



Chocolate TV Data Analysis

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Chocolate Industry

Brands tend to leverage holidays (eg. Halloween, Christmas) to boost ad airing

- Abundance of data from selected quarter (Oct 1, 2019 - Feb 22, 2020)
- Sufficient inter-brand competition for analysis

Brand Choice



HERSHEY 

American icon chocolate company
Largest manufacturer in the US
Affordable price

Lindt 

Premium product chocolate brand
Established in Switzerland
Quality chocolate and high brand name



Data Summary

- Selected campaign period: **Oct 1, 2019 - Feb 22, 2020**
- Hershey's # airing = 38217, Lindt # airing = 14393
- Attributes include: ID, product, network, show, dayparts, EQ unit, year/month/week, day of week/hour of day, etc.
- Analysis focuses on **Hershey's** performance and Lindt data is used as complement

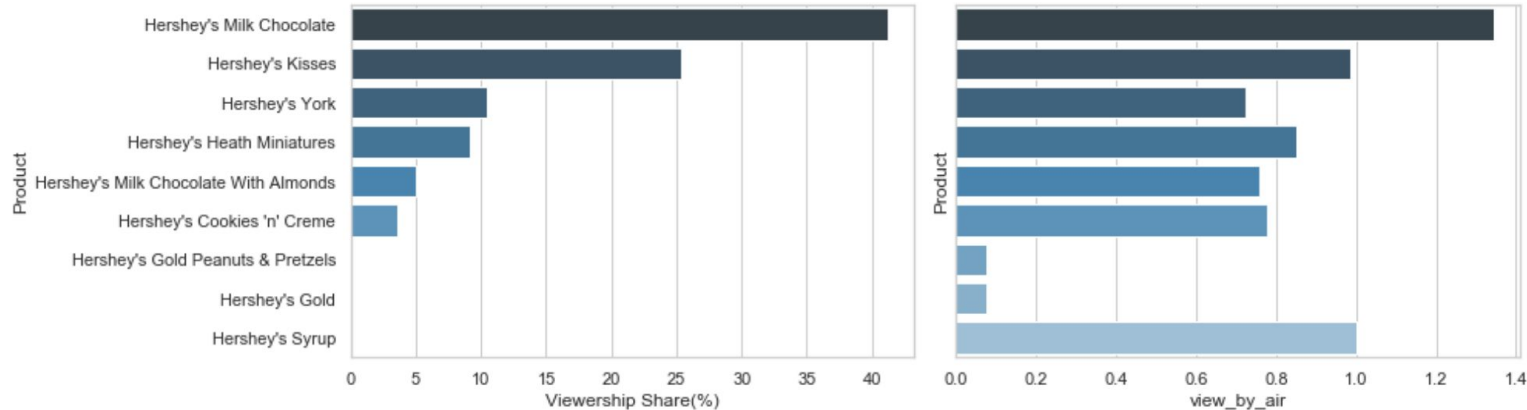
- For each attribute, I calculated a **spend per view** value to estimate average spend of different values in that attribute
- Assume a consistent conversion w.r.t. number of views, we can estimate the **relative value (profit)** based on spend per view

As an example, below is partial data for **Hershey's daypart grouping**

	Dayparts	Total Airings	Total Spend(\$)	Total Views	Airing Share(%)	Spend Share(%)	Viewership Share(%)
4	EARLY MORNING	3313	1112742	678261870	8.67	5.20	6.31
0	DAYTIME	7601	3959830	2113281360	19.89	18.51	19.65
6	EARLY FRINGE	2784	1203121	562593060	7.28	5.62	5.23

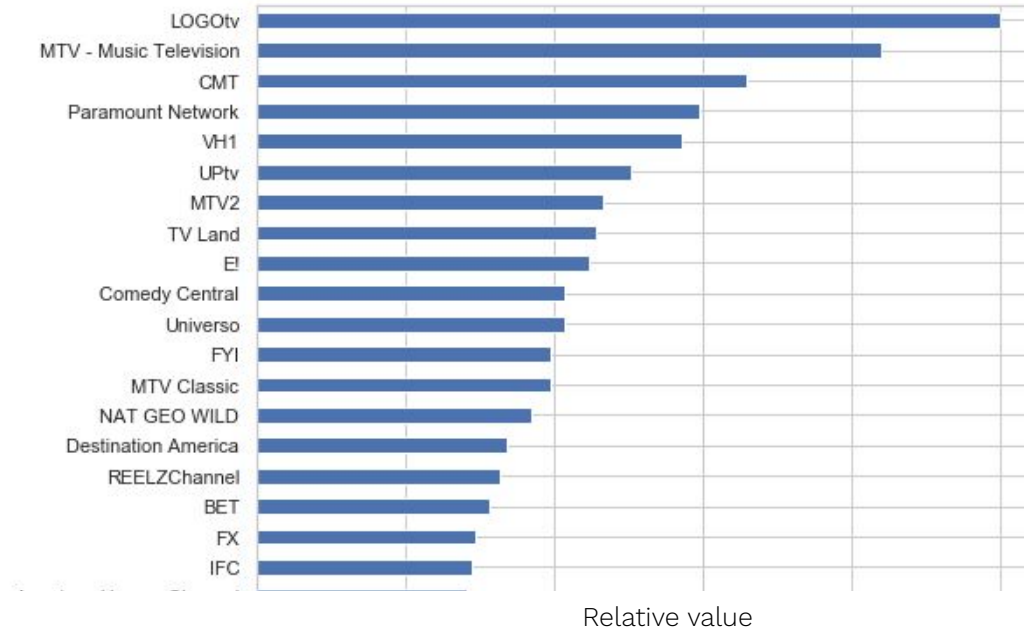
views_per_air	spend_per_view	relative value
204727.398129	0.001641	1.000000
278026.754374	0.001874	0.970176
202080.840517	0.002139	0.774487

Hershey's MVP Products



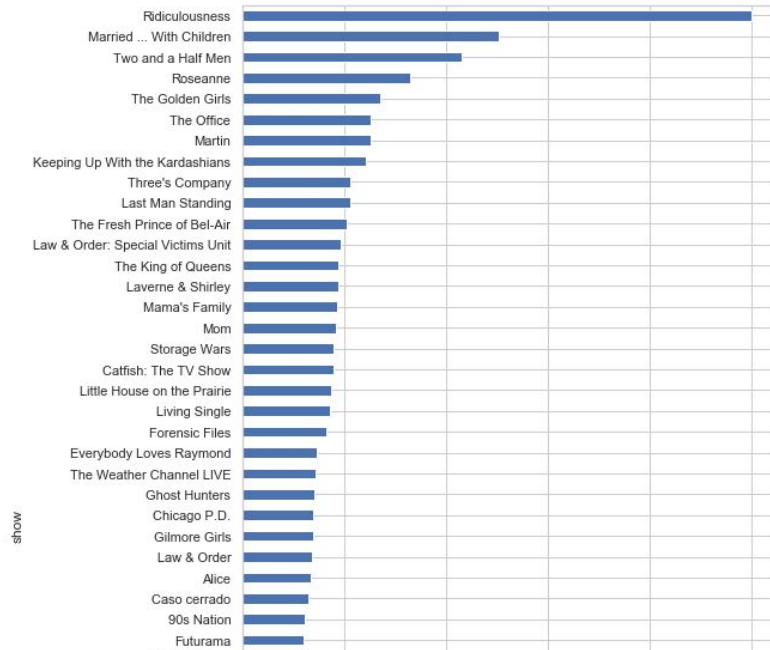
Hershey's Milk Chocolate and Hershey's Kisses are both most aired and most viewed products, they are obviously the "old gold". I also calculated the **view by air ratio**, products like **Hershey's Milk Chocolate with Almonds** and **Hershey's Heath Miniatures** have a competitively high ratio. This shows that customers have growing interest in these products too, and the company should invest more on them.

Best Partner Networks



Hershey has exposed its brand or product commercials on 73 networks in total. I selected top networks w.r.t. **relative value per view**. A simple check shows that the majority network categories in the top area are **music, entertainment and comedy**. We can assume that the relaxing atmosphere of these networks works well with Hershey's product and commercials that express a sentiment of happiness and joy. The company should keep advertising on these high value networks.

Best Partner Shows

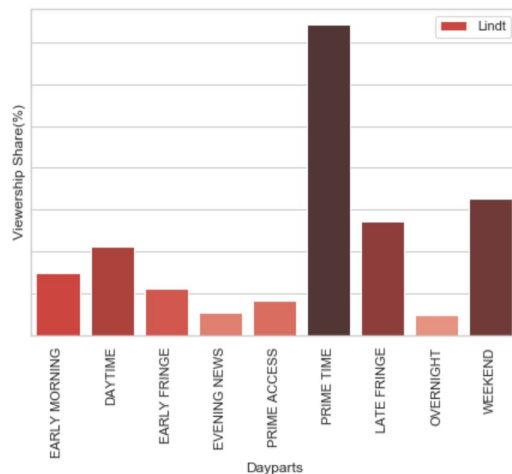
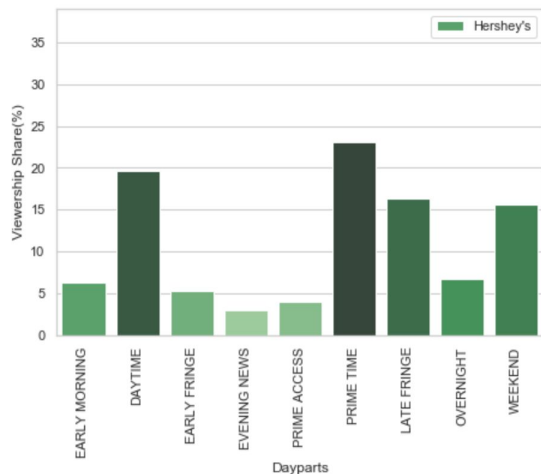


The shows with highest relative values include **comedies, reality shows and dramas**. One show that in particular attracts much return is **Ridiculousness**, which is an MTV comedy reality-TV show mostly about daily funny incidents.

Best network and show partners reveal the potential lift if Hershey's could create commercials tailored towards comedy and reality show audiences.

Group by Dayparts

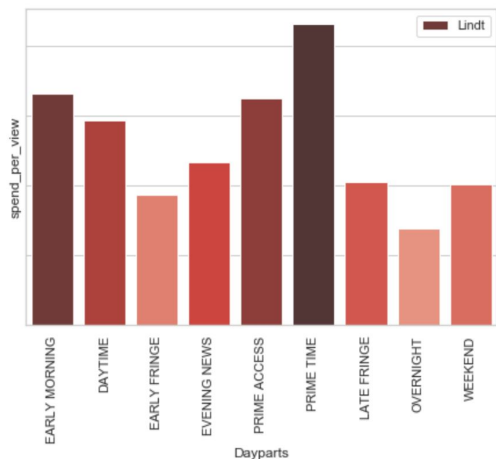
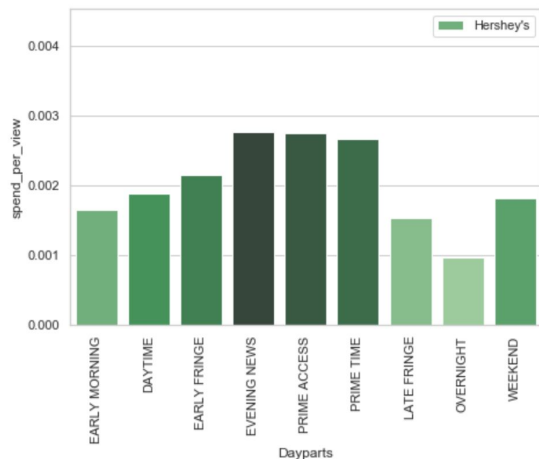
Viewership Share(%) by Dayparts



Arranged along time, Hershey's airing/viewing distribution is more balanced than Lindt. Lindt has a clear focus on leveraging prime time for brand promotion, while Hershey's strategy is to attract customer from **multiple dayparts** (prime time, daytime, late fringe).

Group by Dayparts

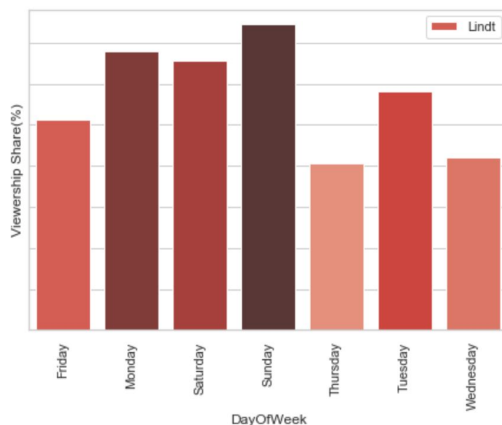
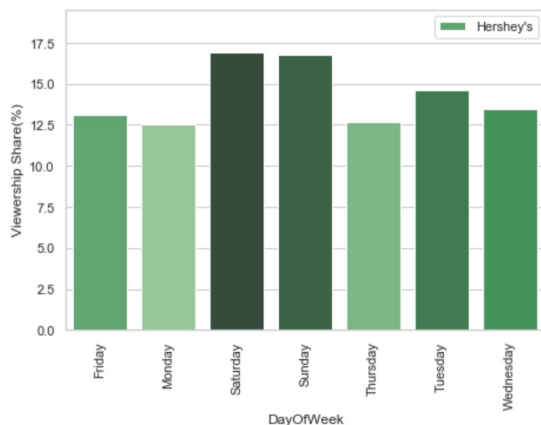
spend_per_view by Dayparts



Generally, Hershey's spend per view along time is a lot lower and smoother than Lindt. Lindt goes with a more traditional prime time campaigning but it is comparatively costly. Combined with the fact that Hershey's invests in more dayparts, it clearly implies Hershey's **mass targeting** strategy. The low cost reflects their successful and steady performance.

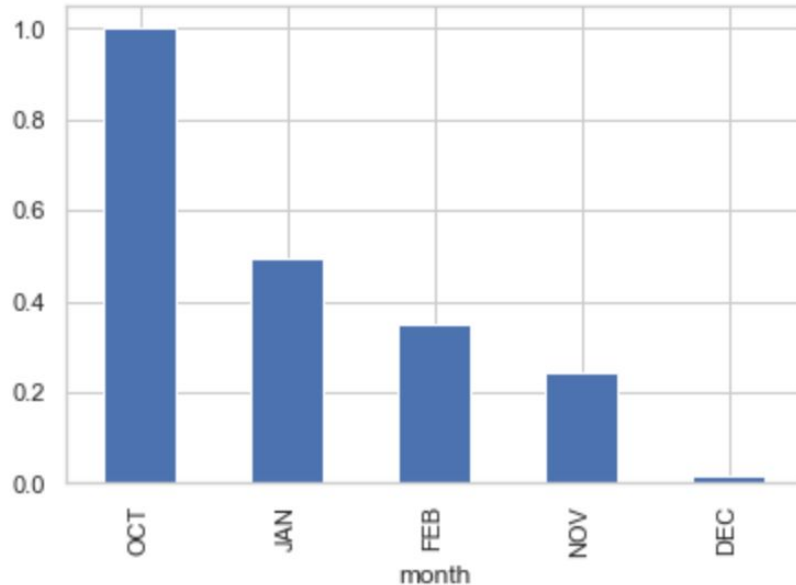
Group by DayOfWeek

Viewership Share(%) by DayOfWeek



For both brands, viewership is higher on Saturday and Sunday. It is intuitive because consumers have more time to watch TV on weekends. This also verifies Hershey's choice of investing heavily on **weekends**. For Lindt, there's possibility that buy more airings on Monday prime time will increase the lift. Strategy-wise, Hershey's is doing well.

Effect of Campaigning



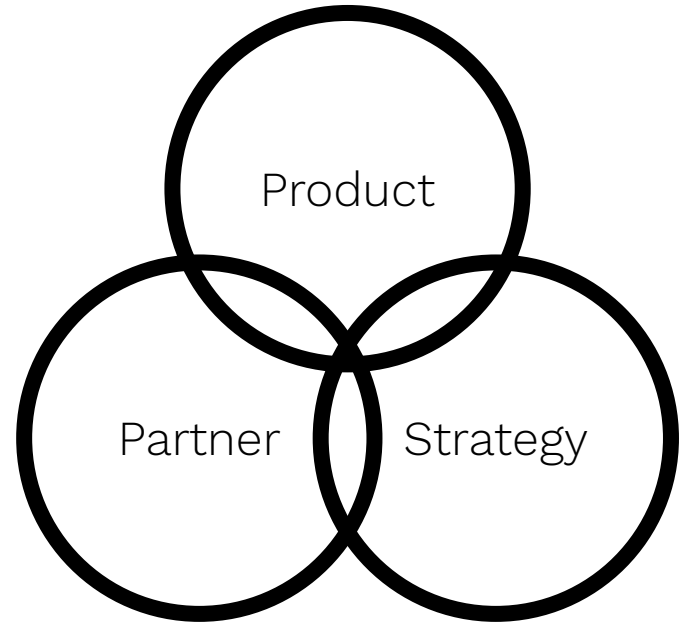
I first notice Hershey's from the database because the Halloween campaign ad "The Addams Family TV Movie Trailer" jumped out to me. On the left is Hershey's relative value per view aggregated by month. As Halloween is at the end of October, I assume the company focused airing the ad throughout October, resulting in a large increase in return. Thus, this is a successful campaign.

Summary and Recommendations

The data implies that Hershey's TV advertising and campaigning from Oct 1, 2019 to Feb 22, 2020 received **good performance**. The **mass targeting** strategy suits the company's positioning of “affordable, everyday treats” on the market landscape . The heavy investment on **weekend** is also verified from the analysis.

Promisingly, there are still potential to increase conversion and lift through:

- emphasizing promotion on **rising-star products**,
- increasing investment on **entertainment networks** and **comedy/reality shows**,
- targeting **casual viewers**.



Thanks!



Any questions?

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