

The world can be a cruel place.

The world can be a cruel place.

Sometimes, you need a pick me up.

Hot cocoa pick-me-up benefits

Tryptophan is an amino acid found in hot cocoa that boosts serotonin levels. - Washington Post

“I drink hot cocoa at night because the warmth relaxes me before bedtime.” - Amazon review

**Currently, Swiss Miss is seen as a winter time beverage,
capable of only being a treat when snow is falling.**

“Growing up it was only reserved for snow days.” - Interview

**Currently, Swiss Miss is seen as a winter time beverage,
capable of only being a treat when snow is falling.**

“I will only drink it at Christmas time, because it feels cozy and festive.” - Interview

The logo for Swiss Miss, featuring a stylized mountain range above the words "SWISS MISS" in a white, serif font, set against a teal background.

**Currently, Swiss Miss is seen as a winter time beverage,
capable of only being a treat when snow is falling.**

“If there is a hot drink that screams winter... it’s this hot chocolate right here! I’ve
been drinking this hot chocolate since I was little.” - Amazon Review

The logo for Swiss Miss, featuring a stylized mountain range above the words "SWISS MISS" in a white, serif font, set against a teal background.

Nostalgia is holding Swiss Miss back from being seen as a beverage capable of serving multiple occasions.

Opportunity

Swiss Miss has the opportunity to **leverage the nostalgia associated with the brand by bringing that feel-good sense it offers to the struggles consumers combat** throughout their lives.

Strategy

When the grinding hustle starts to feel more like the struggle,
Swiss Miss is the comforting sip of relief you deserve.

 SWISS MISS®



SWISS MISS[®]

HUG IN A MUG

BRAND EVOLUTION

From a wintertime memory
to an anytime pick me up.

PRODUCT EVOLUTION

Expanding the definition of a
Swiss Miss treat.

SWISS MISS®

TV





Leaked footage from backstage of the Democratic debate has surfaced. It shows Joe Biden turning to Elizabeth Warren, looking her dead in the eyes, and saying, “You did great tonight. Also, love the pantsuit.”



PREROLL

YouTube     



Legal Immigration: Last Week Tonight with John Oliver (HBO)
4,401,723 views • Published on Sep 16, 2019

115K 4.5K SHARE SAVE ...

LAST WEEK LastWeekTonight

Last Week Tonight with John Oliver
Get season 6 on YouTube [BUY HD FOR \\$24.99](#)

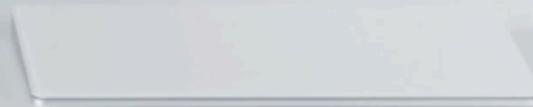


Up next AUTOPLAY

 Public Shaming: Last Week Tonight with John Oliver (HBO)
LastWeekTonight 10M views 26:45

 Crisis Pregnancy Centers: Last Week Tonight with John Oliver...
LastWeekTonight 4.3M views 21:09

 If You Don't Know, Now You Know - Asian Nations Reject...
The Daily Show with Trevor N... 3.8M views



SOCIAL



9:41



swiss_miss



**Got a friend
who's posting stories of :**

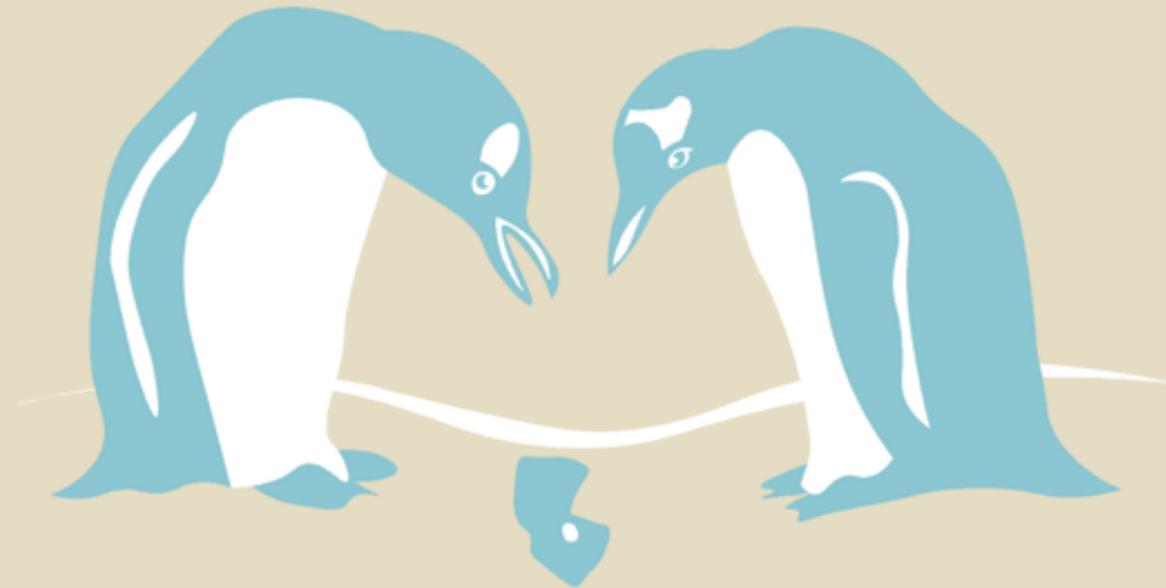
**SAD
MIRROR,
SELFIES,**

^
Swipe up



CHROME EXTENSION

Penguins mate for life and propose to their mates with a pebble.



EARNED



**THE WORLD IS A
MISERABLE PLACE**

**FILLED WITH
PEOPLE
INCAPABLE OF
LOVE**



PACKAGING











**YOU GOT
THIS**

SWISS MISS
HUG IN A MUG[®]

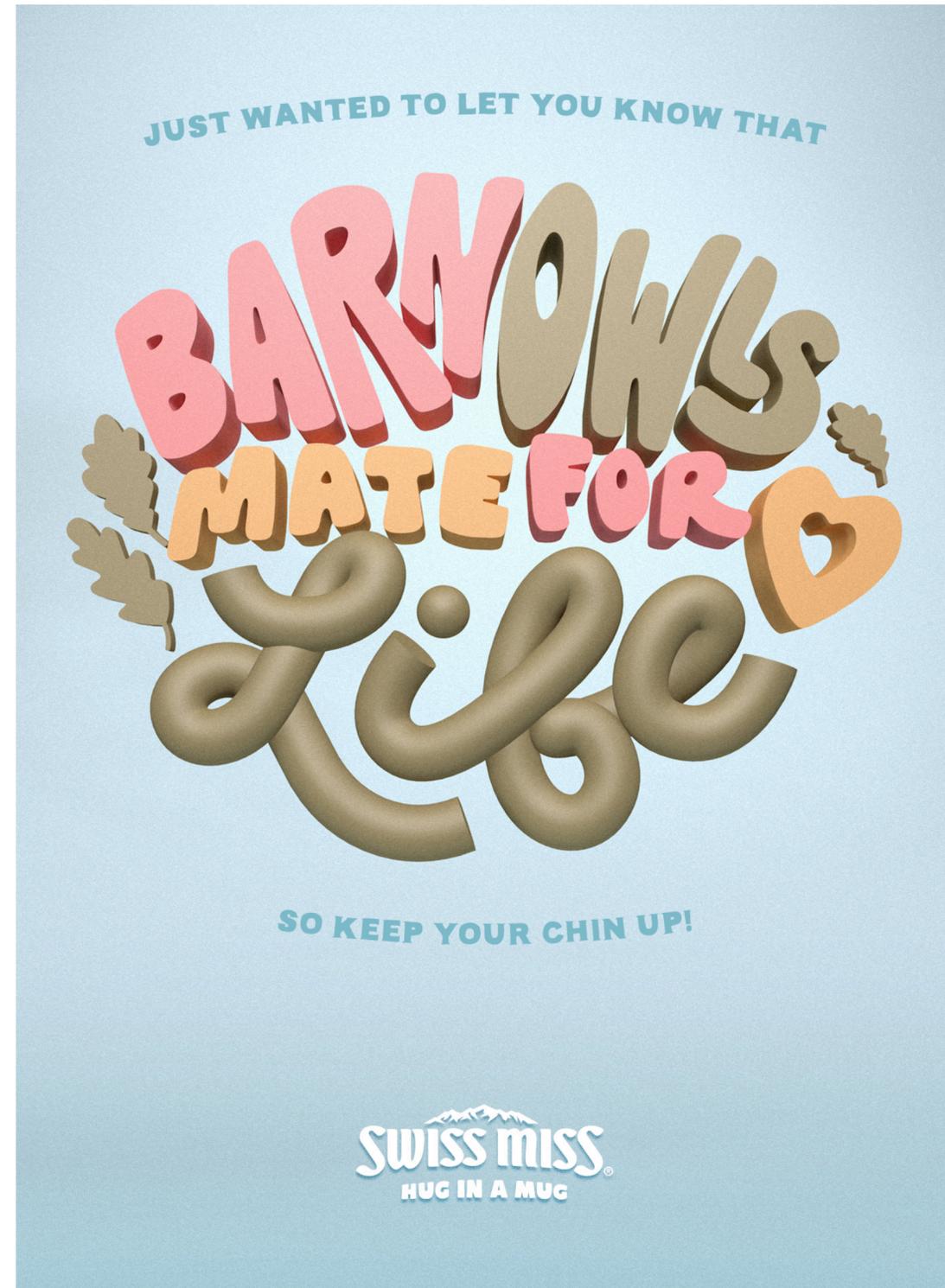


BAKERY





outside

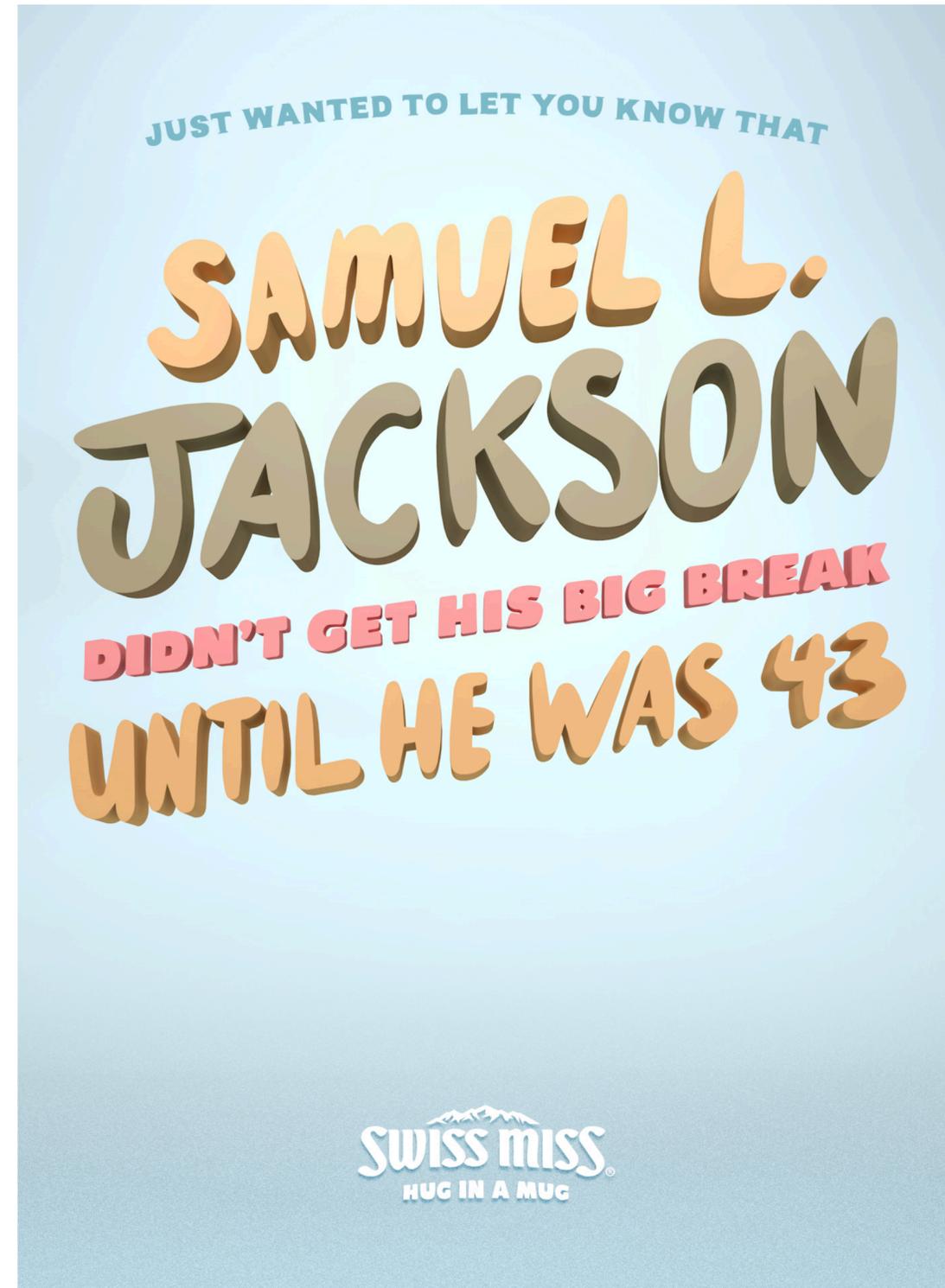


inside





outside



inside





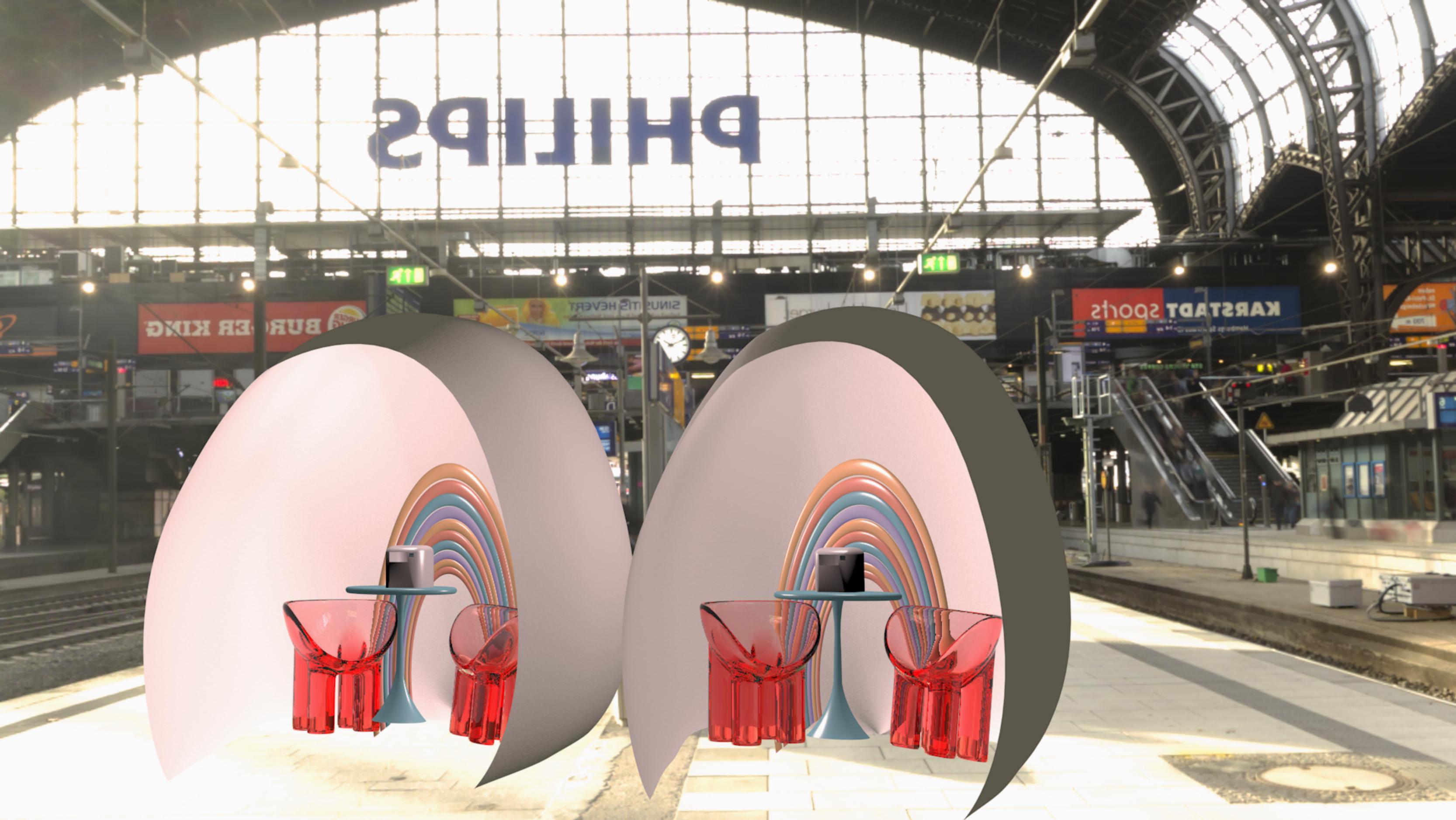
outside



inside



EXPERIENCE

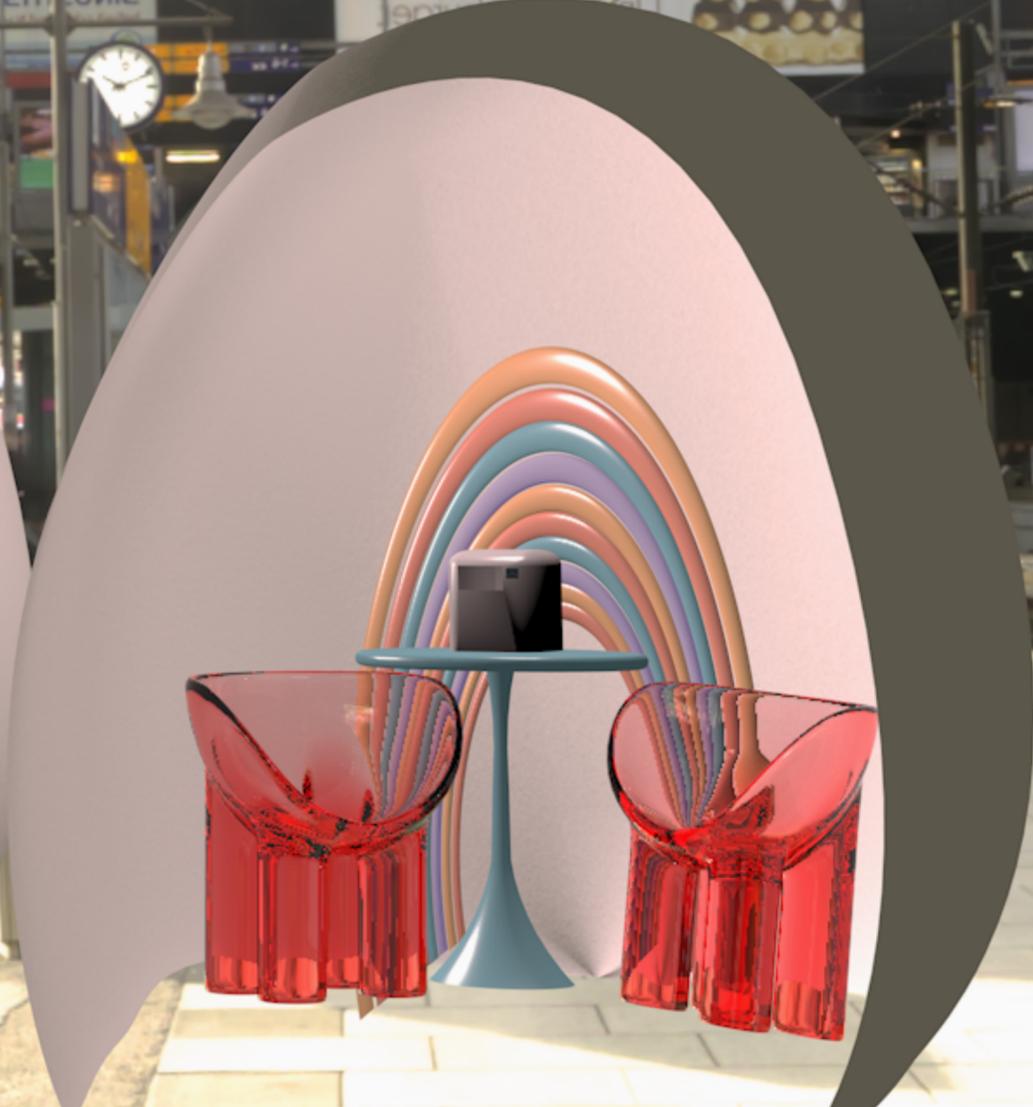
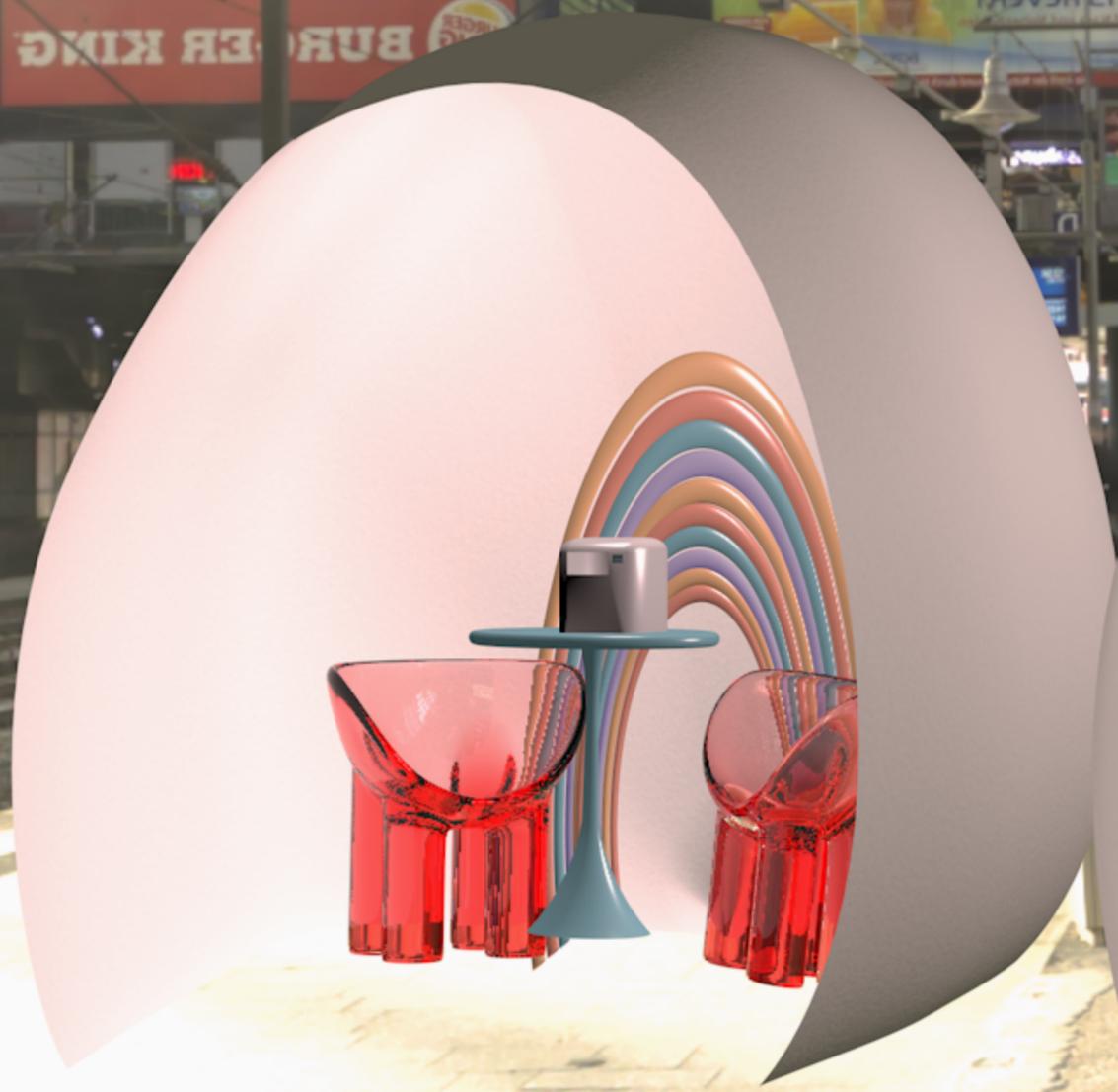


PHILIPS

BURGER KING

SINUSHEVERT

KARSTADT sports



PRODUCT EXTENSION

PRODUCT EXTENSION

A close-up photograph of a white mug filled with a chocolate cake mix. A wooden spoon is lifting a portion of the cake, which is topped with a thick, dark chocolate sauce. The background is a soft, out-of-focus blue.

SWISS MISS[®]
HUG IN A MUG CAKE

NO ARTIFICIAL:
SWEETENERS
PRESERVATIVES
FLAVORS
COLORS

50 - 1.38 OZ ENVELOPES NET WT 4 LB 5 OZ (1.95KG)

250 Calories	2g Sat. Fat 10% DV	230mg Sodium 12% DV	34g Total Sugars
------------------------	---------------------------------	----------------------------------	-------------------------------



**Hug in
a Mug**

Hug in a Mug

25-34 year olds who had Swiss Miss as a child

Hug in a Mug

25-34 year olds who had Swiss Miss as a child

Growing into the largest buying power

Hug in a Mug

25-34 year olds who had Swiss Miss as a child

Growing into the largest buying power

The “most stressed out” generation*

 SWISS MISS®



SWISS MISS[®]

HUG IN A MUG

APPENDIX

Target Consumer

- 25-34
- Has positive connotations of Swiss Miss from their childhood, but doesn't currently purchase it.
- Will get hot chocolate out at places like Starbucks or at work if the coffee machine makes it, but isn't buying packs to make themselves
- Try to live healthy lives, but also enjoy indulging in sweets eat healthy most or all of the time
 - 85% admit they give in to over half of their cravings for indulgent foods.
 - 39% of consumers are eating indulgent food/beverages 2-3 times per week and 30% of consumers are eating indulgences 4-6 times per week.

Current Consumer

- Mothers 30-45 who buy Swiss Miss to make for their children as a treat during cold months
- The Swiss Miss logo and original products will remain the same in order to keep loyalists. Swiss Miss can still reign as a wintertime treat, but will be able to expand past that too.

State of Swiss Miss

- Market Share: 25.8%
- Biggest competitors is Nestle at 34.1% and Hershey 16.4%
- Conagra's industry-relevant revenue is expected to decrease at an annualized rate of 2.4% in the five years to fiscal 2019 to total \$217.9 million

State of Hot Chocolate

- Not likely to enter the growth life cycle stage
- Unlikely to enter decline stage soon due to association to American culture
- Over the next five years domestic cocoa demand will grow and foreign cocoa will fall

Target Consumer Stressors

- Millennials are the most anxious generation and are research suggests that they are worse off than their parents
- They spend the equivalent of 63 full days a year stressed out and worried
- About 50% acknowledge that they aren't doing enough to manage their stress
- Top stressor are work at 76%, money 73% and relationships 59%
- 44% report experiencing irritability or anger due to stress
- Younger Americans are more likely to engage in unhealthy behaviors like eating, drinking alcohol and smoking to manage stress

Hot Cocoa Stress Relief Benefits

- Chocolate makes you feel good because it contains energy-boosting caffeine, mood-lightening serotonin, and relaxing tryptophan.
- Cocoa releases certain neurotransmitters that make you feel comfortable and happy, and can even reduce pain and stress
- In a controlled experiment, after 30 days of cocoa consumption, there were significant improvements on certain aspects of mood, including calmness and contentedness

HEADLINE

subhead

Body copy

body copy

body copy

The logo for Swiss Miss, featuring a stylized mountain range above the words "SWISS MISS" in a serif font, with a registered trademark symbol.

HEADLINE

Body copy
body copy
body copy

HEADLINE

Longer quote goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

image here

A LONG QUOTE WITH WORDS

AND EVEN MORE WORDS