

SINCE 1894

# HERSHEY'S

# tpn<sup>+</sup>

BEING LOCAL WITH BRAND  
ACTIVATION MARKETING

# ANA







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*Account Director, Large Format*









**Business**

**Region**

**Perception**

**Success depended on radically optimizing the program for H-E-B's deeply Texas-proud shoppers, starting with S'mores themselves.**



# Sugar + Spice = Everything Nice

Shift perception by putting a spin on  
S'mores with fixings fit for Texans.

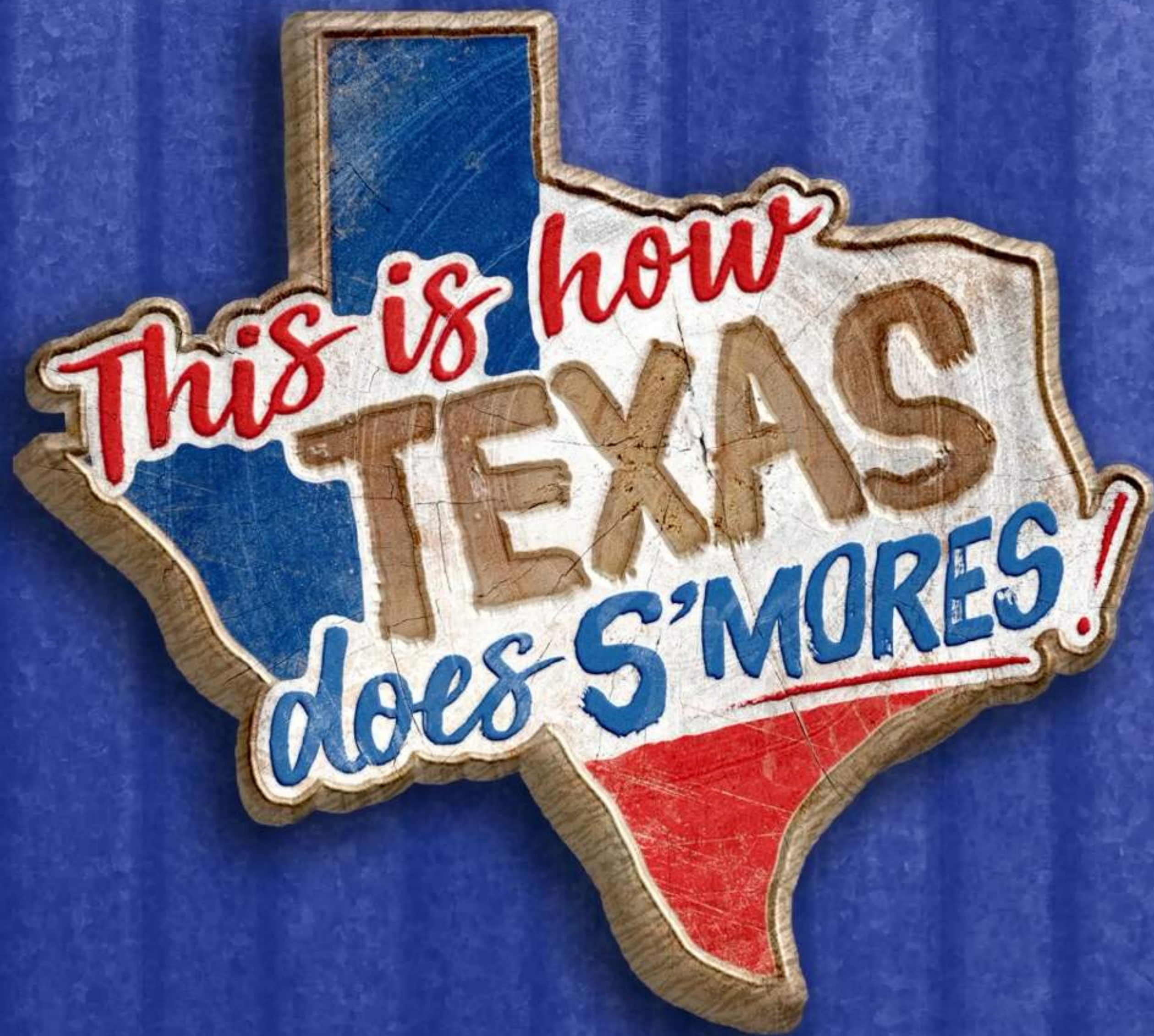




**We had to kick  
it up a notch**







This is how  
TEXAS  
does S'MORES!





**Custom Photography**

**Retailer Media**

**Influencers**

**Displays**

**Demos**



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**HERSHEY'S SPICY S'MORES QUESADILLAS**

**INGREDIENTS** (For each quesadilla)

- 1 (9-inch) H-E-B Original Flour Tortilla
- Softened butter
- 4 teaspoons graham cracker crumbs
- 1-1/2 HERSHEY'S Milk Chocolate Bars (1.55 oz. each)
- 1 cup miniature marshmallows, divided
- 1 tablespoon cinnamon sugar
- Ground cayenne pepper (optional)

**INSTRUCTIONS**

1. Place length of wax paper on counter surface. Butter one side of tortilla. Place buttered side down on wax paper. Lightly sprinkle cayenne pepper on half of tortilla, if desired. Spread graham cracker crumbs on same half of tortilla.
2. Remove chocolate bars from wrappers; break into sections. Position chocolate bar sections on half of tortilla, breaking to fit, so that they don't extend beyond edge of tortilla. Evenly sprinkle 1/2 cup marshmallows over chocolate. Fold tortilla to cover filling.
3. Heat ovenproof skillet several minutes on medium low heat. Carefully add quesadilla; heat several minutes or until tortilla is golden brown and crisp, turning once.
4. In skillet, top quesadilla with cinnamon sugar and remaining marshmallows. Place in oven on low broil for 1 minute or until marshmallows are lightly browned.
5. Remove skillet from oven and drizzle melted chocolate over quesadilla, if desired.
6. Finally, cut into pieces and serve warm. Repeat for desired number of quesadillas.

*This is how TEXAS does S'MORES*

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**Nutrition Facts**

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delivery > \$0.00

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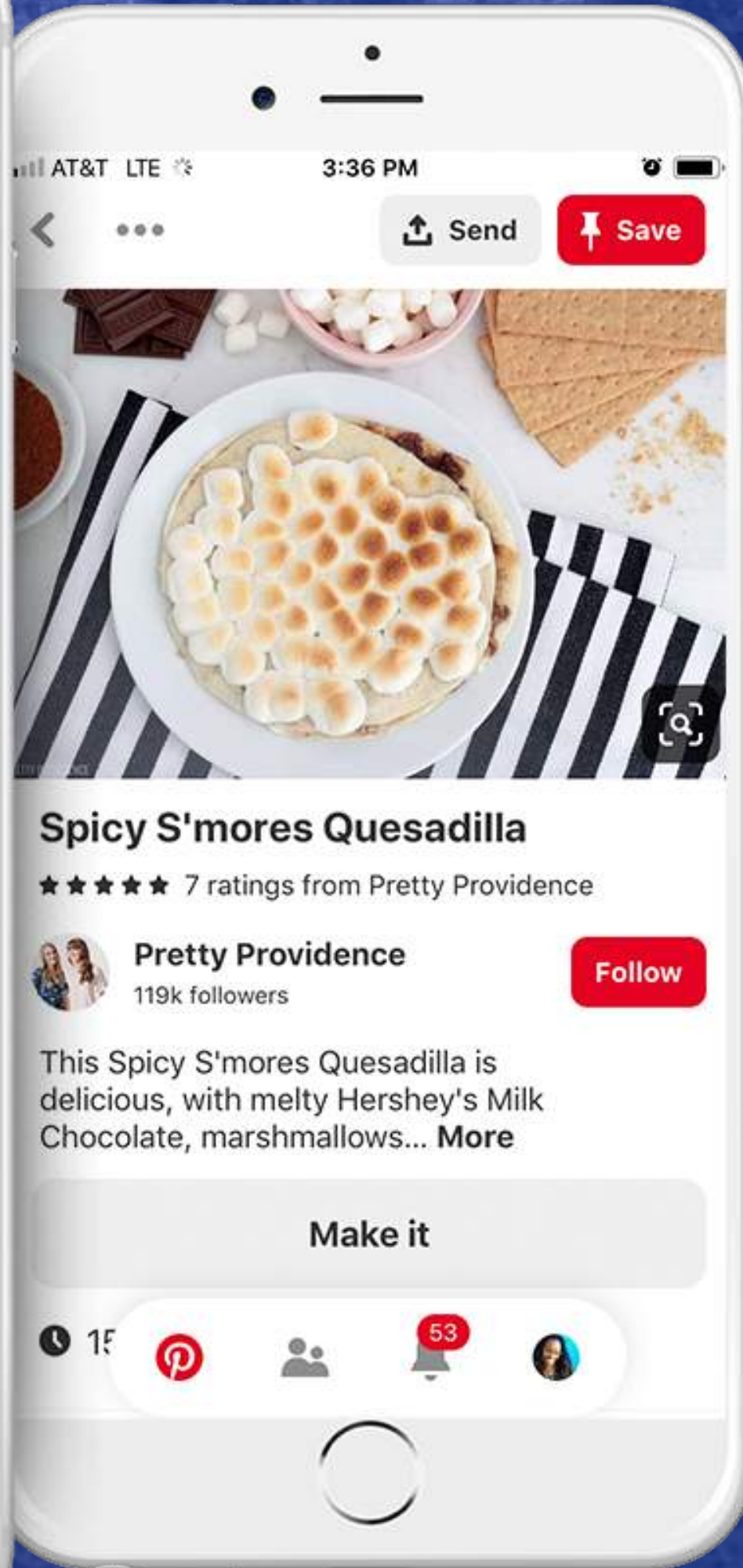
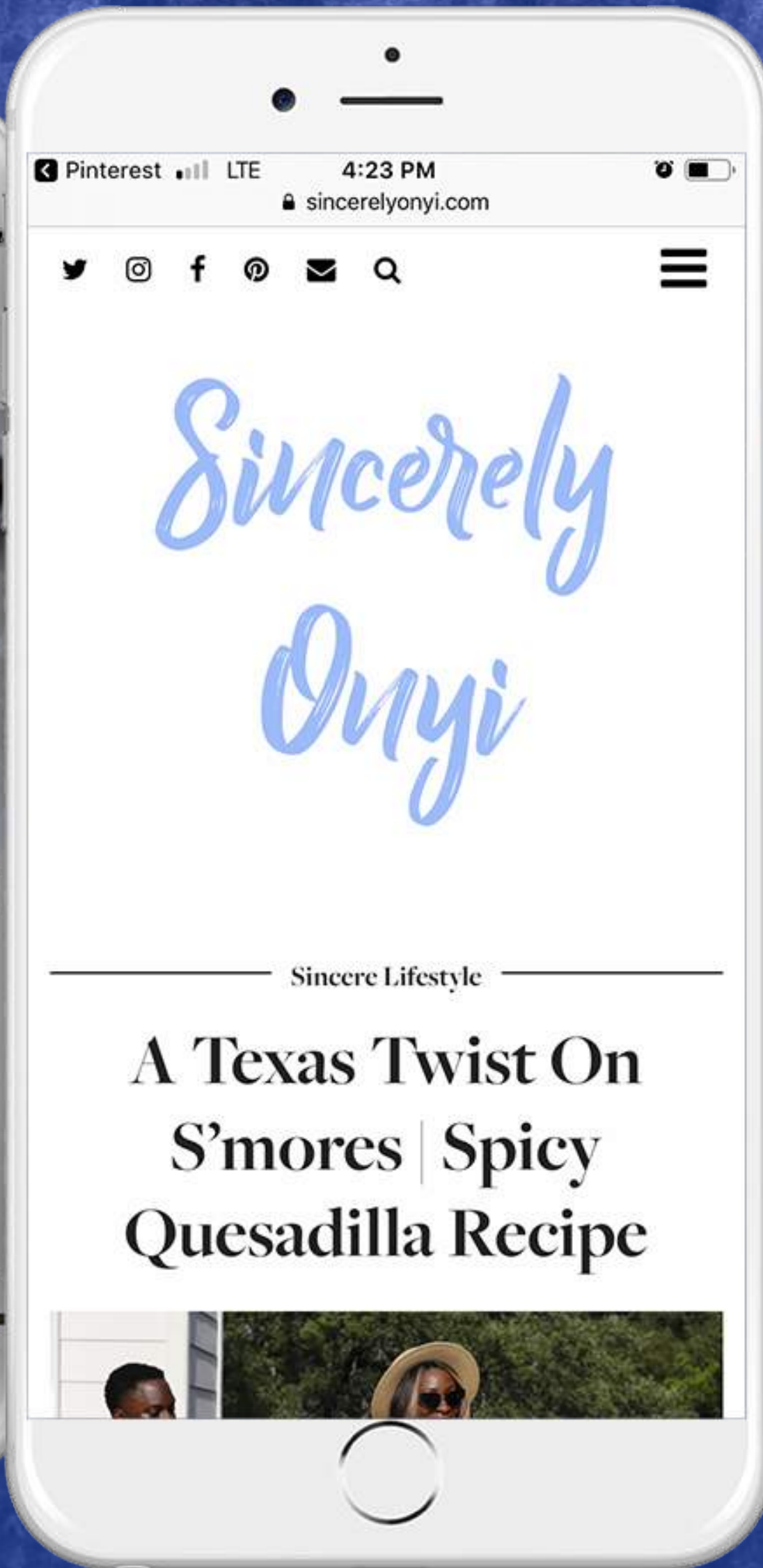
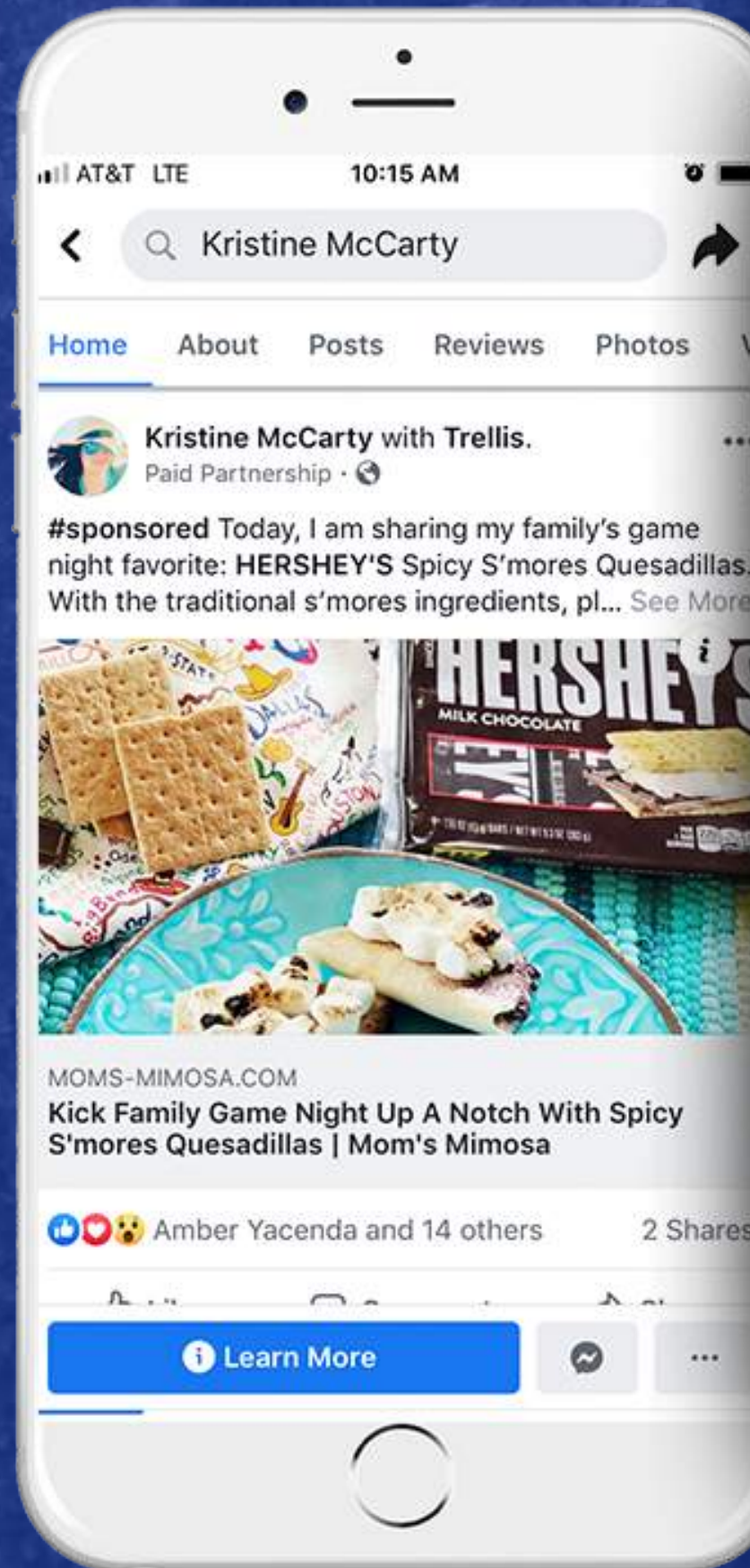
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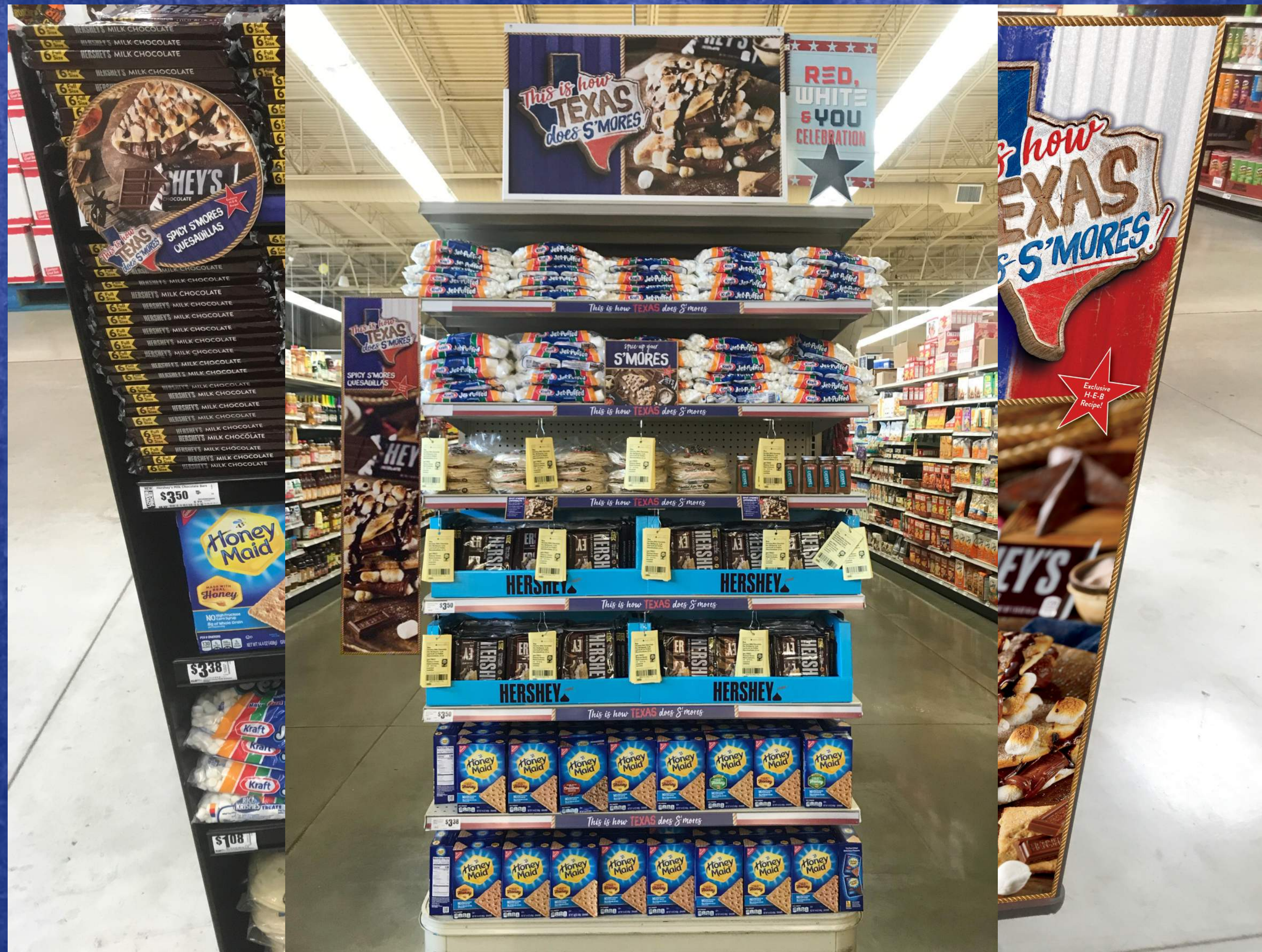
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# Smokin' Results





Unit sales  
**+7.2%**  
over 2018

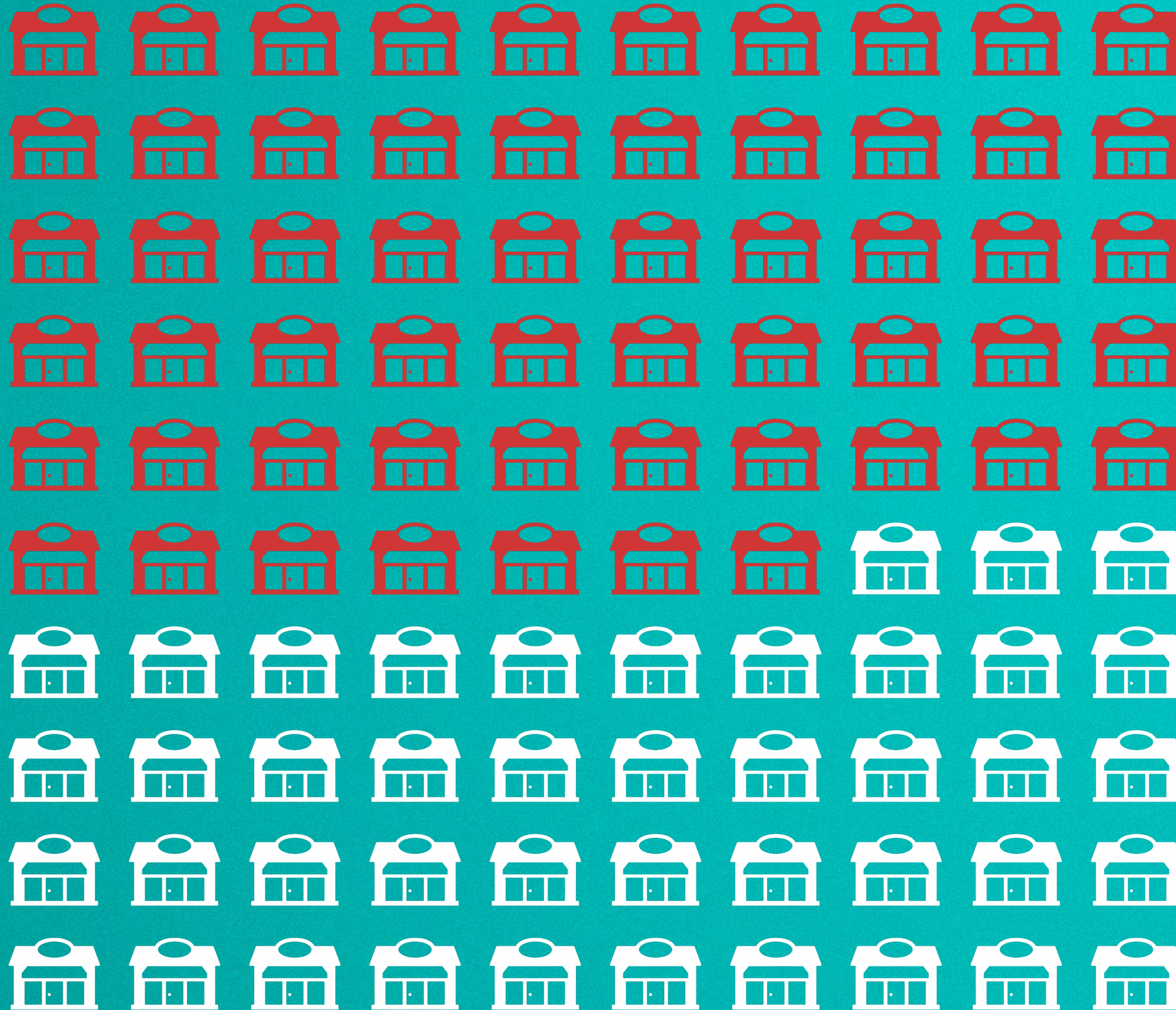
Retail sales  
**+25.3%**  
over 2018

Factory sales  
**+26.4%**  
over 2018



# 57%

of stores  
executed the  
program





**The addition of a touch of spice is genius.**

@DebJEastofEdenCooking.com

**Hold the PHONE. I am coming over for a slice**

@madelines\_cookbook

**So much fun making these — my kids are begging for them again!**

Courtney O'Dell

**.31%**  
social engagement

**What a great idea to add spice.**

@adeinaanderson

**This is such a fun idea! I love a dessert quesadilla!**

lauren kelly

**This is such a delicious treat! We loved it!**

@wilhelmina

**Loved that you added a bit of a kick to this! Such a great way to balance out the sweet. Can't wait to try it!**

@Demeter





HERSHEY'S and H-E-B  
REGGIE BRONZE WINNER



# A Sweet Discovery

**Identify the  
right problem**

**Niche is nice**

**Invest in key  
stakeholders**



“The more closely we work together, the more effectively [we can] contribute to the better health of all mankind; this should be our common objective and its achievement would make the world a happier place in which to live.”

– MILTON S. HERSHEY





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# Thank You

