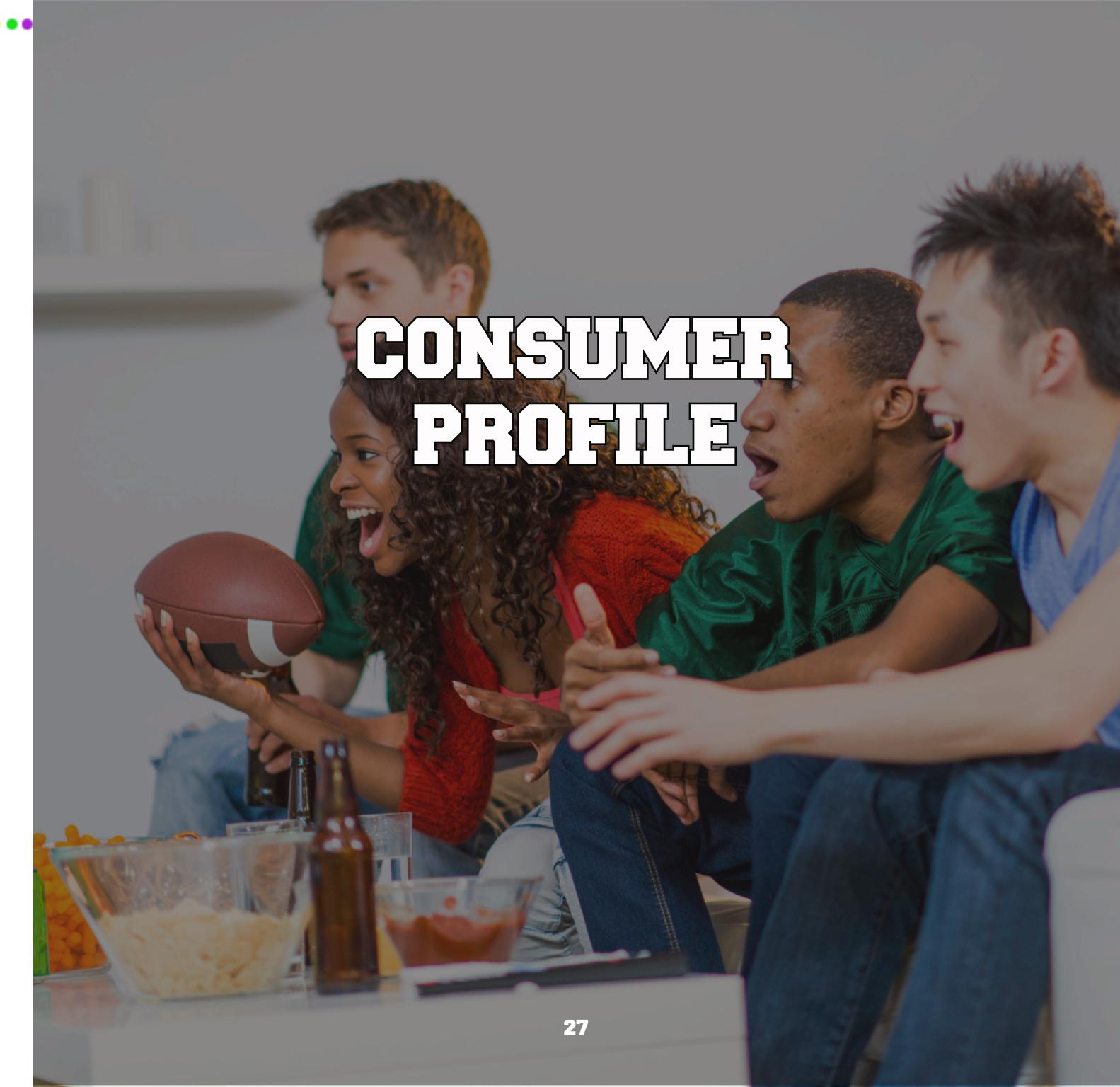


GAME DAY SPREAD

All participants in focus groups and in-depth interviews were asked to bring a drawing of their ideal game day spread. Every spread included some form of chips, and all but two included at least one type of dip. Pizza and chicken wings were also very common in spreads. This constitutes the standard meal at NFL game day watch parties and demonstrates the importance of tradition.

Many respondents also included a signature item they're known for bringing to their game day gatherings. There were participants known for their lemon bars, seven-layer bean dips, bruschetta, homemade Payday bars and hot tator tot dishes, among others. These people consistently bring these dishes because it cultivates an identity for them within their social groups. They know their special foods are hits with the audience, and their friends expect them to bring those dishes.





CONSUMER PROFILE

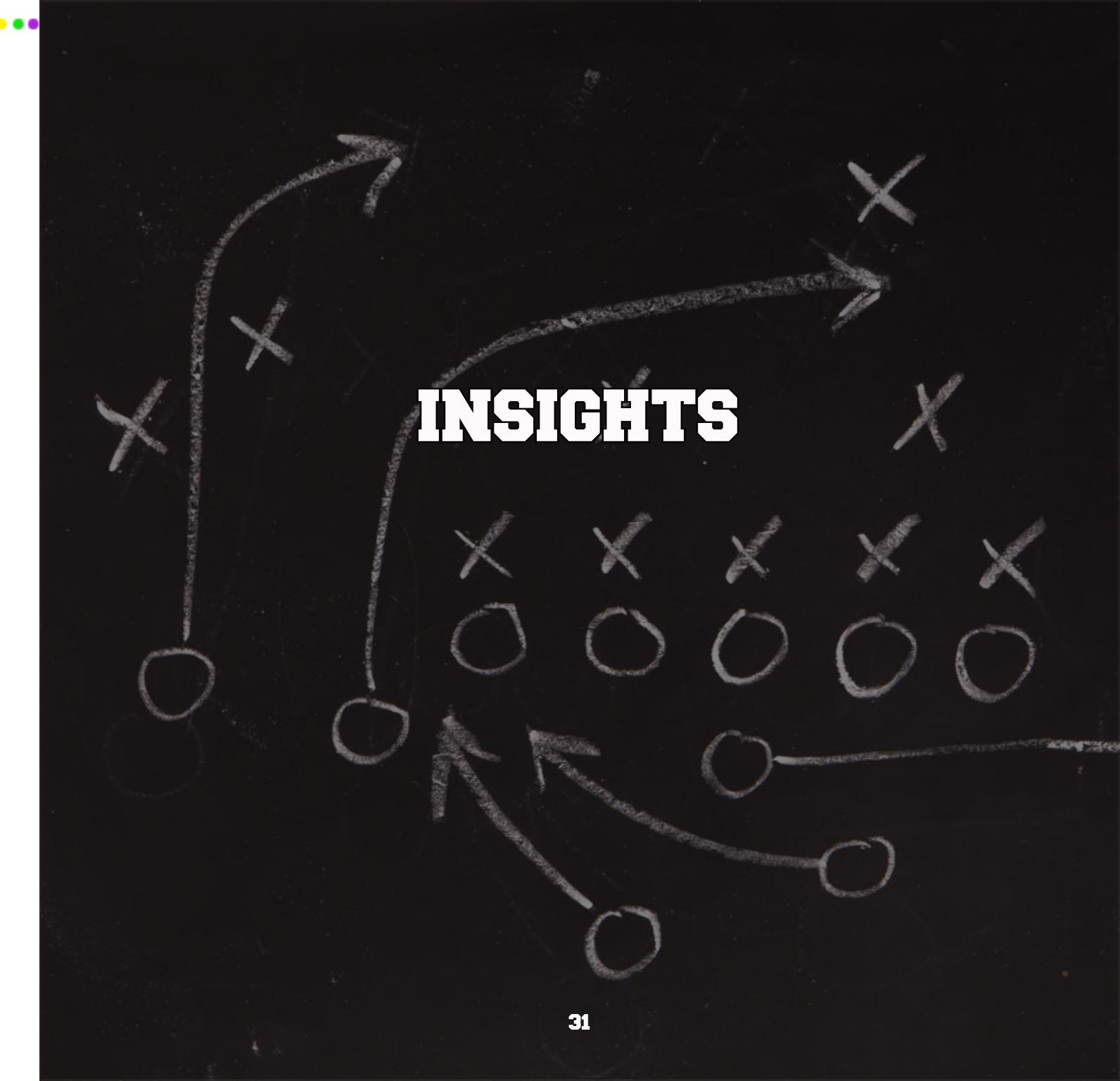
CHILL CONNECTOR



Nothing can come between Chill Connectors and their friends. Being social isn't just a fun way to relax, it's part of their daily routine. Whether they're texting, browsing social media or getting together in someone's living room, they live to socialize. Aged 18 to 28, they account for 20 percent of the overall NFL audience and 20 percent of home viewership. They are in-between life stages, no longer living with their parents but not yet living with spouses or children. The lack of a family unit prompts them to assemble makeshift families out of close friends. These are the people they check in with throughout the day, gather with for big events and come to for life advice. Sunday NFL games are an excuse to gather with their 'squad.'

Chill Connectors set Sunday aside for relaxation, indulgence and socialization. They're busy with school and work, but there is an unspoken pact between them and their family of friends to make time at the end of the week to recharge by spending quality time together. It's a small retreat before their hectic weeks begin, different from the late-night partying that Friday and Saturday usually bring. During this time, they kick back, let diets slide and allow themselves to munch mindlessly throughout the game. Come halftime, they'll even go back for seconds. Wings, pizza, chips, dessert...it doesn't matter, because only their closest friends are in the room. They're perfectly comfortable in this environment.

Not only do they forget about healthy eating, Chill Connectors also let budget restrictions go for this Sunday ritual. Even though they might not have lots of money to throw around, they'll splurge to see their friends smile. They care about their 'friend families' and want to bring a dish to share that will make everyone happy. They are thoughtful in their food selections because what they bring is a reflection of how much time and effort they were willing to put forth for their makeshift family. It's not that they would be rejected at the door if they arrived with only a bag of chips, but they would feel guilty about not taking better care of their little family by bringing a higher quality dish to share.





THE SOCIAL SABBATH

RELAX WITH THE RAINBOW. TASTE THE RAINBOW.

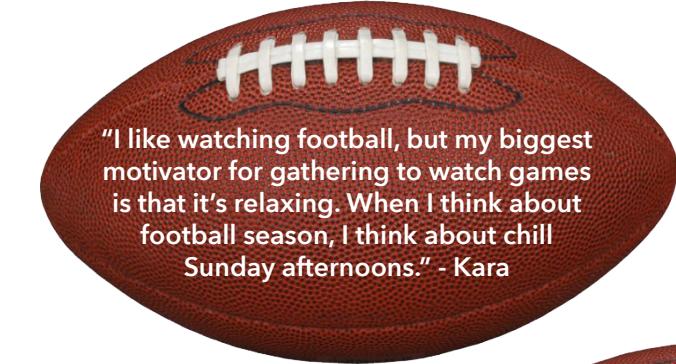
*"During the week I feel like I'm going **nonstop**. Late nights, overwhelming projects, countless meetings, all while trying to make enough money to stay off of the ramen and peanut butter diet. Sometimes I feel like the Energizer Bunny would have **trouble keeping up** with my to-do list. But on Sunday I put it all on the back burner. My friends have just as much going on as I do, so we all **get together to unwind** and take our minds off of next week's due dates. Some Sundays we'll head to the trail for a hike and others we'll watch a throwback movie on Netflix. I really don't know **how I'd stay sane** without Sundays and my friends."*

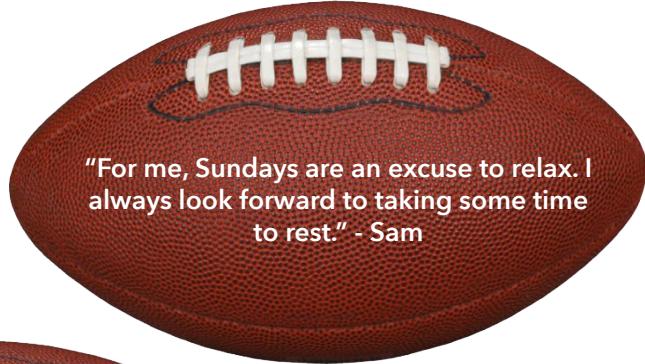
TAKEAWAY

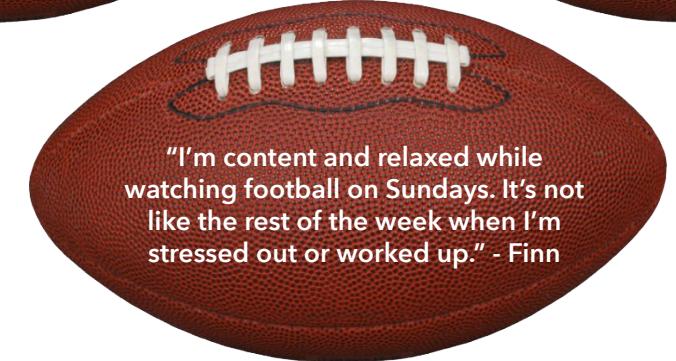
Chill Connectors come to watch parties to socialize with their friends. In our primary research, interviewees consistently described the game as an excuse to gather, a secondary event compared to the fun they anticipate having with their friends. They gather for the opportunity to experience something together. Chill Connectors continue to get together for other activities after the NFL season has ended, demonstrating their desire to be with friends is something greater than the desire to watch football. NFL games provide a constant, frequent opportunity for gathering, whereas other activities are not as structured.

Chill Connectors collectively set aside Sunday for relaxation with their friends as a way to recharge before going back to work and/or school the next day. Friday and Saturday are often reserved for outings with friends and late-night partying. On Sunday, however, Chill Connectors make an unspoken promise to relax with their core group of friends, whether it's football season or not. At a life stage when most people are living away from family members, it feels nice to come together with best friends who feel like family, in a setting that feels like home.

**QUOTES**

 "I like watching football, but my biggest motivator for gathering to watch games is that it's relaxing. When I think about football season, I think about chill Sunday afternoons." - Kara

 "For me, Sundays are an excuse to relax. I always look forward to taking some time to rest." - Sam

 "I'm content and relaxed while watching football on Sundays. It's not like the rest of the week when I'm stressed out or worked up." - Finn

RECOMMENDATIONS

Skittles needs to rework its current advertising to reach Chill Connectors in their relaxed states. Skittles' traditional, outrageous and comically inappropriate advertising creates a tension in this relaxed part of the Chill Connector's week. The advertising needs to fit into this break from the day-to-day craziness of their lives.



PASS THE
PIZZA PLEASE

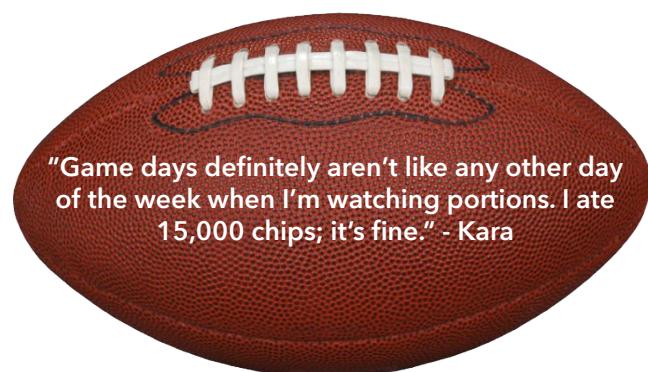
"All the buzz these days seems to be about **eating healthy**. For the most part, I do my best to watch what I eat, but sometimes I like to turn off the calorie counter and **indulge**. I'm only on this planet for a little while, and I'm not gonna spend all my time **eating leaves**. Sometimes it's a Pickleman's pizza after a night out and other times it's a **bag of chips** while watching House of Cards with my roomies."

TAKEAWAY

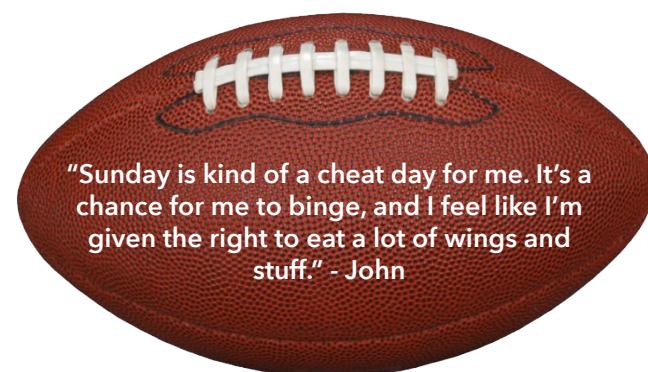
The Chill Connector has set aside Sunday afternoon to indulge with their friends. Focus groups revealed that even though Chill Connectors might be concerned about their diets during the week, they allow themselves to pig out during watch parties. Every kind of junk food is on the buffet table, and they will snack on all of it. Mindless eating occurs while they relax with their makeshift families. They find freedom in ignoring health concerns for an afternoon. No amount of caloric intake is too high during this special time, with Chill Connectors admitting to the consumption of chicken wings, pizza, chips, dip, desserts and alcohol all in one sitting.

Oftentimes, party goers will eat whatever their friends bring, regardless of their usual tastes. The fact that a friend liked the food enough to bring it makes Chill Connectors feel they should at least sample it. In-depth interviews revealed that hosts in particular feel pressure to eat what their guests bring to the party.

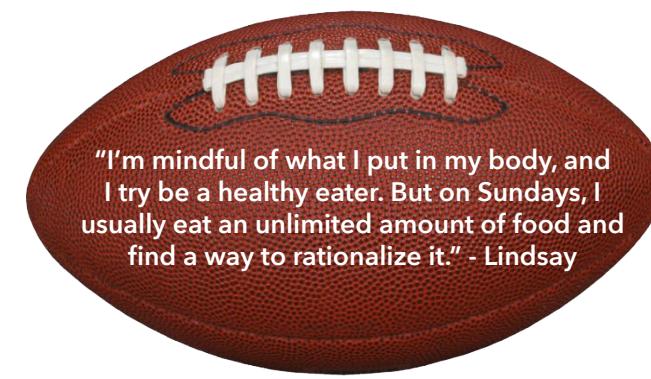
Sometimes, one member of the 'family' is known for bringing a particular treat, something different or more elaborate than what other Chill Connectors bring. This signature food is sampled by other guests and singles that person out for novelty. This person usually likes the attention that comes from being different.

**QUOTES**

"Game days definitely aren't like any other day of the week when I'm watching portions. I ate 15,000 chips; it's fine." - Kara



"Sunday is kind of a cheat day for me. It's a chance for me to binge, and I feel like I'm given the right to eat a lot of wings and stuff." - John



"I'm mindful of what I put in my body, and I try to be a healthy eater. But on Sundays, I usually eat an unlimited amount of food and find a way to rationalize it." - Lindsay

RECOMMENDATIONS

When it comes to game days, Chill Connectors feel as if it's their right to indulge. Communicating Skittles' health facts to this audience is meaningless, because on game day, calories don't count. Skittles matches the other game day foods because they are unhealthy.

Skittles should encourage groups to establish someone as their 'Skittles Guy.' This person is willing to try different foods, impress their friends with their individuality and be the life of the party. This creates the opportunity for Skittles to find a place at the Chill Connectors' tables.



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INDULGE IN THE RAINBOW. TASTE THE RAINBOW.

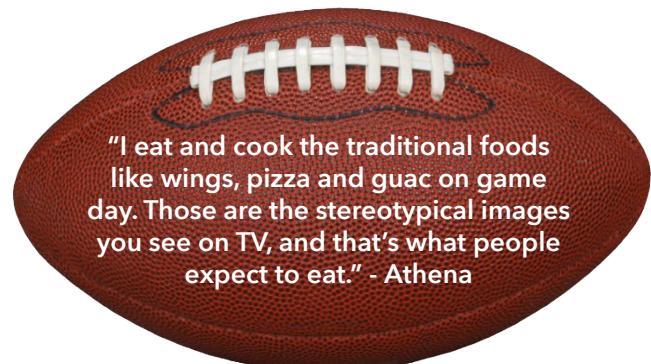
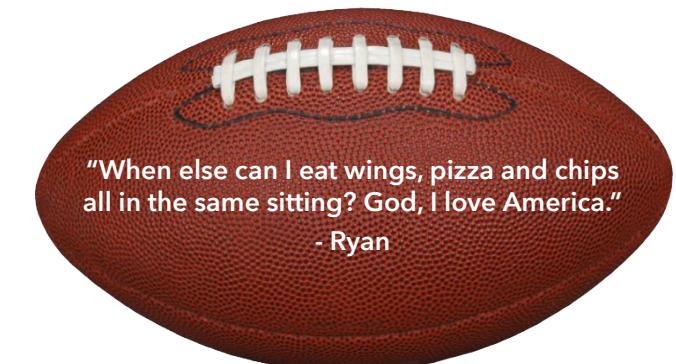
"On Sunday, it's pretty much a given that the Bears are gonna lose. Thanks to Cutler, the **food** usually ends up being the **best part** of the day, and I'm left looking forward to the buffalo chicken dip more than anything. Just like you have to get a hot dog at a baseball game, my friends and I **can't watch football without chips and wings.**"

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TAKEAWAY

Food is deeply embedded in sports culture and is central to the home viewing experience. There are traditional game day foods that are strongly associated with football, such as wings, pizza, chips, dip, brownies and beer. In our primary research, we found Chill Connectors tend to name this traditional list of foods when they are asked to describe their ideal game day spreads. In focus groups, participants could easily recall brands affiliated with the NFL. Most referenced specific brands, like Tostitos, Papa John's and Bud Light, without even realizing it.

Aside from the one friend who likes to bring a novel food item to the watch party, most Chill Connectors are hesitant to deviate from the norm. They don't want to risk bringing a food their friends might dislike. It could have a negative impact on their cherished Sunday retreat. Furthermore, it would not fulfill their desire to show their 'friend families' how much they care about them by bringing good food to their watch party.

QUOTES**RECOMMENDATIONS**

NFL watchers know the official NFL foods and drinks because they are exposed to NFL advertising while watching the teams they love. We recommend Skittles use the NFL shield and team branding on packaging to distinguish Skittles as the official confectionery treat. By further establishing Skittles as the NFL candy, the brand can become synonymous with game day gatherings, like other NFL brands. This will drive consumers to add Skittles to their shopping carts on game day.



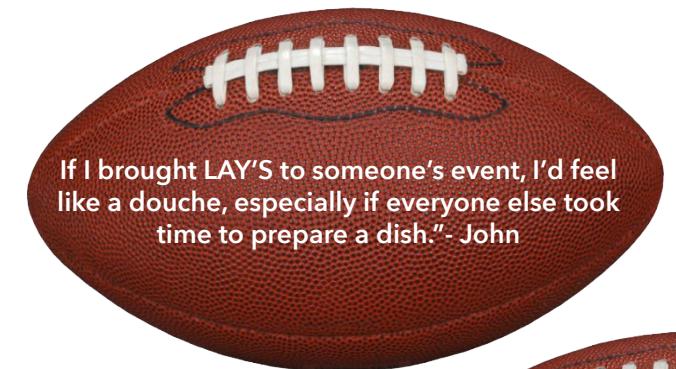
**YOU ARE WHAT
YOU BRING**

"Damn. What was I thinking? Everyone else made something to bring to this watch party, and all I brought was a **\$2 bag of chips**. I thought this was going to be a chill get together, not an **audition for Iron Chef**. Am I even allowed to eat the rest of the food here? The chips were supposed to be **my ticket** to the game day feast. Maybe if I put them next to that **homemade** seven-layer bean dip, people will think I took time to make that too."

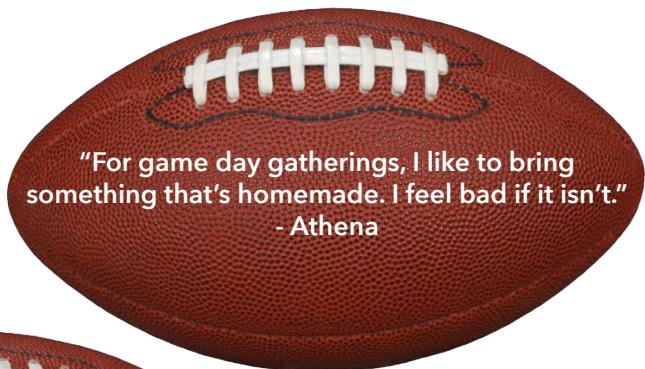
TAKEAWAY

There is a conscious thought process behind what Chill Connectors bring to a game day viewing event. The people they're gathering with are important to them, and they don't want to disappoint anyone. They feel the level of effort required to cook, bake, assemble or purchase the food they brought is a reflection of how much they care about the people at the party. No one would kick them out for bringing something simple or even neglecting to bring anything at all, but Chill Connectors feel guilty regardless of their friends' reactions. It's embarrassing for Chill Connectors to show up with a dish that is simple and cheap because it makes them look lazy. This social stigma is an intimidating motivator.

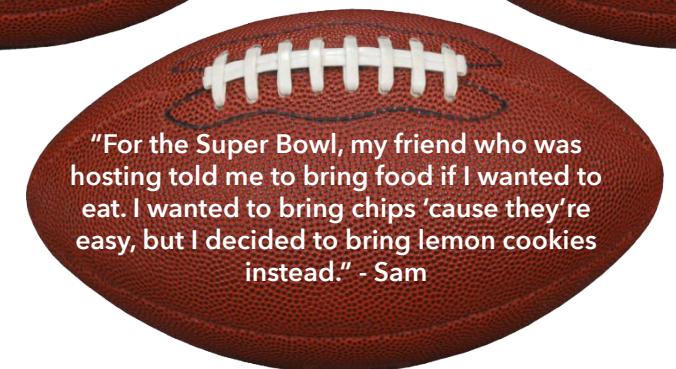
Furthermore, bringing food represents a contribution to the game day feast, which makes our target feel entitled to partake in the rest of the shared food. If they neglect to bring something or bring something below par, they might abstain from indulging in the party food to avoid social faux pas.

**QUOTES**

If I brought LAY'S to someone's event, I'd feel like a douche, especially if everyone else took time to prepare a dish." - John



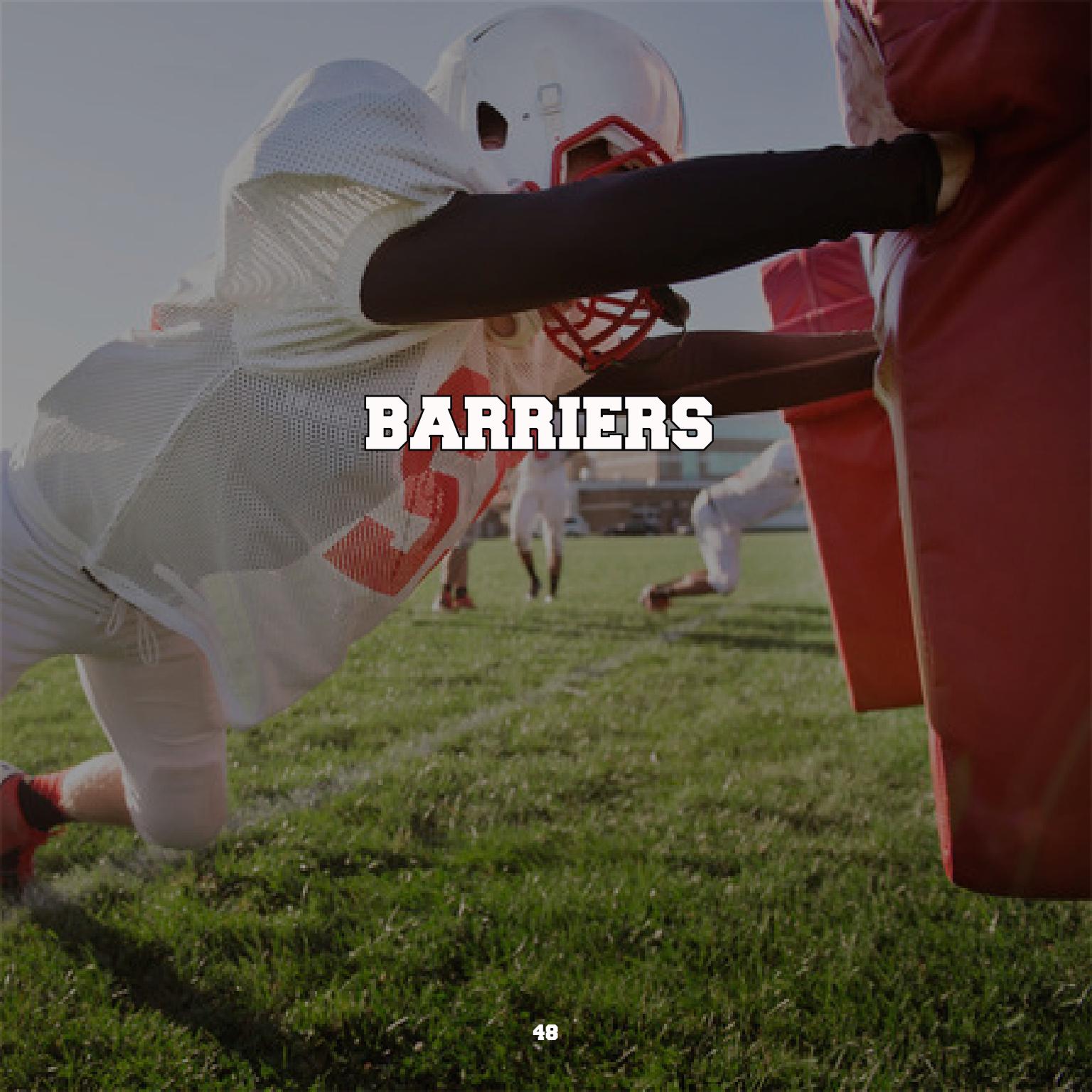
"For game day gatherings, I like to bring something that's homemade. I feel bad if it isn't." - Athena



"For the Super Bowl, my friend who was hosting told me to bring food if I wanted to eat. I wanted to bring chips 'cause they're easy, but I decided to bring lemon cookies instead." - Sam

RECOMMENDATIONS

Game day foods have meaning to Chill Connectors. These consumers see the dishes they bring as reflections of how much they care about their friends. If Skittles wants to be chosen, it must be given some substance. We recommend equipping consumers with Skittles recipe ideas or games. This would allow Skittles to position itself as a thoughtful, fun choice for game day.



1. BRAND PERCEPTION

Years of advertisements targeted to teenagers have firmly positioned Skittles as a wacky, childish candy. This current perception of Skittles as a juvenile snack is a serious barrier between the brand and Chill Connectors. These consumers would be hesitant to bring Skittles to a game day gathering because they don't fit with the mature, relaxed game day atmosphere.

2. NONTRADITIONAL FOODS

Traditional game day foods have been ingrained in game day viewers' minds for years. They think of wings, pizza, chips, dip and beer. For desserts, they think of cookies and brownies, if they think of them at all. Viewers don't associate candy with the game day viewing experience.

3. FLAVOR

Skittles flavors don't necessarily complement the other traditional flavors at game day gatherings because they are extremely sweet. The traditional foods are all savory or salty. Skittles may be too sweet for game day gatherings. Consumers perceive sweet treats as outside the norm for game days, which means it will be a risk for them to introduce it at their parties.

4. PACKAGING

Furthermore, Skittles' typical packaging is not conducive to game day sharing. Chill Connectors would have to buy multiple small packages of Skittles and combine them in a bowl to serve on game day. Larger, resealable packages are difficult to find outside of wholesale retailers, like Costco and Sam's Club.



1. THE CANDY

The foods and drinks currently partnered with the NFL are all beer, soda, chips, pizza or other savory foods. As the only confectionery product, Skittles can position itself as the candy of the NFL.

2. HOME FIELD ADVANTAGE

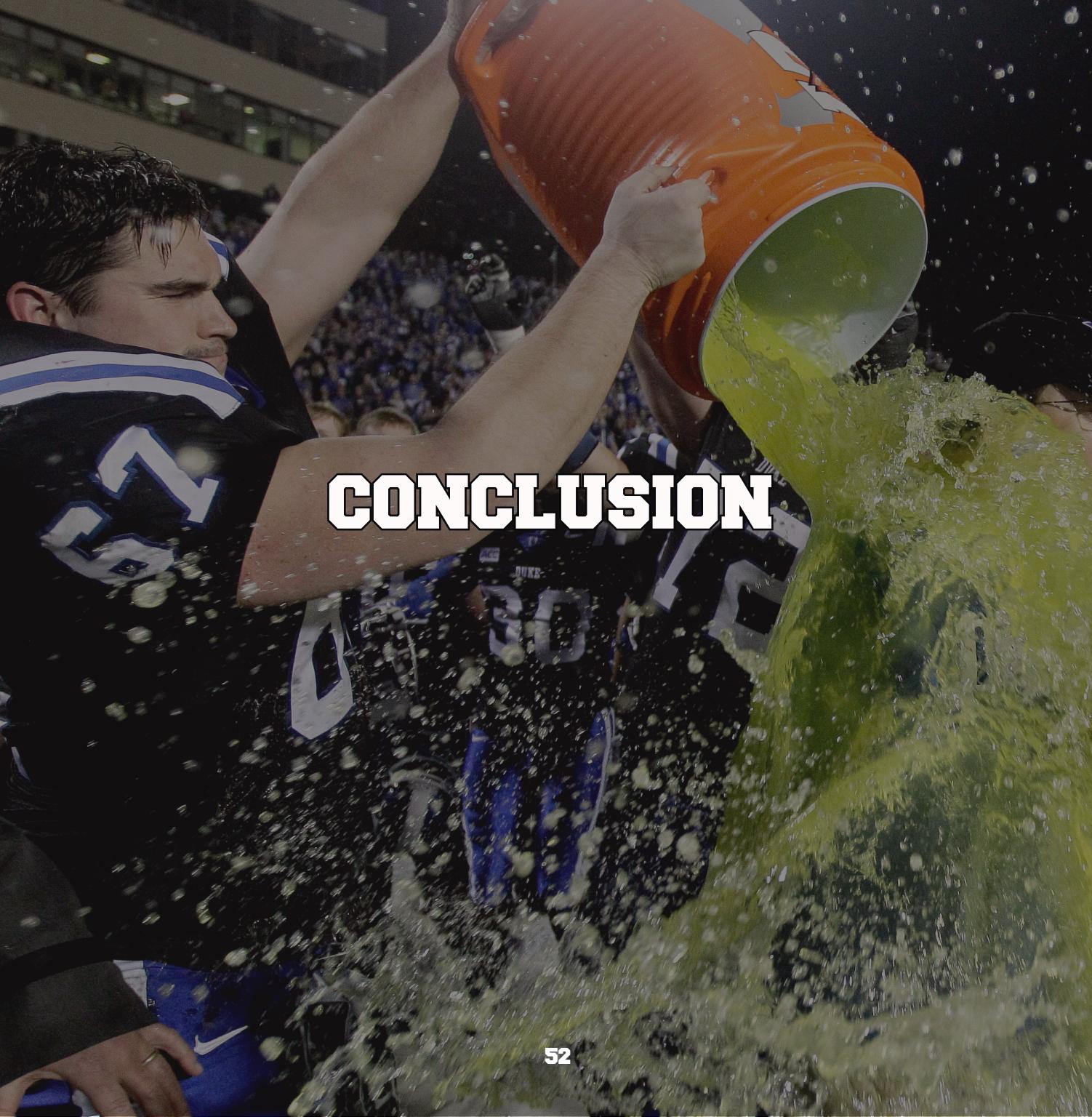
Consumers have strong associations with well-known NFL partners. Taking advantage of this will enable Skittles to gain more recognition. Putting the NFL shield on Skittles bags and creating customized, home team packaging for specific geographic locations will help people connect with the brand on personal levels. Bud Light launched home team cans for the 2015-2016 NFL season. Consumers enjoy the idea of purchasing a product tied to a beloved pastime.

3. AVAILABILITY

Skittles current packaging comes in medium-sized, single options. Large, shareable packages exist but are mostly exclusive to wholesale retailers. Making these packages available in stores like Walmart, Target and other grocery stores will increase the likelihood of Skittles being selected for game day gatherings.

4. CHEAT DAY

Skittles also fits into the Sunday cheat day mentality. Positioning it as an indulgent, mindless treat will help viewers associate Skittles with the game day environment.

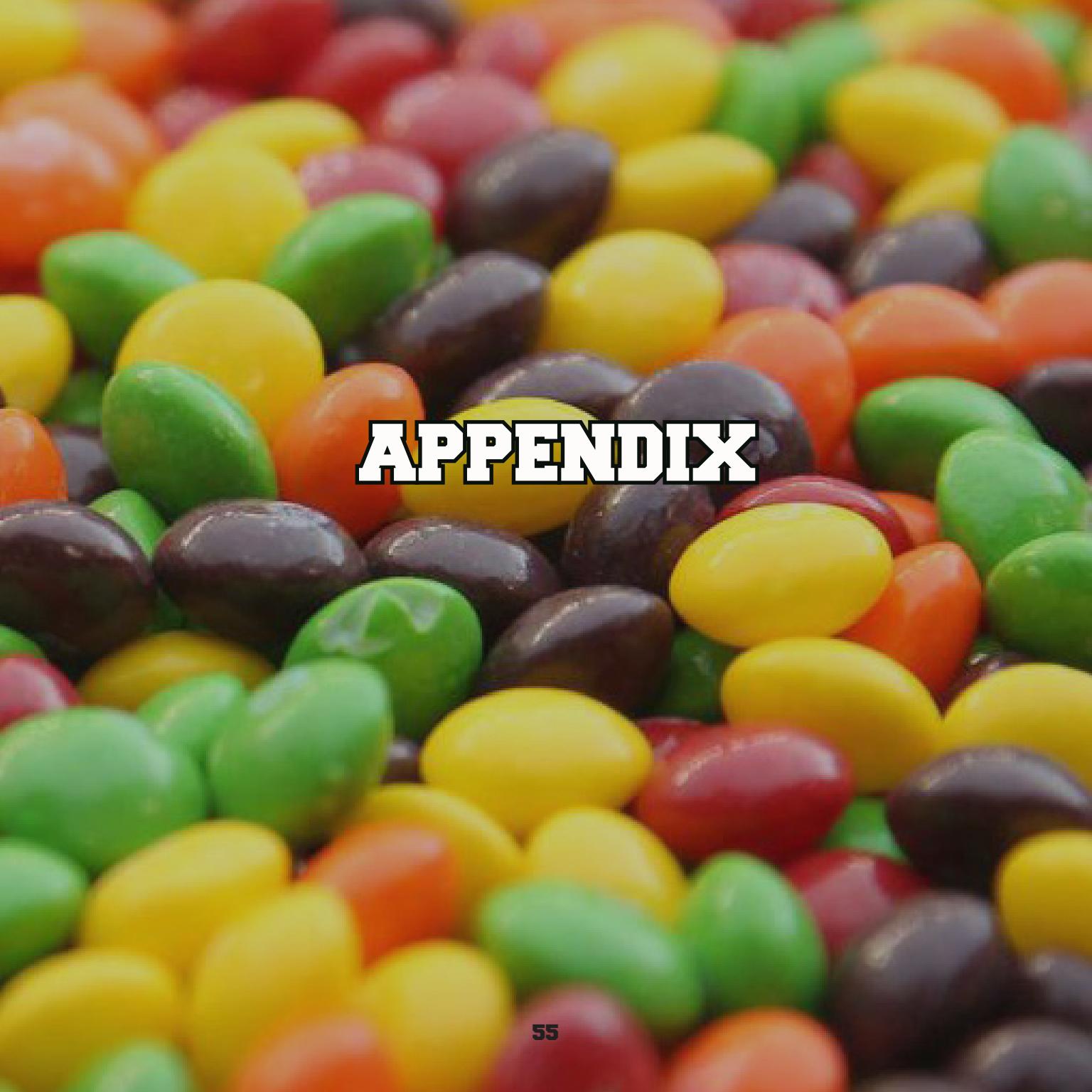


CONCLUSION

CONCLUDE THE RAINBOW. TASTE THE RAINBOW.

After conducting research involving focus groups and in-depth interviews, we uncovered four insights that motivate our target market, Chill Connectors. We found Sunday is set aside for gathering with a core group of friends, calories don't count at game day watch parties, there is a set of traditional foods strongly associated with football and the food individuals bring to a watch party is reflective of themselves. The central theme tying these insights together is the idea that Chill Connectors create makeshift families out of their core group of friends. They are in-between life stages, having moved out of their parents' home but not yet started families of their own. To fill this gap, they create tightly knit families of friends.

Having uncovered these consumer insights, we believe the Skittles brand should do the following: rework its advertising to reflect the relaxed atmosphere of game day gatherings; stay away from health-related branding; produce team-branded bags; encourage each friend family to have a 'Skittles Guy' who will bring Skittles to every watch party; and equip consumers with recipes and other fun ways to incorporate Skittles into their game day spread.



SCREENER

1. What is your age?
 - a. 18 or younger
 - b. 19-36 years old
 - c. 37 or older

2. Are you willing to participate in a focus group or individual discussion in the next 2 weeks?
 - a. Yes
 - b. No

3. Have you purchased non-chocolate candy in the past 6 months?
 - a. Yes
 - b. No

4. Are you willing to purchase the candy brand Skittles in the future?
 - a. Yes
 - b. No

5. Have you hosted or attended a social gathering to watch a professional football (NFL) game in the past 6 months that included food/snacks?
 - a. Hosted
 - b. Attended
 - c. Both hosted and attended
 - d. I have not hosted or attended

DISCUSSION GUIDE

Purpose: To understand/explore the relationship consumers have with the NFL home game day gathering and Skittles with the goal of persuading consumers to put Skittles on the shopping list.

INTRODUCTION (5-10 minutes): Hello, my name is _____. Thank you for coming out today. We will be going over some questions about your experience with NFL game day experiences. Don't worry if you see me or my colleagues taking notes or recording. We encourage everyone to participate - we chose you for a reason and we really want to hear your opinion! It's okay to interact with each other and have organic discussions.

SELF-INTRODUCTION Tell us your name, your major, where you're from and what you and your friends do for fun.

Concept Map: Participants are asked to bring a drawing/picture(s) of what is on their ideal game day table.

DISCUSSION AREA A: SOCIAL ENVIRONMENT

Who usually makes the decisions within your friend group?

Probe: What are common traits of gathering attendees?

How do you decide to watch the NFL in a group setting rather than on an individual basis?
Or vice-versa.

Why do you choose to attend rather than host your own game day parties?

When and how are you usually invited to an NFL watch party?

Do you use social media during an NFL watch party? For what?

Probe: Motivations for gathering, social norms surrounding gatherings

Listen for: When they are invited, what is expected of them, what kinds of social media they rely on to complete the experience and why

What pressures do you feel once you're invited to a game day event?

Is there a difference in pressures for game day vs. non-game day gatherings?

Probe: Length of stay, whether or not they bring people with them, obligation to attend gathering

DISCUSSION AREA B: NFL

What is your strongest memory of an NFL Sunday? You were watching on TV, not at the actual sporting event.

Probe: Childhood memories, feelings associated with the memory, have them set the scene

Listen for: Emotions, underlying meaning of Sunday with the NFL

Concept Map: What three emotions would you use to describe NFL Sundays? (Use emoji sheet)

Probe: Underlying meaning of Sundays with the NFL

Listen for: Emotional words

What's your primary motivation for gathering to watch the NFL?

Probe: Is it to watch your favorite team, to see how your fantasy players perform, because you simply enjoy watching football, maybe just want to be with friends who enjoy watching the games?

Who do watch the games with?

Probe: Fellow fans, opposing fans, fantasy league? How do people you watch the game with impact your mood, experience?

How do you approach Sundays during the NFL season?

Probe: Mindset toward Sunday

Probe: Rituals you have on NFL Sundays

How do you approach Sundays now that the NFL season is over?

Probe: Differences in their mindsets toward Sundays with, without football; What Sunday means to them, how much the NFL owns that day of the week

DISCUSSION AREA C: PURCHASE HABITS

Do you feel obligated to bring some form of food to an NFL watch party?

Do you feel like you have to bring food for everyone or just for you?

Probe: Social norms in NFL gatherings

Listen for: Pressure, expected, relaxed

What motivates you to bring food to a viewing event? What influences your decision while choosing which foods to bring event?

Does the host ask you to bring anything?

Host - What do you usually ask people to bring to your gathering?

Probe: How much of the food selection is influenced by the host?

What types of food do you usually bring? What's the thought process behind that? How much time do you put into this decision?

What does what you bring say about you?

If you brought candy to an NFL gathering, what does that make you look like? What does that say about you?

Probe: Motivations behind food purchases, relation to self-image

Listen for: Looks weird, cheap, contribute, expected

DISCUSSION AREA D: SNACKING HABITS

Concept Map: Get out the drawing/picture of the game day table you brought. Tell us what you drew.

Probe: Sweet vs. savory categories, what is already being purchased, what do game day staples have in common

What kinds of snacks do you typically consume in general?

How does that change when you're watching an NFL game?

Does the time of kickoff affect the snacks you eat? Drink?

Do you feel like you have to eat what's provided?

Probe: Why do people snack, what kind of snacks are consumed on a regular vs. game day basis and why

Listen for: Environmental influences, emotions

Are you mindful of what you're eating when watching an NFL game? What brands come to mind?

What emotions do you feel when you snack?

What emotions do you hope to feel after snacking?

Probe: What do people hope to gain from snacking, perceptions of snacking at NFL gatherings

Listen for: Health concerns, calorie counting, entertainment, socially acceptable

DISCUSSION AREA E: SKITTLES

Concept map: Draw Skittles as a person. What is he/she like?

Do you want this person at your game day gathering?

Probe: Perceptions, emotions, associations, brand image, acceptance into game day ritual, association with football

How many times have you had Skittles in the past year?

*Note: the Skittles purchase cycle is aligned with holidays, should not worry about excluding them

Probe: Is the target market purchasing Skittles in any capacity?

What motivates you to eat Skittles?

What cravings do you have that drive you to purchase Skittles? What are you looking to fulfill?

How do you feel when you eat Skittles?

How do you feel after you eat Skittles?

What do you enjoy about eating Skittles, besides the taste?

Probe: Underlying thought process leading up to and following consumption, feelings that come along with it

What Skittles commercials can you recall? What did you think of them?

CLOSURE: Overall today we talked about _____, _____ and _____. You feel _____ about snacking and _____ about NFL gatherings. Thank you so much for your help today! This was fun.

TEAM ROSTER

#	Player	Height	Hometown	Position
02	Derek Somogye	6'1"	Lee's Summit, MO	Special Teams
05	Maris Smith	5'6"	Algonquin, IL	Equipment Manager
10	Jamie Lazaroff	5'3"	Chesterfield, MO	Practice Squad
11	Clayton Conness	6'3"	Ottawa, IL	Ball Boy
12	Jacquelyn Olson	5'7"	Naperville, IL	Water Girl
27	Connor Crouch	5'9"	Downer's Grove, IL	Bench Warmer

