



MAÎTRE CHOCOLATIER SUISSE
DEPUIS 1845

FINAL PROJECT

Prepared By:
Courtney White and Jennifer Kennedy
Eastern Michigan University
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COMPANY OVERVIEW

Founded in 1845 in Zurich, Switzerland, Lindt Chocolate Company has established itself as a global leader in premium chocolate manufacturing. With a rich heritage spanning over a century and a half, Lindt is renowned for its commitment to quality, craftsmanship, and innovation in the confectionery industry. Lindt's success is deeply rooted in Switzerland's esteemed tradition of chocolate making. Drawing upon this heritage, Lindt has cultivated a reputation for excellence, blending time-honored techniques with modern innovation to create chocolates of unparalleled taste and quality (Lindt & Sprungli, n.d.).

Central to Lindt's brand identity is its unwavering dedication to quality and craftsmanship. From the careful selection of cocoa beans to the meticulous conching process, Lindt ensures that each chocolate product meets the highest standards of excellence, resulting in a rich and indulgent taste experience. Lindt's commitment to innovation is evident in its diverse product portfolio, which includes a wide range of chocolate bars, truffles, pralines, and seasonal specialties. The company continually explores new flavor combinations and product formats to captivate consumers and stay ahead of evolving market trends (Lindt & Sprungli, n.d.).

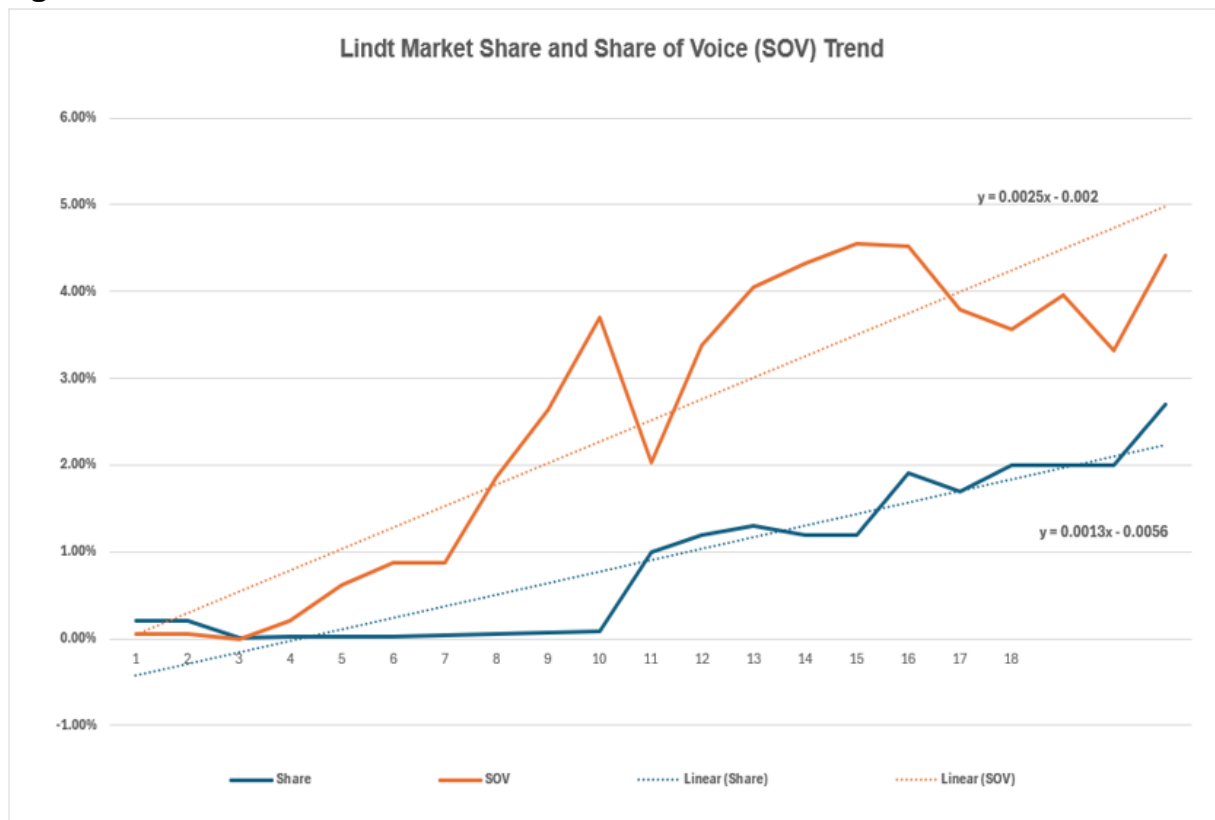
Recognizing the importance of environmental and social responsibility, Lindt has implemented various sustainability initiatives throughout its supply chain. From supporting cocoa farming communities to reducing greenhouse gas emissions, the company is committed to minimizing its environmental impact and promoting ethical practices (Lindt & Sprungli, n.d.).

With operations spanning over 120 countries, Lindt Chocolate Company has established a formidable global presence. Its products are sold through various channels, including company-owned retail stores, online platforms, and partnerships with leading retailers, ensuring widespread accessibility and brand visibility (Lindt & Sprungli, n.d.).

BRAND SITUATION

The analysis of customer behavior in the market is determined by an examination of several factors such as market share, advertising spend, category advertising spend, and share of voice. These elements are showcased as **Exhibit 1** in the Appendix. To better understand customer behavior in the market for the Lindt brand, the advertising data related to Ghirardelli's brand is analyzed, presented in **Figure 1**.

Figure 1: Lindt Market Share and Share of Voice (SOV) Trend from 1998 to 2018



Based on Lindt’s regression analysis, the positive coefficient for the 'Year' variable indicates that over the period covered by the data, the brand's share is increasing. This suggests that the brand's market presence is expanding relative to its competitors. The high R-squared value of 0.803 implies that around 80% of the variance in share can be explained by the linear relationship with time. This strong relationship between time and share growth indicates a consistent upward trend in market performance. The p values, the levels of marginal significance within a statistical hypothesis test, are less than .05.

Lindt’s SOV ($p < .05$) significantly increased over time. Here are some factors that may have contributed to a consistently positive SOV, however analyses to prove how these factors may have contributed have not been performed:

- **Advertising Investment:** The brand may have consistently invested in advertising efforts, maintaining or increasing its presence across various media channels over time, but these have not been tested. A steady or increasing advertising budget can contribute to a positive SOV.
- **Effective Messaging:** The brand's advertising campaigns may have resonated well with its target audience, leading to higher visibility and engagement compared to competitors. Compelling messaging that highlights unique selling propositions can help maintain a positive SOV. “Remember, whatever you do in

marketing – content is what is visible on the ground. So make sure you simply create good content. Whatever your channel is, creating content that your audience can resonate with, will make a huge difference w.r.t to your competitors” (Databox, 2020).

- **Strategic Media Allocation:** If the brand strategically allocates its advertising budget to channels where its target audience is most active, it can effectively maximize its SOV. This includes a mix of traditional channels like TV and radio as well as digital channels like social media and online platforms. According to Itai Elizur of Inbound Junction, “With the right strategy in place, encompassing PR, SEO, product marketing, and thought leadership, you can ensure, with precision, that your brand message blankets the SERPs – or at least the ones that matter most to your ideal audience” (Databox, 2020).
- **Competitive Analysis:** Constant monitoring of competitors' advertising strategies allows the brand to adjust its own efforts accordingly. By staying ahead or at least on par with competitors in terms of advertising presence, the brand can maintain a positive SOV. A competitive analysis of Lindt’s direct and indirect competitors is shown in the brand strategy section.
- **Innovation and Adaptation:** The brand may have demonstrated agility in adapting to changing consumer preferences and market dynamics. Innovation in advertising formats or techniques can help the brand stand out and maintain a positive SOV over time.

Although Lindt’s Share of Voice is higher than their market share, which can be a prediction for future success, they must adopt a strategic and tailored approach to market expansion to effectively reach new markets while preserving its brand integrity and premium positioning. Continuous monitoring and adaptation based on market feedback will be essential for long-term success in international expansion efforts. Advertising spending share must also be considered for Lindt to continue on their upward trend. Some ways to achieve this are:

- Analyzing how the brand allocates its advertising budget across various media channels to provide insights.
- If the brand is investing heavily in channels that effectively reach its target audience, continuing to do so can contribute to share growth.
- Additionally, if the brand's advertising spending share is increasing relative to competitors, it suggests a commitment to expanding market presence and share.

Overall, the analysis suggests that while the brand may be performing well in terms of share growth, maintaining stability or addressing declining trends requires continuous evaluation and potential adjustments to the advertising strategy.

BRAND STRATEGY

Lindt's brand strategy is focused on positioning the product as a premium chocolate choice to satisfy a target market that is willing to pay more for finer ingredients. Below, an analysis of Lindt's marketing mix through its product, price, place, and promotion is discussed.

Product

Lindt offers 7 different product lines. One of the most famous Lindt products are their Lindor truffles. They also provide a variety of their offerings in chocolate bars, ranging from 70 – 85% dark chocolate. This variety and quality of cocoa offerings makes it a premium product in comparison to other chocolate brands. "This mix showcases Lindt's emphasis on quality, variety, and innovation in the premium chocolate segment. Their products range from everyday indulgences to luxurious gifts and special seasonal offerings" (Bhasin, 2023). This commitment to quality makes it a global brand in the luxury chocolate-making industry. See product offerings in **Figure 2** below.

Figure 2: Lindt's Popular Product Lines

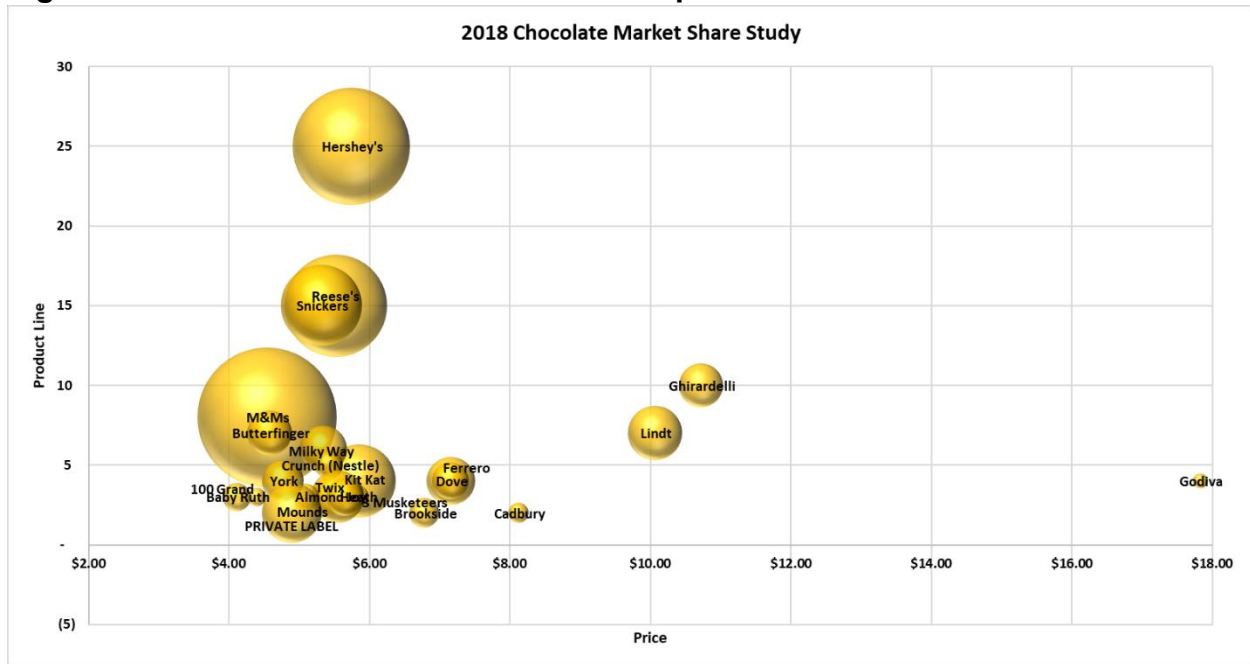


Price

With its roots connected to the finest of Switzerland's chocolate making, Lindt stands for premium chocolate and premium pricing compared to other chocolate brands. Lindt is committed to providing product excellence through the use of the finest ingredients, which makes their high-end price point, \$10.07 price per volume, much higher than the private label brands - \$4.90 price per volume. Compared to other indirect competitor chocolate brands. "It offers premium quality products and hence has adopted a premium pricing strategy. Although Lindt faces some competition, it does not care about the rival brands as its product quality is far superior to others" (Bhasin, 2024). On the other hand, Lindt's pricing in comparison to its direct competitors is ambitious. While offering the best cost for quality, including ~70% cacao in most of their product lines.

Figure 3 compares the brand's market share comparison based on price and line length.

Figure 3: 2018 Chocolate Market Share Comparison Variation



Based on **Figure 3**, Lindt's direct competitors are Ghirardelli and Godiva, while indirect competition comes from Dove, Cadbury, and Ferrero.

Direct Competitors

Both Ghirardelli and Godiva share similar price points and offerings within their target market. All promote premium ingredients and expert chocolate-making, but vary slightly. A few positives and negatives exist based on price and product line when comparing these brands to Lindt. See **Table 1** below.

Indirect Competitors

Dove, Cadbury, and Ferrero are all indirect competitors to Lindt. While they lack the quality of ingredients (high percentages of true cacao), they stand firm in their commitment to providing quality products for low-cost options. See **Table 1** below.

Table 1: Lindt Direct and Indirect Competitors Comparison based on 2018 Data

Brand	Average Price	Market Share	Number of Product Lines	SOV
Lindt	\$10.07	2.7%	7	.32%
Ghirardelli	\$10.72	1.7%	10	.20%
Godiva	\$17.83	.20%	4	.02%
Dove	\$7.16	2.1%	4	.25%
Cadbury	\$8.12	.30%	2	.036%
Ferrero	\$7.15	1.2%	4	.14%

(IRI, n.d.)

Place

Based on the “Chocolate Bar Report” from Numerator, Lindt is sold the most in drug and grocery stores. A comparison of the brand’s competitors is provided below in **Table 2**.

Table 2: Channel Index Rating - Lindt Comparison (Index of 100 is Average)

Brand	1st Highest	2nd Highest	1st Lowest	2nd Lowest
Lindt	Drug (322)	Food (125)	Dollar (22)	Gas & Convenience (16)
Ghirardelli	Drug (157)	Club (152)	Gas & Convenience (9)	Dollar (17)
Godiva	Club (215)	Drug (210)	Dollar (14)	Gas & Convenience (51)

For Lindt, an emphasis on drug and grocery stores provides insight into a higher-end placement of product and targeted shopper. In comparison to Ghirardelli and Godiva, Lindt places its product in higher end locations, drug and food. The emphasis on selective distribution and higher-end retailers strategically pursues a more exclusive clientele and environment for their product. Lindt isn’t trying to align with “gas station” chocolate. While all three competitors provide gas & convenience and dollar place options, their typical consumer will buy at drug, food, and club stores. Again, since all

brands are more costly, placement is structured with an “exclusive” strategy, promoting premium chocolate.

Promotion & Advertising

In 2018, Lindt aggressively focused its advertising efforts on TV, compared to their direct competitors. They also incorporated a small amount of advertising spend on digital and outdoor. Their focus is high-end marketing campaigns, which include brand ambassadors, seasonal and themed promotions, and digital (Bhasin, 2024). See **Table 3** for competitor's spend analysis.

Table 3: 2018 Advertising Spend Comparison from Direct Competitors

Brand	TV (\$000)	Digital (\$000)	Print (\$000)	Outdoor (\$000)	Total Spend (\$000)	Share of Voice
Lindt	\$43,586	\$70	\$0	\$3	\$43,659	.8%
Ghirardelli	\$7,632	\$284	\$3	\$0	\$7,918	.2%
Godiva	\$5	\$25	\$2	\$0	\$32	.0006%

(Kantar, n.d.)

Lindt’s SOV is stronger than Ghirardelli and Godiva. Based on the Kantar ad data from 2018, one can deduce that Lindt targets a more sophisticated, costly advertising market. While Lindt and Ghirardelli buy a similar amount of TV units, Lindt at 26,173 and Ghirardelli at 26,035, Lindt’s cost per unit and ad dollars spent in 2018 is much higher. Based on total TV units purchased and ad dollars spent in 2018, an average cost per :30 second TV unit is ~\$1,528.67 for Lindt while Ghirardelli’s cost is ~\$768.39 per unit. Again, Lindt’s advertising strategy is based on an elite chocolate eating consumer. This indicates a focus on premium advertising slots, targeting a more sophisticated and elite market. Lindt's maintains a strong presence in the advertising space, which aligns with its strategy of targeting a sophisticated and elite market segment. By investing more in advertising, Lindt ensures it remains top-of-mind for consumers, thereby reinforcing its position as a leader in the premium chocolate market.

While Godiva increased their ad spending to join the elite-chocolate race, in 2018 the brand was still complacent, trusting their premium status and exclusive box offerings.

Table 4: 2018 Promotion Spend Comparison from Direct Competitors (% of Volume Sold)

Brand	Volume Sold on Promotion	Price Reduction Only	Feature Ad	Coupon	Average Price Cut
Lindt	46%	17%	13%	3.6%	6%
Ghirardelli	46%	19%	12%	3.8%	7%
Godiva	48%	21%	9%	9.2%	12%

(IRI, n.d.)

While Lindt and Ghirardelli follow a similar promotion strategy in order to move their product, Godiva offers more price reductions and coupons. Their average price cut is double Lindt and Ghirardelli. Based on the data from **Table 4**, it is likely that Godiva needs to provide more discounts to sell their product. Their consumer is likely more price conscious, whereas Lindt and Ghirardelli’s target market is more willing to pay more expensive prices. Also, based on the average price cut Lindt and Ghirardelli remain confident their brand image will sell their product at its intended price point.

The Marketing Mix

Based on **Table 5** below, Lindt upholds its commitment to providing an elite product based on their marketing mix strategy. Their unique selling point targets a consumer who is concerned with premium chocolate making and ingredients. “The company’s superior product positioning and its ability to stay relevant in the minds of consumers are represented in its volume growth. Whereas the overall chocolate market has seen a suboptimal 1% volume growth over the past decade, Lindt has been able to grow its volumes at an average rate of 5% plus. The company continues to benefit from premiumization as consumers trade-up towards high-quality, premium chocolates” (Ghambole, 2022). Advertising, promotions, pricing, and selling channels are all aimed at “quality over quantity.” Lindt is tactful in their strategic selling choices to support a high-end brand reputation.

Table 5: Total Comparison from Direct Competitors - The Marketing Mix

Brand	Product (Number of Product within brand)	Price (Price per Volume Sold)	Place (Avg. Index of 100)	Promotion/Advertising (% of Volume Sold)
Lindt	7	\$10.07	Drug (322)	46%
Ghirardelli	10	\$10.72	Drug (157)	46%
Godiva	4	\$17.83	Club (215)	48%

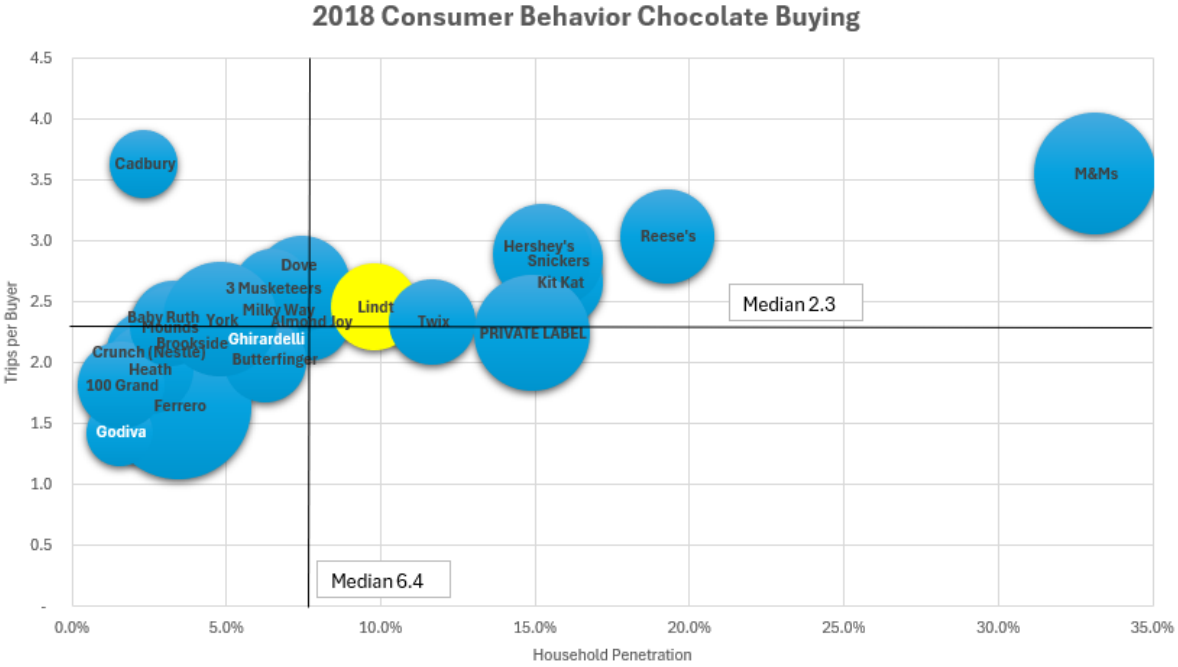
(IRI, n.d.)

While Ghirardelli and Godiva all share similar insights for their marketing mix, there are a few areas where they are targeting markets where Lindt may find opportunities. Without hindering brand messaging and resonance, Lindt could incorporate more gifting options for the mid to high end shopper. Providing “Limited Edition” products, custom packaging, and travel snacking options would increase their brand cache and SOV. These products would strengthen and lengthen their popularity with the higher-end chocolate consumer.

CUSTOMER BEHAVIOR

Their desire for grandeur drives Lindt's customer behavior. "Lindt is capitalizing on consumers' growing desire for luxury chocolates, part of a growing trend that has seen quality and indulgence valued ever more highly. Changes in consumer behavior, lifestyles, and needs are impacting the chocolate market and driving the premium segment. Consumers feel they have added time pressures with subsequent stress levels leading them to trade up and gain comfort and enjoyment through indulgent, luxury items such as chocolates" (JustFood, 2005). **Figure 4** below compares its brand relative to its competitors, specifically, how consumers buy the brand.

Figure 4: 2018 Consumer Behavior Chocolate Buying Comparison



By segmenting the 2018 consumer behavior chocolate buying data into four quadrants, the brand's positioning, located in the upper right quadrant, has higher penetration and higher purchase frequency. See **Table 6** below. Their direct competitors, Ghirardelli and Godiva are both in the lower left quadrant. They both have low penetration, Ghirardelli at 6% and Godiva at 1.5%, and low purchase frequency from consumers. Based on this analysis, Lindt is being bought at a higher volume by more consumers, with their penetration at 9.8%. Based on Lindt's consumer behavior, Lindt's customer loyalty is excellent. "Around 18 percent of chocolate & candy bar eaters in the United States say they are likely to use Lindt again. Set in relation to the 21 percent usage share of the brand, this means that 86 percent of their customers show loyalty to the brand" (Kunst, 2024). Lindt remains the premium choice for luxury chocolate due to its competitive pricing and a reasonable number of product lines. Based on this analysis, Lindt is penetrating the marketplace more and building stronger consumer bonds in comparison to their direct competitors. Their customer trusts their brand for "high-end" chocolate when making a purchase.

Table 6: 2018 Lindt's Consumer Penetration Comparison to Direct Competitors

Brand	Penetration	Trips per buyer	Volume per trip	Product Line	Price per volume
Lindt	9.8%	2.5	.63	7	\$10.07
Ghirardelli	6.0%	2.2	.56	10	\$10.72

Godiva	1.5%	1.4	.38	4	\$17.83
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Moving Forward

With a solid foundation of consumer buying, Lindt could propose a product line expansion. Providing more variety in their product line will encourage more reasons to purchase, supporting more brand growth. "A focal issue for brand managers is how to grow the brand, especially in a mature product category where growth is often stagnant. Indeed, growing the existing product category often relies on two strategies: line extensions or new brands. Line extensions and new brands can segment the market and offer varieties to appeal to more fragmented tastes or needs" (Koschmann, 2019). Lindt has the opportunity to become a more powerful brand within their chocolate sector by providing a new line extension of special occasion products.

One of Lindt's most successful products is their special occasion Lindor truffle packages. "Lindor truffles are one of Lindt & Sprüngli's most successful chocolate creations. More than 6 billion Lindor truffles are sold annually, and the classic milk chocolate truffle is the most popular, accounting for over 50% of Lindor's sales each year. Lindor truffles are also a popular gift at the holidays" (Lindt, 2024). Because it is proven that this brand has a strong reputation for its line extensions, providing more occasion and customized gifting lines would be advantageous for connecting with various audience segments. Providing more reasons for "occasion buying" will encourage more trips and increase the volume per trip.

CONSUMER DEMOGRAPHICS

Table 7: Key Demographics of Lindt and Primary Competitors

Demographic	Lindt	Ghirardelli	Godiva
Age	35-45	35-45	45-64
Race	Predominantly White	Predominantly White	Predominantly White
Income	\$75K+	\$75K+	\$75K+
Education	College Degree	College Degree	Graduate Degree
Kids	50% Have Kids	50% Have Kids	30% Have Kids

Based on the provided demographics in **Table 7**, Lindt's key customer profile aligns closely with those of its primary competitors, Ghirardelli and Godiva, in several key areas. Here is what the data suggests about Lindt's key customer:

Age:

- Lindt: Ages 35-45
- Ghirardelli: Ages 35-45
- Godiva: Ages 45-64

Implication: Lindt, along with Ghirardelli, appeals primarily to middle-aged adults in their late 30s to mid-40s. This suggests that Lindt's marketing strategies should focus on the interests and preferences of this age group, which may include a balance of professional life, family responsibilities, and personal indulgence.

Race:

- All Brands: Predominantly White

Implication: Lindt's key customer base, like its competitors, predominantly consists of White consumers. Marketing efforts should consider cultural nuances and preferences that resonate well with this demographic, while also exploring ways to broaden appeal to a more diverse audience.

Income:

- Lindt and Ghirardelli: \$75K+
- Godiva: \$100K+

Implication: Lindt's key customers are relatively affluent, with annual incomes of \$75K or more. This indicates that Lindt's products are seen as premium items that cater to a financially comfortable segment. Promotional strategies should emphasize quality, luxury, and the premium nature of Lindt chocolates, appealing to consumers willing to spend more on high-quality products.

Education:

- Lindt and Ghirardelli: College Degree
- Godiva: Graduate Degree

Implication: Lindt's customer base is mainly college-educated, reflecting a preference for premium products among educated individuals. Marketing communications should be sophisticated and informative, highlighting aspects like the artisanal process, high-quality ingredients, and the brand's heritage to appeal to an educated audience.

Family Status:

- Lindt and Ghirardelli: 50% Have Kids
- Godiva: 30% Have Kids

Implication: Half of Lindt’s customers have children, suggesting that the brand’s products might often be purchased for family occasions or as treats within a household. Marketing campaigns could focus on the versatility of Lindt chocolates for both personal indulgence and family sharing, as well as for gifting during special occasions.

Key Takeaway: Lindt’s key customer profile is characterized by middle-aged, predominantly White, affluent, and college-educated individuals, many of whom have children. The brand’s marketing strategies should continue to emphasize quality, luxury, and sophistication to appeal to this demographic. Additionally, considering their family status, Lindt can highlight the role of its products in family settings and special occasions, thereby reinforcing its position as a premium, versatile chocolate brand suitable for both personal indulgence and family enjoyment.

CONSUMER BEHAVIOR INSIGHTS

Consumer behavior patterns for Lindt indicate that purchases are often made during holidays, special occasions, or as gifts, which affects peak shopping times. Lindt buyers frequently add other premium or gourmet items to their baskets, reflecting their higher income and preference for quality products. These shoppers are more likely to frequent upscale grocery stores and specialty shops, aligning with Lindt's premium brand positioning. “Analyzing consumer behavior allows you to understand your consumers better and create products that will have a high demand. It will also allow businesses to better place their products in the market and provide outstanding customer service, which will result in gaining customer loyalty” (Philomath Research, 2023). See **Table 8** below.

Table 8: Shopping Behavior Patterns for Lindt

Shopping Metric	Lindt	Ghirardelli	Godiva
Basket Size	Large (includes other premium items)	Medium (focus on chocolate products)	Medium (focus on ultra-premium items)
Time of Day	Peak times (weekends, early evenings, pre-holidays)	Afternoon to early evening	Weekends, holidays, and special events
Dollars per Basket	High (reflecting premium product selection)	Moderate to high (depending on product mix)	Very high (due to ultra-premium positioning)

(IRI, n.d.)

Explanation of Table:

Basket Size:

- Lindt customers often purchase a variety of premium or gourmet items alongside their chocolates. This indicates a larger basket size, reflecting their higher income and preference for quality products.

Implication: Larger basket sizes suggest that Lindt consumers are likely to be making planned purchases rather than impulsive buys. Marketing strategies should focus on promoting Lindt as part of a premium shopping experience, bundling products for holidays and special occasions.

Time of Day:

- Purchases are frequently made during peak shopping times, which often include weekends, early evenings, and just before holidays or special occasions.

Implication: Knowing that Lindt products are often bought during peak times and around specific events can help in scheduling targeted promotions and advertising. Highlighting Lindt chocolates in prime shopping hours and around holidays can drive sales.

Dollars per Basket:

- The average dollar amount per basket for Lindt shoppers is higher due to the premium nature of the brand and the inclusion of other gourmet items.

Implication: The higher spend per basket indicates that Lindt consumers are not only purchasing for personal indulgence but also for gifting and special occasions. Marketing efforts should emphasize the luxurious and gift-worthy qualities of Lindt products.

Unique Selling Proposition (USP)

“An effective USP communicates your brand’s values and differentiates what your company offers through what you stand for and how this benefits your customers. It’s used in the early stages of the sales process, and the guiding question for creating it is asking yourself, ‘What does my business offer that’s different from the competition?’” (Hoffman, 2023). Lindt's unique selling proposition is strongly influenced by its consumer demographics and behavior. The brand's wide product line, featuring various flavors and high-quality ingredients, is a significant draw for consumers who value premium quality and variety. As a premium brand, Lindt's pricing strategy is consistent with its high-quality perception, appealing to affluent consumers. Lindt's availability in upscale stores and specialty shops caters to its higher-income demographic, reinforcing its premium image. Effective advertising that emphasizes quality, tradition, and indulgence helps keep Lindt top-of-mind among its target audience.

Given Lindt's strong market position, the brand's differentiation through quality and variety (line length) stands out. Lindt's advertising efforts reinforce its premium image, suggesting a balanced approach across the 4 P's: Product, Price, Place, and Promotion.

For Lindt, understanding the unique selling proposition (USP) in the context of the 4 P's is essential for determining which factor most significantly drives brand performance. Each of the 4 P's are explored in relation to Lindt's customer behavior, purchasing habits, and competitive landscape.

Product: High-Quality Chocolate and Variety

- Quality: Lindt is known for its superior quality and luxury chocolates, which is a major differentiator in the market.
- Variety: Lindt offers a wide range of products, including various flavors and forms (bars, truffles, seasonal items), appealing to different customer preferences and occasions.

Price: Premium Pricing

- Pricing Strategy: Lindt positions itself in the premium segment, reflecting its high-quality ingredients and luxurious brand image.
- Customer Perception: The premium pricing reinforces the perception of quality and exclusivity, attracting consumers willing to pay more for superior chocolate.

Place: Availability and Convenience

- Distribution: Lindt chocolates are available in a wide variety of retail channels, including grocery stores, specialty shops, and online platforms.
- Convenience: The widespread availability makes it easy for customers to purchase Lindt chocolates, whether for planned occasions or impulse buys.

Promotion: Advertising and Brand Awareness

- Advertising Spend: Lindt invests significantly in advertising to maintain brand visibility and top-of-mind awareness among consumers.
- Promotions: While not primarily driven by discounting, Lindt does engage in strategic promotions, especially during key sales periods like holidays.

Analysis of Customer Values and Behaviors:

- Quality and Luxury: Customers value Lindt for its high-quality chocolate and luxurious experience.
- Variety: The large product line offers variety, catering to different tastes and preferences.
- Impulse Purchases: Lindt products are often bought on impulse due to their premium positioning and widespread availability.

- Brand Awareness: Continuous advertising helps keep Lindt top-of-mind, encouraging repeat purchases and brand loyalty.

Lindt's distinctiveness lies in its combination of sophisticated packaging, strong association with Swiss quality and luxury, balanced accessibility, and effective emotional marketing. While Godiva and Ghirardelli also focus on quality and luxury, Lindt's unique blend of heritage, packaging, widespread availability, and emotional connection sets it apart. Lindt is perceived not only as a high-quality and indulgent treat but also as an accessible luxury that fits seamlessly into both everyday indulgence and special occasions.

Given the insights, the **Product** aspect appears to be the most impactful for Lindt's brand performance. The superior quality and wide variety of products are central to Lindt's appeal. While the premium pricing supports the brand's luxury positioning, it is the quality and range of products that truly differentiate Lindt from competitors and drive consumer preference.

USP Focus:

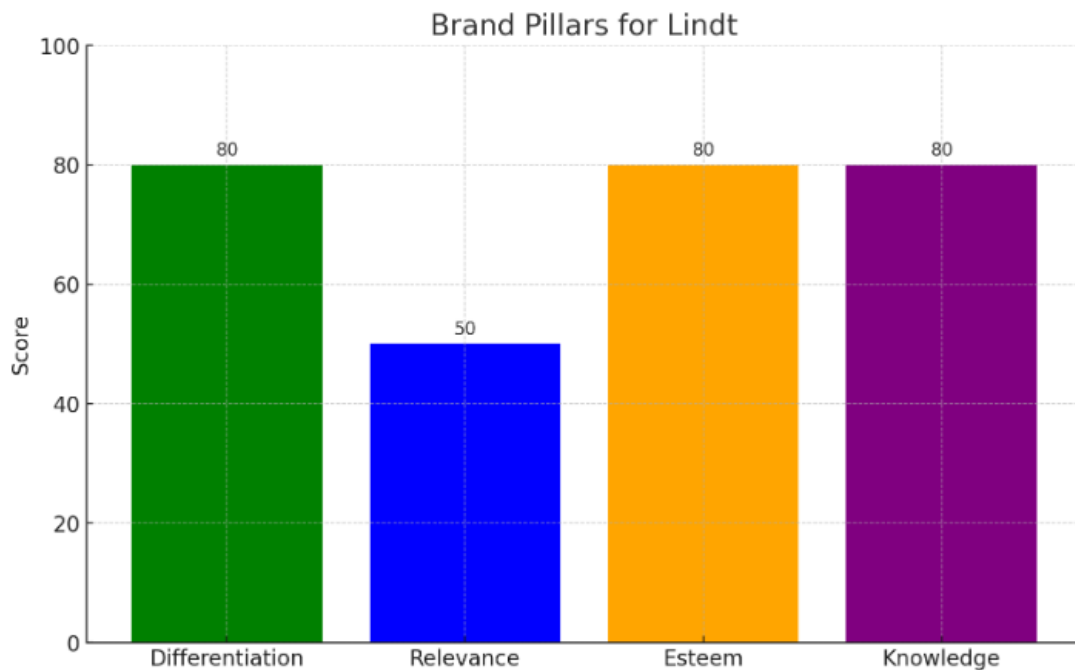
- Quality: Emphasizing the use of high-quality ingredients and the expertise of Lindt's chocolatiers.
- Variety: Highlighting the extensive product line that caters to various consumer tastes and occasions.
- Luxurious Experience: Promoting the indulgent and luxurious experience of consuming Lindt chocolates.

Brand Asset Valuator (BAV) Scorecard

Lindt's Brand Asset Valuator (BAV) scorecard highlights the brand's strengths and areas for improvement. See **Figure 5**, Brand Pillars Bar Chart.

- Differentiation: High - Lindt is known for superior quality and a wide variety of products.
- Relevance: Moderate - While Lindt appeals strongly to a specific demographic, it is less relevant to budget-conscious shoppers.
- Esteem: High - Lindt is highly regarded for its quality and luxury.
- Knowledge: High - The brand is well-known with a strong market presence

Figure 5: Brand Pillars Bar Chart



Details:

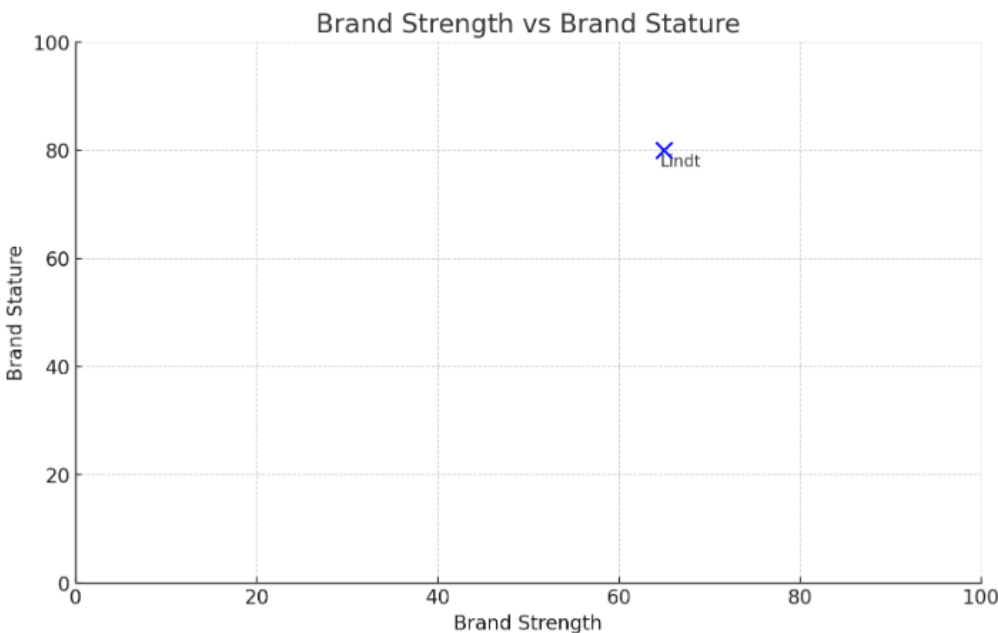
This bar chart represents Lindt's performance across the four Brand Pillars that are crucial for brand health:

1. Differentiation (Green): 80
 - This pillar indicates Lindt's ability to stand out and attract attention in the marketplace. A score of 80 suggests that Lindt is highly differentiated, likely due to its reputation for superior quality and a wide variety of premium products.
2. Relevance (Blue): 50
 - This measures how appropriate and significant Lindt is to consumers. With a score of 50, Lindt's relevance is moderate. This could be because while Lindt appeals strongly to certain demographics, it may not be as relevant to more price-sensitive shoppers.
3. Esteem (Orange): 80
 - Esteem reflects the brand's reputation and its ability to deliver on its promises. A high score of 80 indicates that consumers hold Lindt in high regard, valuing its quality and luxury.
4. Knowledge (Purple): 80
 - Knowledge represents how well consumers know and understand the brand. An 80 here suggests that Lindt has a strong market presence and is well-known among consumers.

Insights:

- Lindt excels in differentiation, esteem, and knowledge, which are key strengths for the brand.
- The moderate score in relevance highlights an area for potential growth, particularly in appealing to a broader or more cost-conscious consumer base.

Figure 6: Brand Strength vs. Brand Stature Scatter Plot



Details:

Figure 6 scatter plot shows Lindt's position based on the two dimensions derived from the Brand Pillars:

1. Brand Strength (X-axis): 65
 - Calculated as the average of Differentiation and Relevance, brand strength represents how distinctive and relevant the brand is to consumers. With a score of 65, Lindt is relatively strong in these areas but has room for improvement in relevance.
2. Brand Stature (Y-axis): 80
 - Calculated as the average of Esteem and Knowledge, brand stature reflects the brand's reputation and the level of consumer awareness. Lindt's high score of 80 indicates a well-regarded and well-known brand.

Insights:

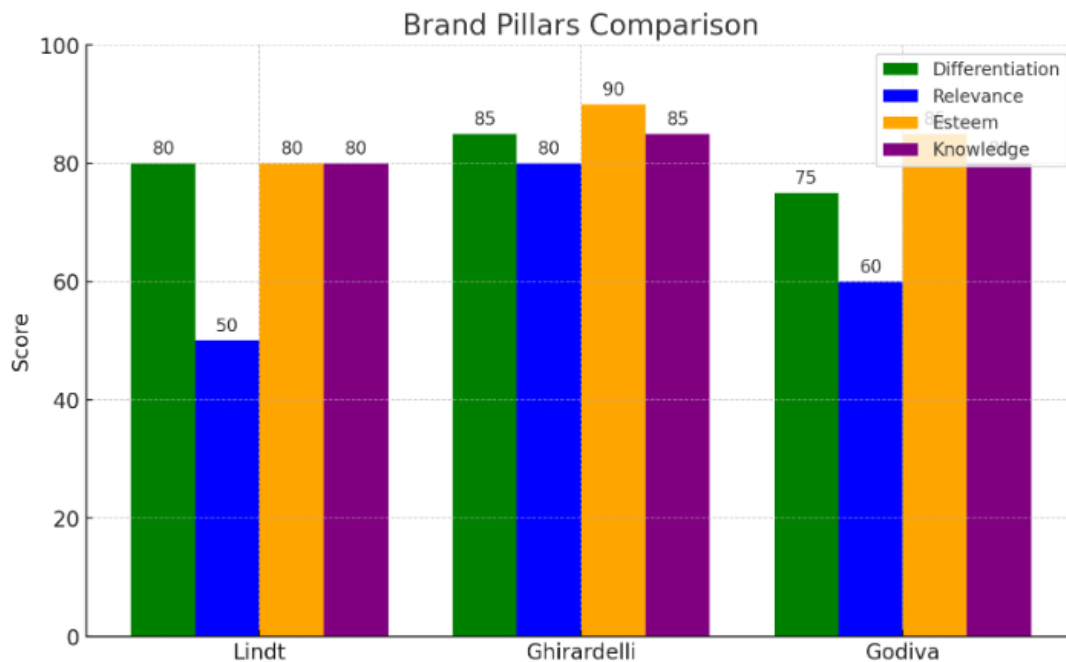
- Brand Strength (65): Lindt has a solid brand strength, driven by high differentiation but tempered by moderate relevance.

- Brand Stature (80): Lindt enjoys a strong stature due to high esteem and knowledge scores, indicating a reputable and well-recognized brand.
- Lindt's position in the upper-right quadrant suggests it is a strong brand with high stature, signifying leadership in the market. However, to further solidify its position, it could work on increasing its relevance to a broader audience.

Competitor Brand Asset Valuator

In this section, an analysis is provided for Lindt and their competitors, Ghirardelli and Godiva. See **Figure 7**, Brand Pillars Comparison. A description is provided in the four areas of differentiation, relevance, esteem, and knowledge for Ghirardelli and Godiva.

Figure 7: Brand Pillars Comparison



Differentiation:

- Ghirardelli (85): Ghirardelli scores the highest in differentiation among the three brands. This is due to its strong heritage, unique products like the intense dark chocolate squares, and a strong focus on premium ingredients. The brand's emphasis on San Francisco roots and chocolate-making expertise further enhances its distinctiveness.
- Godiva (75): Although slightly lower, Godiva still has a strong differentiation score. Known for its Belgian heritage and luxury chocolates, Godiva's brand image is built on elegance and high-end product offerings. However, it doesn't differentiate as strongly as Lindt and Ghirardelli in the current market.

Relevance:

- Ghirardelli (80): Ghirardelli's high relevance score reflects its wide appeal. The brand balances premium quality with a broader market reach, making it more accessible to a wider range of consumers. Its diverse product range and availability in mainstream retail channels contribute to its strong relevance.
- Godiva (60): Godiva also has a moderate relevance score. Similar to Lindt, Godiva's luxury positioning makes it highly relevant to a niche market but less so to the average consumer looking for everyday chocolate options.

Esteem:

- Ghirardelli (90): Ghirardelli scores the highest in esteem, reflecting its exceptional reputation. The brand's long history, consistent quality, and premium positioning earn it high regard and loyalty from consumers.
- Godiva (85): Godiva also has a high esteem score. Its legacy as a luxury chocolate maker and its consistent delivery of elegant, high-quality products contribute to its strong reputation.

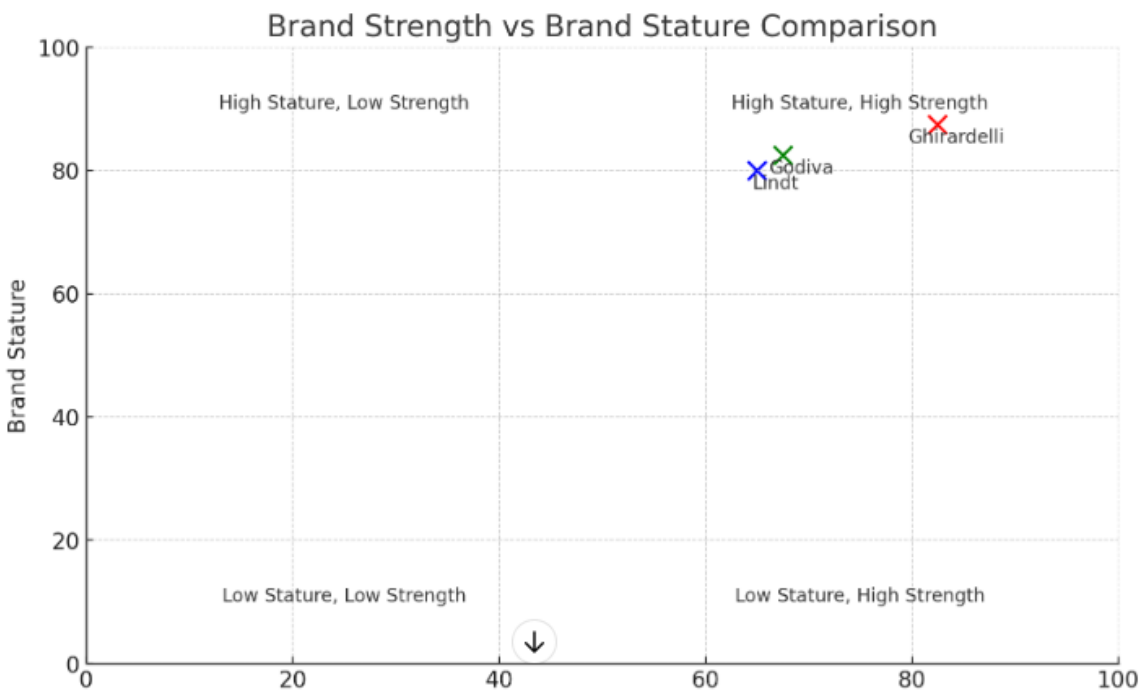
Knowledge:

- Ghirardelli (85): Ghirardelli has a high knowledge score, reflecting its well-established brand identity and significant presence in the chocolate market. Consumers are familiar with Ghirardelli's heritage and product range.
- Godiva (80): Godiva matches Lindt in knowledge, with a strong brand presence and consumer awareness. Its iconic gold packaging and premium positioning make it easily recognizable.

Competitor Brand Strength and Brand Stature

This section compares Lindt to its competitors, Ghirardelli and Godiva, in the areas of brand strength and brand stature. This analysis provides a clear comparison of how Lindt, Ghirardelli, and Godiva perform across critical brand health measurements. See **Figure 8**, Brand Strength vs Brand Stature Comparison. A description is provided for Ghirardelli and Godiva.

Figure 8: Brand Strength vs Brand Stature Comparison



Brand Strength:

- Ghirardelli (82.5): Ghirardelli’s high Brand Strength score highlights its strong market presence and broad appeal. The brand is both highly differentiated and widely relevant, attracting a large customer base.
- Godiva (67.5): Godiva’s Brand Strength is slightly higher than Lindt’s, reflecting its strong differentiation and moderate relevance. It is well-regarded and distinct, but like Lindt, it has a more niche market appeal.

Brand Stature:

- Ghirardelli (87.5): Ghirardelli’s high Brand Stature score reflects its exceptional reputation and strong consumer awareness. It is widely known and highly regarded, cementing its leadership in the market.
- Godiva (82.5): Godiva’s Brand Stature is also high, showcasing its well-known and respected position. The brand enjoys a positive reputation and strong familiarity among consumers.

Insights:

- Ghirardelli leads in all pillars, showing strong differentiation, high relevance, and excellent esteem and knowledge.
- Lindt and Godiva are close competitors, but Lindt has a slight edge in differentiation and knowledge over Godiva.

Brand Strength vs. Brand Stature:

- Ghirardelli: Positioned highest in both Brand Strength and Brand Stature, indicating strong market leadership and broad consumer appeal.
- Godiva: Similar to Lindt in brand stature but slightly lower in brand strength, reflecting its competitive position but with slightly less differentiation and relevance.

USP Competitor Comparison

Lindt stands out from its competitors, Ghirardelli and Godiva, through several distinct attributes that contribute to its unique selling proposition (USP). Here's an in-depth look at what makes Lindt different:

Quality and Craftsmanship: Lindt is renowned for its superior quality and meticulous craftsmanship. The brand emphasizes its Swiss heritage and traditional chocolate-making techniques, which ensure a premium product. Lindt's Master Chocolatiers are a significant part of the brand's narrative, underscoring the expertise and passion that goes into every product (Lindt & Sprungli, n.d.).

Affordability with Luxury:

While Lindt is positioned as a premium brand, it is more affordable than Godiva. This balance allows Lindt to attract a broader audience who seeks high-quality chocolate without the high-end price tag associated with Godiva. This makes Lindt a more accessible luxury for everyday indulgence.

Product Variety and Innovation:

Lindt offers a diverse range of products that cater to various tastes and preferences including:

- Chocolate Bars: A wide variety of flavors and cocoa percentages.
- Lindor Truffles: Iconic smooth-melting truffles that are a standout product.
- Seasonal and Gift Collections: Special editions for holidays and gifting occasions.

This variety ensures that Lindt can appeal to a wide range of consumers, from those looking for a simple chocolate bar to those seeking a luxurious gift.

Advertising and Brand Presence:

Lindt's advertising strategy focuses on its Swiss heritage, the quality of its ingredients, and the expertise of its Master Chocolatiers. The brand often uses elegant, visually appealing ads that emphasize the indulgent experience of consuming Lindt chocolate (Lindt & Sprungli, n.d.). This consistent branding reinforces Lindt's premium positioning in the market.

Promotions and Accessibility:

Lindt frequently engages in promotions that make its products more accessible. This includes:

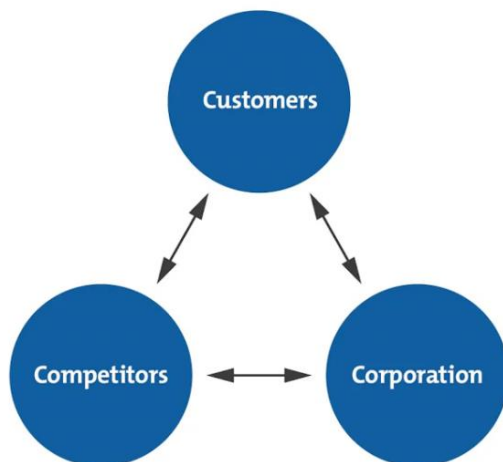
- **Smaller Pack Sizes:** Lindt offers products in various sizes, including smaller, more affordable packs that are convenient for consumers looking for a quick trip.

BRAND STRATEGY

Lindt's brand strategy focuses on solidifying its position as a premium chocolate brand by leveraging its commitment to superior quality, innovation, and luxurious appeal. This section discusses how Ohmae's 3 C's Framework, Porter's 3 Generic Strategies, and Treacy & Wiersema's Value Disciplines are applied to the Lindt brand. The brand strategy goal is to craft a compelling narrative that reinforces Lindt's unique selling proposition.

Ohmae's 3 C's Framework is a strategic model developed by Kenichi Ohmae that emphasizes the need to balance and align three critical factors: the Company, Competitors, and Customers to create a sustainable competitive advantage. See **Figure 9**, Ohmae's Strategic Triangle (Mindtools, 2024). Below, each component is broken down in the context of the Lindt Chocolate brand, incorporating insights from Porter's Generic Strategies and Treacy & Wiersema's Value Disciplines.

Figure 9: Ohmae's Strategic Triangle



Company: Lindt distinguishes itself through an unwavering commitment to superior quality and luxurious chocolate products. The brand's strengths lie in its use of the finest ingredients and innovative processes, ensuring a unique and indulgent experience. Lindt's strong reputation is built on delivering premium chocolates perfect for special occasions.

The extensive product line, featuring classic bars, truffles, and both seasonal and limited-edition offerings, caters to diverse consumer preferences. This variety, combined with a focus on maintaining a premium image, sets Lindt apart from competitors. The company's strategic marketing and distribution efforts further enhance its reach and appeal. By investing significantly in marketing and promotions, Lindt remains top-of-mind for consumers, reinforcing its heritage and commitment to quality.

Lindt's differentiation strategy, as described by Michael Porter, is central to its success. The company distinguishes itself through the superior quality of its chocolate products, innovative flavor combinations, and luxurious packaging, allowing it to charge a premium price. This strategy aligns well with Lindt's target demographic, who are willing to pay more for products that enhance their special occasions.

Moreover, Lindt excels in **Product Leadership** according to Treacy and Wiersema's value disciplines. The brand's commitment to offering the highest quality chocolates, leveraging the best ingredients, innovative techniques, and a deep understanding of chocolate craftsmanship, ensures Lindt remains at the forefront of the premium chocolate market. Continuous product innovation and quality improvement reinforce its position as a leader in the luxury chocolate segment.

Competitors: Lindt operates in a highly competitive market with key rivals such as Ghirardelli and Godiva. Ghirardelli is distinct for its high-quality chocolate and extensive product range, positioning it as a versatile everyday luxury brand. Its significant market presence and strong brand recognition provide a competitive edge, making Ghirardelli a favored choice for consumers seeking accessible indulgence.

Godiva, on the other hand, positions itself at the pinnacle of the luxury chocolate market, emphasizing ultra-premium quality and commanding higher prices. Godiva's strong emphasis on heritage and exclusivity sets it apart, appealing to consumers who value top-tier luxury and are willing to pay a premium for it. This focus on high-end luxury gives Godiva a distinct advantage in the ultra-premium segment.

In comparison, Lindt strikes a unique balance between premium and accessible luxury, offering superior quality with a broader variety of product offerings. While Godiva is perceived as the epitome of luxury and Ghirardelli as an everyday indulgence, Lindt effectively combines these attributes. This blend of heritage, quality, and product diversity makes Lindt a formidable competitor in both the premium and accessible luxury segments.

Customers: Lindt will target women aged 25-45 who appreciate high-quality, luxurious chocolate. This demographic often makes purchasing decisions for chocolates for special occasions such as weddings, baby showers, and wedding showers. These

events present an opportunity for Lindt to position itself as the go-to brand for adding a high-end touch.

Target customers value indulgence, quality, and the prestige associated with premium brands. They are willing to spend more on products that elevate their social gatherings and personal indulgences. Additionally, Lindt's broad product range caters to various preferences and occasions, from everyday treats to special celebrations. This strategy aligns with Lindt's commitment to quality and luxury, ensuring that it meets the expectations of its discerning consumers.

Lindt's Brand Strategy

Company: Lindt's differentiation strategy and focus on product leadership are integral to its brand strategy. The company consistently introduces new and innovative chocolate products that cater to its premium market segment. By maintaining rigorous quality standards and investing in research and development, Lindt ensures that its products remain superior to those of its competitors.

Competitors: Competitors like Ghirardelli and Godiva also pursue differentiation, but Lindt's unique advantage lies in its ability to balance luxury with accessibility. While Godiva focuses heavily on ultra-premium positioning and Ghirardelli offers a more everyday luxury experience, Lindt occupies a niche that appeals to consumers seeking both high-end and everyday indulgence. Lindt's broad product range and consistent quality stand out in the crowded premium chocolate market.

Customers: Lindt's target demographic of women aged 25-45 aligns well with its differentiation strategy and product leadership discipline. These consumers are motivated by the desire for high-quality, luxurious products that enhance their social events and personal indulgences. They seek premium experiences and are willing to invest in products that offer superior taste and exclusivity.

In terms of habits and media consumption, these customers are typically urban professionals who value convenience and quality. They are active on social media platforms, particularly Instagram, Facebook, and Pinterest, where they follow influencers and brands that reflect their aspirational lifestyles. They also consume digital content through lifestyle blogs, online magazines, and streaming services that cater to their interests in fashion, food, and travel.

By focusing on this segment and emphasizing the premium quality and unique variety of its chocolates, Lindt can strengthen its market position and drive loyalty among these consumers. This approach will not only attract new buyers but also enhance the brand's appeal in the competitive chocolate market.

Strategy for Summer Media Campaign

For the summer media campaign, Lindt should leverage its differentiation strategy and product leadership to position itself as the premier choice for special occasions. The campaign should focus on the unique qualities that make Lindt chocolates ideal for events like weddings and wedding showers.

Key Message: "Make Your Celebrations Unforgettable with Lindt"

This message resonates deeply with Lindt's target consumers, primarily women aged 25-45, who value high-quality, luxurious products for their special occasions. These consumers are often the decision-makers for events, where they seek to create memorable and indulgent experiences. Here's why this message taps into their key wants and desires:

- **Desire for Quality and Luxury:**
 - Lindt's commitment to superior quality and luxurious chocolate products meets the target consumer's desire for premium offerings. They seek products that reflect their own standards and that they can be proud to present at their celebrations.
- **Creating Memorable Experiences:**
 - Special occasions are about creating lasting memories. By choosing Lindt, consumers can ensure their events stand out, offering guests a truly indulgent experience. The high-quality taste and elegant presentation of Lindt chocolates enhance the overall atmosphere and enjoyment.
- **Prestige and Exclusivity:**
 - Lindt's premium image and luxurious packaging appeal to the target demographic's desire for prestige. Presenting Lindt chocolates at events elevates the perceived status of the celebration, making it feel more exclusive and special.
- **Versatility for Various Occasions:**
 - Lindt's extensive product line, including classic bars, truffles, and seasonal offerings, caters to a wide range of preferences and occasions. Whether for a sophisticated wedding reception or an intimate baby shower, Lindt provides versatile options that fit seamlessly into any event.
- **Emotional Connection and Tradition:**
 - Chocolate is often associated with joy, comfort, and celebration. By choosing Lindt, consumers tap into these positive emotions, creating a warm and welcoming environment for their guests. The brand's heritage and reputation for quality also build a sense of tradition and trust.

- **Attention to Detail and Aesthetic Appeal:**
 - The meticulous craftsmanship and elegant packaging of Lindt chocolates align with the target consumer’s attention to detail. They appreciate products that not only taste good but also look beautiful, enhancing the visual appeal of their event settings.

The campaign should utilize both digital and traditional media, including social media platforms, streaming television, influencer partnerships, and event planning blogs. Visual ads showcasing Lindt chocolates at beautifully decorated events can effectively communicate the brand's value proposition.

By focusing on its strengths in differentiation and product leadership, Lindt can effectively target its core demographic, enhancing brand loyalty and driving sales during the summer season. This approach ensures that Lindt remains top-of-mind for consumers planning special occasions, reinforcing its reputation as a provider of luxurious, high-quality chocolates.

MEDIA PLAN

Through the proposed media plan, Lindt will leverage their luxury brand reputation to connect with an untapped "special occasion" target market. By targeting the below audience segments, media vehicles, allocation, and budget, the brand's message and versatility will extend for long-term success.

Media Types

While Lindt predominantly focuses its advertising spending on reaching affluent consumers, the upcoming summer campaign aims to widen their engagement in the special occasion marketplace by targeting a younger demographic, aged 25-45. See *above customer section for a more thorough analysis*. This campaign will specifically focus on two Claritas customer segments: Second City Startups and Young & Influential (Claritas, 2024). These markets, consisting of approximately 2,500,000 consumers combined, will help elevate the brand's relationship with new buyers who aspire to a similar elite lifestyle. See **Table 9** below.

Table 9: Claritas Market Segment

Segment	US Households	Median Income	Age Range	Education Level	Lifestyle Traits	Media Traits
Second City Startups	1,267,914	\$82,479	25-44	College	<ul style="list-style-type: none"> • Planning spa vacation 	<ul style="list-style-type: none"> • Watches Oxygen Media • Watches soccer

					• Eats at Smoothie King	
Young & Influential	1,207,722	\$75,032	25-44	College	<ul style="list-style-type: none"> • I spent more than \$500 on athletic shoes • Places sports bets in casinos 	<ul style="list-style-type: none"> • Watches HBO Prime • Streams via Stitcher

Generationally speaking, targeting those 25-45 years old means focusing the advertising campaign to align with Millennial demographics. Also, a strong focus on women will be incorporated into this summer campaign for Lindt in order to boost occasion-based sales and build brand awareness for special events.

Media Allocation

Based on media consumption data from the targeted age group in **Exhibit 2** in the appendix, Millennials prefer digital platforms - social and streaming services. Since the target audience over indexes with these media, allocating the media plan to heavier used social and streaming platforms is suggested.

Also, an allotted amount of advertising dollars will be spent on an event with The Knot. "The Knot Worldwide, formerly XO Group, The Knot Inc, and WeddingWire, Inc, is a global technology company that provides content, tools, products, and services for couples who are planning weddings, organizing a celebration, and navigating pregnancy and parenting" (theknot, 2024). This event will be promoted across all of Lindt's social media pages, as well as The Knot's advertising vehicles, in order to align young women's wedding and occasion-based needs with the brand.

Media Plan Cost Breakdown

Given a total budget of \$1.9M, Lindt's "extra" mini-summer campaign is suggested to be allocated as follows:

- Social Media - \$950,000 (50%)
- Streaming Services - \$760,000 (40%)
- Event - \$190,000 (10%)

Table 10 includes a breakdown of the cost, percentage of total budget and reach for each of the proposed media vehicle platforms.

Table 10: Lindt Media Plan Cost Breakdown and Reach: Summer Campaign

Media	Allocated Budget	Total Female Millennial Audience	Impressions	CPM
Facebook (29%)	\$550,000	42,829,800	38,194,444	\$14.40
Instagram (21%)	\$400,000	37,662,300	51,413,881	\$7.78
Netflix: Bridgerton (21%)	\$400,000	7,362,300	13,333,333	\$30.00
Hulu: The Chi (3%)	\$60,000	740,000	4,000,000	\$15.00
Amazon Prime: The Summer I Turned Pretty (16%)	\$300,000	5,472,000	10,000,000	\$30.00
The Facebook VIP Wedding Event (10%) <i>*Based on a 5% engagement rate</i> <i>*see Table 11 for a further influencer breakdown</i>	\$190,000	4,000,000	200,000	\$12.00
Total	\$1,900,000	N/A	132,774,991	\$14.3

(Campione, 2024) (Yuen, 2024) (Dean, 2024) (Dopson, 2024) (Cochrane, 2023) (Yellowbrick, 2023) (Substack, 2023) (Simulmedia, 2024)

A further breakdown of potential influencer reach and cost, based on the event’s budget allocation for influencers Karen Tran and Hayley Paige, is evaluated below in **Table 11**.

Table 11: Event Influencer Additional Social Media (Facebook and Instagram Average) Reach and Budget

Influencer	Total Millennial Audience	Total Impressions	Average CPM	Cost
Karen Tran	160,522	901,713	\$11.09	10,000
Hayley Paige	313,152	1,352,569	\$11.09	15,000

(Instagram, 2024) (Facebook, 2024) (Dixon, 2024)

Media Vehicles

As part of the advertising planning for Lindt's mini-summer campaign, the targeted media vehicles to align with the customer segment are discussed below.

Social Media

The social media strategy for the Lindt summer campaign will concentrate its advertising spend on Facebook and Instagram. Millennial women make up a sizable chunk of users on these social media platforms, including:

- 22.1% of Facebook users
- 22.2% of Instagram users

Although Snapchat and TikTok have good engagement as well, Facebook and Instagram are better platforms for this particular campaign's message and intended outcome. Both Facebook and Instagram are well-connected and offer more reputable and creative options for an advertising campaign focused on luxury.

Facebook

Although there are many social media platforms to choose from these days, Facebook is still widely used and accessible. "88% of Millennials have a Facebook account, and over half of them use the platform regularly. For a company whose primary customer is a Millennial, having an active presence on Facebook and engaging with followers there will provide the highest return. If a Millennial is going to look up your business on social media, more often than not, they're going to do it on Facebook first" (Badrikian, n.d.).

Strategy:

- Post ads on Facebook, specifically during peak hours for Millennials – throughout the day on the weekends (Friday – Sunday). "Facebook has a more familial feel, with the highest engagement being on the weekends. Posts morning, afternoon, and evening on Friday, Saturday and Sunday will get more exposure as opposed to posts during the work week" (Revevinc, 2018).
- Create wedding event-style ads for both photos and videos in posts to promote the brand.
- Promote Lindt through various wedding influencers. Exchange products for user-generated photos of wedding events with Lindt products. Here are a few high-profile influencers that Lindt will try to target and create better engagement with:
 - Hayley Paige
 - Mindy Weiss
 - Karen Tran
 - Jose Villa
- Utilize hashtags and mentions within posts to drive traffic to the website.
- Incorporate consumer-driven posts within ads that feature Lindt in a "gifting" manner.

Instagram

"According to Hootsuite's Global State of Digital report, nearly half of Instagram's U.S. users — about 64 million Americans — are millennials. With so many eyeballs at stake, businesses must prioritize this often untapped customer base" (Dublino, 2024).

Also, because Instagram hosts a popular photo and video platform, Lindt has an opportunity to showcase its special occasion offerings in a creative and engaging way to the target market. Millennials also love the platform for its authentic and interactive opportunities. "Millennials show a preference for Instagram, the popular photo- and video-sharing social media platform, using it to connect with others, follow and interact with brands and feed their creativity" (Dublino, 2024).

Strategy:

- Post ads on Instagram, specifically during peak hours for Millennials – Mondays and Thursdays, 8-9AM, 5PM. "Instagram is even across the board. The popular platform is best utilized during the week, Monday through Thursday, mornings and evenings" (Reviewinc, 2018).
- Use creative wedding captions and hashtags to encourage engagement and response from the user.
- Create more engagement with millennial-generated luxury content. Reply to their posts and reshare them on the company platform.
- Promote Lindt through various wedding influencers. Exchange products for user-generated photos of wedding events with Lindt products. Here are a few high-profile influencers that Lindt will try to target and create better engagement with:
 - Hayley Paige
 - Mindy Weiss
 - Karen Tran
 - Jose Villa
- Post high-resolution images and Instagram "stories" – short videos available for only 24 hours.
- Create Instagram reels featuring different brides and event-style ads, showcasing the many different ways Lindt can be given as a gift or party favor.
- Utilize hashtags and mentions within posts to drive traffic to the website.

Streaming Services

"Around 88 percent of Millennials subscribe to a video streaming service while 60 percent subscribe to a music streaming service. They spend an average of around 105 minutes per week watching video content via their smartphone, a possibility that is unavailable via cable TV. Millennials rate Netflix, Hulu, and Amazon Prime Video among their most indispensable TV networks and video sources, again evidencing the popularity of streaming" (Watson, 2023). Also, a more in depth analysis provides explanation and support of how streaming services over index for this particular consumer group.

- 8 in 10 millennials stream TV shows, with 84% of those streamers using Netflix.
- 68% of millennials have a streaming subscription that shows ads, more than any other generation.
- 21% of millennials with a Netflix subscription signed up for the ad tier, with 68% of this group subscribing to the platform after the lower-cost ad tier was released.
- 68% would be likely to change their streaming subscriptions if a current one released a cheaper version with ads.
- 85% look at a mobile device while watching TV.
- 72% would watch live events on top SVOD and AVOD platforms if they were offered. (NewscastStudio, 2023)

Based on this analysis, Lindt's summer campaign will focus its advertising on Millennial heavy hitters - Netflix, Hulu, and Amazon Prime.

In addition, according to FlixPatrol (2024), some of the top streaming shows that would target a female-driven audience of Millennial-age women are Bridgerton, The Chi, and The Summer I Turned Pretty.

Media Details:

- Run :15 - :30 second ad spots, targeting special occasion products and promotional offers
- Run continuous ads through full summer campaign (July – September)
- Weight will be 100% on streaming platforms, targeting the abovementioned shows in **Table 10**.

The VIP Wedding Event

In order to connect with a targeted subsection of younger Millennial women, who personify the targeted customer segment, Lindt will pay for a virtual VIP wedding "dream" event in conjunction with The Knot. Invites will be sent to 4,000,000 million prominent Millennial women in key markets: Chicago, New York City, and Dallas Texas. This exclusive program will be aired through The Knot's Facebook platform for \$190,000, and reshared videos and images will be posted on Lindt and The Knot's social platforms. The wedding program will be hosted by wedding influencers Hayley Paige and Karen Tran and will include inspirational wedding ideas for soon-to-be Millennial-aged brides. The "Elegance Unveiled Bridal Experience" will air on Saturday July 13, from 11-2PM.

This event, called "Elegance Unveiled Bridal Experience", sponsored by Lindt and in conjunction with The Knot, will be reshared on The Knot's Facebook and Instagram channels after the initial target audience airing, as well as reshared through Lindt's owned channels.

The Strategy:

Allocating a percentage of the advertising budget for a virtual wedding event with The Knot will be cost-effective and reach many soon-to-be Millennial brides based on the

average age of today's bride. "The US Census Bureau found that the median age for marriage in 2022 was 28.6 years old for women" (theknot, 2024).

The "Elegance Unveiled Bridal Experience" live-streamed event aligns well with our target audience, who are digitally focused. "According to The Knot Worldwide Future of Marriage Report, 60% of millennials have taken wedding planning-related actions (like saving inspiration on social media). In short, Millennials are excited about the prospect of planning a meaningful, personalized wedding, even if they aren't yet engaged (Nowack, 2023). Also, Millennials are digitally focused, so providing an online event will be efficient when trying to reach Millennials nationwide. "Millennials have embraced digital technology fully, integrating it into all aspects of their business activities. Active use of online platforms for communication, marketing, sales, and business management, taking full advantage of the opportunities offered by e-commerce, social media, and mobile technology" (Rome School of Business, 2024).

The Knot's extensive reach and high engagement make it a valuable platform for any brand sponsorship. For Lindt, leveraging The Knot's strong presence on Facebook and Instagram will be instrumental in growing its Millennial audience segment. As the #1 wedding network, The Knot reaches 8 out of 10 brides in America, with more than 11 million monthly unique visitors. Their 360 platform offers customized programs that enable brands to connect with their most valuable audience (theknot, 2024). Partnering with this prominent wedding brand will enhance Lindt's reputation in the special occasion marketplace and strengthen its connection with Millennial women and weddings

The following is a breakdown of the budget for the "Elegance Unveiled Bridal Experience" event:

• Online Content and Production Team	\$145,000
• Influencers	\$25,000
• Promotions and Invites	\$20,000
• Total Budget	\$190,000

The Tactics:

- Before the event, virtual VIP invites will go out to targeted millennial women who fit the consumer segment profile in key market areas, specifically high-end suburban and urban communities: Chicago, New York, and Dallas.
- VIP guests will receive digital downloads of Lindt and The Knot promotional offers within the invite.
- During the online event, programming will be streamed "live" virtually through a private link within The Knot's Facebook platform.
- Programming will focus on wedding event inspiration – including the many ways Lindt chocolates can be incorporated into a wedding event (cakes, parting gifts, and chocolate martinis).
- Partnerships will be made with key influencers – Karen Tran and Hayley Paige to guest host the online programming and reshare content on their Facebook and

Instagram social pages. The reach and cost associated with this partnership are detailed in **Table 11** above.

- Teasers will be utilized after the event to showcase Lindt's participation on the brand's owned media – website and social media platforms.
- Following the online event, Lindt and The Knot will engage their Millennial customers by posting pictures and videos from the event – creating mentions back to Lindt's landing page and post-event blogs on their owned platforms.
- Guests of the event will be encouraged to post pictures of Lindt at their weddings and tag the brand to reshare – promotions will be supported with best reshares and user-driven content.

CREATIVE MESSAGING

Lindt's creative messaging strategy places a strong focus on millennial women, ages 25-45, a demographic that values creating unforgettable experiences and celebrating excellence in the products they purchase. These women have a discerning taste and can easily distinguish between higher and lower-end chocolate, seeking out only the finest to enhance their special moments. They are not just consumers but connoisseurs who appreciate the artistry and craftsmanship that go into every product. By catering to this sophisticated audience, Lindt aims to forge a deeper connection with those who recognize and celebrate the superior quality and luxurious experience that only Lindt chocolates can offer.

Through an integrated marketing campaign, Lindt will share a unique opportunity to celebrate luxury through paid, owned, and earned media channels. The campaign tone and theme will be grounded in opulence and celebration. The key message, "Make your celebrations unforgettable with Lindt," will be central to the creative storyline. The key takeaway will activate a sense of excitement about creating exceptional moments.

Streaming Television Advertising

Lindt will target millennial-aged women by highlighting special occasions, particularly weddings, where the brand can expand its product line and achieve better retail results. Advertising on streaming television and social media will focus on aspirational events and celebrations. The storyboard in **Figure 10** exemplifies Lindt's dedication to creating a unique "Lindt Experience."

The emphasis on elegant wedding settings and joyful social interactions reinforces Lindt's positioning as a luxury brand that enhances life's special moments. By depicting real-life scenarios that the target demographic can relate to, Lindt creates an aspirational connection. The use of romantic music and sophisticated visuals further underscores the brand's premium nature.


The focus on elegant wedding settings and joyful social interactions emphasizes Lindt's positioning as a luxury brand that enhances life's special moments. By depicting real-life

scenarios where the target demographic can see themselves, Lindt creates a relatable and emotional connection. "Neuro-imagery scans show that when consumers evaluate brands, they use their emotions, based on personal feeling and experiences, rather than information about the brand, such as features and facts. Since consumers tend to choose brands based on emotions rather than logic, the more emotional intelligence a brand has, the better they will do with conversions and ROI" (Smilovitz, 2024).







The choice of romantic music and sophisticated visuals reinforces the premium nature of the brand. The text overlays and voiceover/music emphasize the emotional connection and premium quality, making the ad memorable and impactful. "Music has a unique ability to stir emotions and create a lasting impact on individuals. It taps into our subconscious, triggering emotional responses that can influence our perception and decision-making. By carefully selecting the right music, marketers can evoke specific emotions that align with their brand values and desired consumer experience" (Alawi, 2024).

Phrases like "Elevate Your Moments with Lindt," "Experience Excellence," and "Cherish Every Bite" reinforce the campaign's Key Message of "Make Your Celebrations Unforgettable with Lindt." Watching a bride run down a beautiful pathway, radiating joy and enchantment, perfectly captures the happiness that Lindt chocolate brings to her.

Figure 10: Storyboard for Streaming TV and Social Media Ads



LINDT: THE WEDDING
LOCATION: A BEAUTIFUL WEDDING

<p>FRAME 1</p>  <p>A serene shot of a bride and groom walking together - hand in hand.</p> <p>We are immediately transported to a beautiful wedding. The day is full of love and brightness.</p>	<p>FRAME 2</p>  <p>Camera pans to reveal the couple at their wedding table. It is an exclusive affair and guests are enjoying the champagne.</p> <p>The bride and groom are now celebrating with their guests. Family, friends, and loved ones are cheering the couple.</p>	<p>FRAME 3</p>  <p>A close-up of a beautiful wedding table outfitted with Lindt. Lindt is the focus of gift giving.</p> <p>The close-up provides an intimate look into all the small details of a luxurious wedding scape.</p>
<p>FRAME 4</p>  <p>A wealth of chocolate continues to be seen through the camera's eyes. Simple, elegant, luxurious.</p> <p>Warm music is played to highlight the happiness of the day and the sweetness of chocolate.</p>	<p>FRAME 5</p>  <p>A bride is seen running. Happiness has overcome her. She is holding a Lindt chocolate in her hand.</p> <p>The music becomes a living entity, intertwining with breathtaking visuals, creating a cinematic symphony.</p> <p>"Run towards a Lindt experience. Make your Celebrations Unforgettable with Lindt."</p>	<p>FRAME 6</p>  <p>Towards the final note, the camera focuses on the visual and auditory journey of a bride and grooms most perfect day.</p> <p>The haunting melody fills the space, each note echoing through the possibility of perfection.</p>

Social Media Advertising

While the streaming ads will provide lengthier segments and storylines, the social media ads will be a tailored-down version of the streaming storyboard referenced above in **Figure 10**. Focusing on quicker and more direct ad content for Facebook and Instagram will better capture the audience's attention and align with scrolling behavior.

Additionally, the social media ads shown in **Figure 11** will feature calls to action with hashtags like #FollowYourDreams and @Lindt to spark engagement, encourage reshares, and drive traffic to the brand's website. These ads will target millennial women, aiming to create "unforgettable moments" and evoke a sense of adventure, excitement, and indulgence. Lindt chocolate will be portrayed as luxurious and exceptional. Scenes with young women getting ready for their wedding or exploring a romantic and elegant city like Paris will provide a sense of excitement and extravagance.

Figure 11: Social Media Ads



THE VIP WEDDING EVENT

Figure 12 below provides an example of Lindt's VIP virtual event in conjunction with The Knot. While this is paid marketing for the brand, there will also be an opportunity to integrate into Lindt and The Knot's owned platforms.

The Lindt and The Knot VIP Event Invitation features an elegant and sophisticated design with a gold and white color scheme, highlighting a high-quality image of Lindt chocolates. The text introducing the invite will read, "You are cordially invited to an exclusive VIP event hosted by Karen Tran and Hayley Paige, sponsored by Lindt and The Knot. Join us for a virtual afternoon of luxury, indulgence, and celebration of excellence," followed by the event's date, time, and venue information.

Figure 12: The Lindt and The Knot VIP Event Invitation



This invitation aims to attract millennial women who appreciate exclusive and high-end experiences. The collaboration with renowned wedding planning platform The Knot reinforces the luxurious and celebratory nature of the event. The design and wording of the invitation emphasizes luxury, appealing directly to the target demographic's desire for high-end experiences. By partnering with The Knot, Lindt leverages an established and respected brand in the wedding industry, enhancing its credibility and appeal.

Invitations directly from wedding influencers Karen Tran and Hayley Paige will also be used to promote the bridal event. See **Figure 13** below. Influencers have a significant impact on consumer behavior, especially among millennials. "More than half of all Millennials would be more likely to purchase a product after it was promoted by an influencer" (Donawerth, 2024). Personalized invites from trusted influencers add a layer of authenticity and excitement to the event, encouraging their followers to engage with the Lindt brand.

The event influencer invites are personalized digital invitations featuring the influencer's name, a luxurious background, and images of Lindt chocolates. The accompanying text invites their followers to "Join me at the exclusive Lindt and The Knot VIP Event! Indulge in the finest chocolates and celebrate with us. #LindtVIPEvent #TheKnot." Using the words "Exclusive" and "VIP" triggers the perception of exclusivity. "Including words and phrases in your content that add rarity and exclusivity evokes the feeling of being unique. You can then capitalize on that feeling through conversions" (Terez, 2022). By leveraging influencers to share event invites, Lindt capitalizes on their reach and credibility to attract a wider audience of millennial women who trust their recommendations and aspire to their lifestyles.

Figure 13: Event Influencer Invites (Shared on their social media platforms)



Lindt and The Knot will release a press announcement for the VIP Wedding Event. Press coverage of the bridal event will include articles and features by various media outlets, both online and offline. Coverage will focus on the luxurious setting, the quality and variety of Lindt chocolates, and the overall atmosphere of the event. Headlines might read, "Lindt and The Knot Host Exclusive VIP Event: A Night of Luxury and Indulgence" or "Inside the Glamorous Lindt VIP Event at the Bridal Expo." This press coverage will extend Lindt's visibility beyond the event attendees, reaching a broader audience who read these publications and potentially driving interest and sales among new customers.

Press coverage provides credibility and broad reach. When reputable media outlets cover an event, it signals to the audience that the event is noteworthy and prestigious. This third-party validation enhances Lindt's brand reputation and can attract new customers who are influenced by the media's endorsement.

Blog Page

Lindt will dedicate a blog page to create a more dynamic tactic to engage the target market to their messaging. Stories could include detailed posts about the VIP Wedding Event's highlights and memorable moment interviews from the brand's millennial women customer. The blog will offer a comprehensive overview exquisite décor, gourmet chocolate selections, and memorable experiences. It will also include tips and inspiration for brides-to-be on incorporating Lindt chocolates into their wedding celebrations, such as unique favor ideas, dessert table setups, and pairing suggestions. The blog titles might include "5 Ways to Incorporate Lindt Chocolates into Your Wedding" and "Behind the Scenes: Lindt and The Knot's Luxurious VIP Event." By leveraging The Knot's established audience, Lindt will be able to reach engaged couples who are actively planning their weddings, positioning its products as the perfect choice for their special day.

Also, a dedicated blog page on The Knot's platform, after the VIP Event, places Lindt directly in front of couples who are in the midst of planning their weddings, making it a strategic placement. By creating engaging content, filled with a look of inspiration, celebration, and exclusivity will inspire and guide potential customers on how to integrate Lindt chocolates into their special day, making it both an aspirational and practical choice.

Lindt's Social Media and Website Platforms

Lindt will also support any reshares from user-generated content. See example of **Figure 14** below. From attendees who attended the VIP Wedding Event or millennial women who post about their Lindt experiences, the brand will actively seek and elevate using phrases like "Unforgettable night at the #LindtVIPEvent!" and "Indulging in the finest chocolates with @Lindt and @TheKnot." These posts not only serve as authentic endorsements but also amplify Lindt's reach through the attendees' social networks. The genuine, user-generated content will create a sense of community and shared

experience, encouraging others to engage with the brand and aspire to similar luxurious experiences.

User-generated content is powerful because it acts as social proof. When potential customers see real people, especially those they might relate to, enjoying Lindt chocolates at such a high-profile event, it builds trust and desirability. This type of content is perceived as more authentic and trustworthy than traditional advertising because it comes from peers rather than the brand itself.

Figure 14: Social Media User-Generated Content



Opinion Articles

Lindt will support any earned media opportunities by industry experts, influencers, and food critics will provide in-depth reviews and personal reflections on the Lindt VIP event. Especially any articles which will be published in reputable magazines, blogs, and websites that cater to the target demographic and celebrate a unique experience and luxury with their chocolate products. They might include comparisons to other luxury brands and events, highlighting what sets Lindt apart. Titles like "Why Lindt Chocolates are the Ultimate Luxury for Your Special Day" or "An Evening of Elegance: My Experience at the Lindt and The Knot VIP Event" will capture readers' attention and reinforce Lindt's premium positioning. These opinion pieces will lend credibility to Lindt's brand as respected voices in the industry pen them.

CONCLUSION

Lindt's unwavering dedication to quality is evident in every step of its production process, ensuring that each chocolate product meets the highest standards of excellence. The company's diverse product portfolio includes a wide range of chocolate options, reflecting its commitment to innovation and variety.

The customer behavior analysis indicates that Lindt's market share has been increasing consistently, with a strong positive relationship between time and share growth. This trend is supported by the brand's strategic investments in advertising, effective messaging, and strategic media allocation. However, to maintain this upward trajectory, Lindt must continue to evaluate and adapt its advertising strategy based on market feedback.

Lindt's brand strategy focuses on positioning its products as premium choices for consumers willing to pay more for finer ingredients. The marketing mix analysis highlights Lindt's emphasis on quality, variety, and innovation, which sets it apart from competitors like Ghirardelli and Godiva. Lindt's pricing strategy reflects its premium positioning, and its selective distribution in high-end retail channels reinforces its brand image.

Consumer behavior insights reveal that Lindt's customers value luxury and quality, often purchasing the brand's products during holidays and special occasions. The brand's strong consumer loyalty and high penetration in the market are indicative of its ability to connect with discerning customers who trust Lindt for their indulgent chocolate needs.

Moving forward, Lindt has the opportunity to expand its product line to encourage more frequent purchases and further strengthen its market position. By continuing to innovate and offer a variety of high-quality products, Lindt can appeal to a broader audience while maintaining its premium brand image. Lindt's strategic focus on quality, innovation, and sustainability, combined with its effective marketing strategies, positions the brand for continued success in the premium chocolate market. By leveraging its heritage and adapting to changing consumer preferences, Lindt can sustain its growth and enhance its reputation as a leader in the confectionery industry.

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APPENDIX

Exhibit 1: Lindt Analysis of Customer Market Behavior

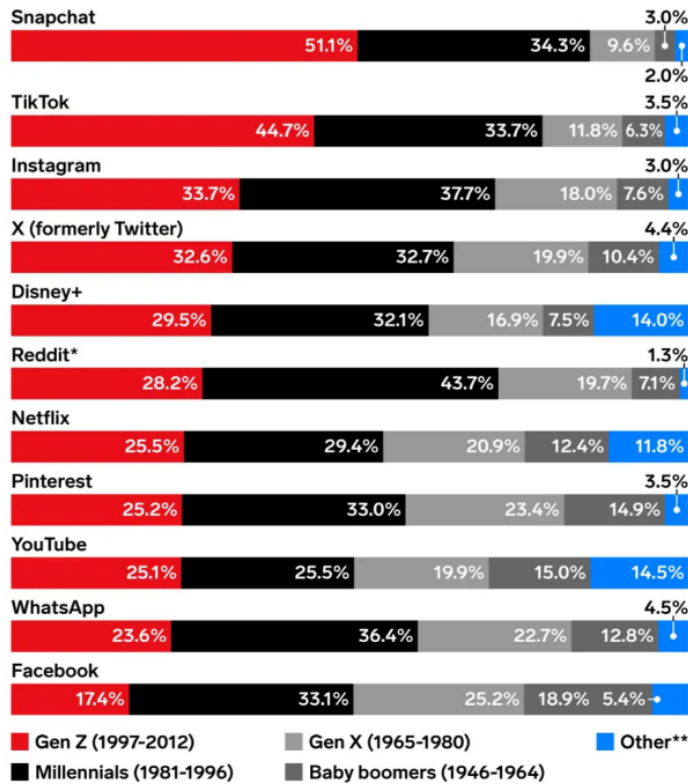
<u>Analysis of Customer Behavior in Market</u>					
Brand	Year	Share	Ad Spend	Category Ad Spend	SOV
Lindt	1998	0.20%		537,521	0.0006
Lindt	1999	0.20%	315	569,881	0.0006
Lindt	2000	0.01%		548,906	\$0
Lindt	2001	0.02%	1,119	546,346	\$0.00
Lindt	2002	0.02%	3,246	533,029	\$0.01
Lindt	2003	0.03%	4,753	545,149	\$0.01
Lindt	2004	0.04%	6,985	542,408	\$0.01
Lindt	2005	0.06%	8,686	468,035	\$0.02
Lindt	2006	0.07%	12,686	481,274	\$0.03
Lindt	2007	0.09%	17,801	480,643	\$0.04
Lindt	2008	1.00%	8,976	441,437	\$0.02
Lindt	2009	1.20%	18,101	535,511	\$0.03
Lindt	2010	1.30%	32,657	805,683	\$0.04
Lindt	2011	1.20%	38,493	890,181	\$0.04
Lindt	2012	1.20%	42,064	925,650	\$0.05
Lindt	2013	1.90%	50,881	1,127,623	\$0.05
Lindt	2014	1.70%	44,705	1,178,073	\$0.04
Lindt	2015	2.00%	35,644	999,772	\$0.04
Lindt	2016	2.00%	33,159	837,907	\$0.04
Lindt	2017	2.00%	30,451	916,171	\$0.03
Lindt	2018	2.70%	43,659	988,646	\$0.04

Note: No data for advertising spend was recorded by Kantar in 1998 or 2000.

Exhibit 2: Millennial Preferred Media

Share of Total US Users on Select Digital Platforms, by Generation, 2023

% of total



Note: internet users who access each platform via any device at least once per month; social network user forecasts from May 2023; *logged-in users; **includes the Silent Generation, Gen Alpha, and younger

Source: Insider Intelligence | eMarketer Forecast, Sep 2023

283840

Insider Intelligence | eMarketer

A chart showing the share of total US users on select digital platforms, 2023.

(Yuen, 2024)