Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**M & M’s & The Mars Company**

Objective: Over the course of the next few days you will learn the in’s and out’s of the Mars Company, the maker of M & M’s. They are one of the most lucrative candy companies and they use marketing extensively to drive their profits and increase their brand image. Complete each section below.

###  Part 1: M&M Data Collection Worksheet

**Directions: Using the M & M’s bag I gave you, answer the following questions (you may eat the candy when you are done!)**

1. How many candies are in your bag (count twice for accuracy)?\_\_\_\_\_\_\_\_\_\_
2. Count each candy per color and quantity (count twice for accuracy)

|  |  |
| --- | --- |
| **Color** | **Number** |
| Red |  |
| Green |  |
| Brown |  |
| Yellow |  |
| Orange |  |
| Blue |  |

1. What is the percentage of each color per bag? ((# of color/total)\*100)

|  |  |
| --- | --- |
| **Color** | **Percent** |
| Red |  |
| Green |  |
| Brown |  |
| Yellow |  |
| Orange |  |
| Blue |  |

####  Part 2: Group Comparison Worksheet

**Directions: Choose any 5 students in class and record their answers.**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Name of person** | **Total in****Bag** | **% of****Red** | **% of** **Blue** | **% of****Green** | **% of****Brown** | **% of****Yellow** | **% of Orange** |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| Your results (from #3) |  |  |  |  |  |  |  |

**Part 3: Average**

**Directions: Calculate the average for each color (Add up your percentage + the percentages of each of the 5 people you collected data from) and then divide by 6.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Total in Bag | Average % of Red | Average % of Blue | Average % of Green | Average % of Brown | Average % of Yellow | Average % of Orange |
|  |  |  |  |  |  |  |

**Part 4: Groups average VS M & M’s official average**

**Directions: Below is M & M’s official average of color found in one bag. How does your group average (From Part 3) compare to M & M’s average? Explain below.**

“Mars Inc claims that M&M candies are distributed with the following color percentages: 16% green, 20% orange, 14% yellow, 24%blue, 14% red, and 13% brown.”

Explanation:**Part 5: The History of the M & M**

**Directions: Go to** [**www.mars.com**](http://www.mars.com) **to answer the following questions:**

**Click on the blue “About Mars” tab, then click “history”, THEN CLICK ON “CHOCOLATE” in the “Filter by” box.**

1. When did M & M’s first come to the U.S.?
2. What did the first packaging of M & M’s look like?
3. What was M & M’s first slogan (in 1950)?
4. What made 1982 so significant for M & M’s?
5. What made 1984 so significant for M & M’s?

**Part 5: The Mars Company (maker of M & M’s)**

**Click on the blue “About Mars” tab again. Click on “The Five Principles of Mars” .Scroll down to each principles to complete the section below.:**

**Explain, in your own words what Mars believes is important about each of their principles:**

1. Quality:
2. Responsibility:
3. Mutuality

4. Efficiency

5. Freedom

**Part 6: Press Releases for The Mars Company**

**Click on the orange “Press Center” tab, then click on “Media Library” for this section.**

Go to Page 2 of the press releases. Click on the press release from 10/31/2014 titled “Mars in a Moment”. Download the article.

“Mars in a Moment”

1. How many categories of products does Mars have?
2. In what 3 categories do they earn 90% of their profits? (scroll down to the bottom)
3. How many countries does Mars operate in?

**Part 7: Mars Marketing Handbook**

Go to [www.mms.com](http://www.mms.com) and DO NOT PUT IN YOUR BIRTHDATE! (answer #1 before moving on to the next set of directions.!

1. What is M and M’s promise? Meaning, why do they ask for your birth date?

Answer the following questions below by clicking anywhere EXCEPT in the box in the middle. This will reroute you to their marketing information page. In the paragraph Our Marketing Code, click on “Marketing Code” to be directed to their marketing handbook.

1. On page 3 of the handbook, what are the first two marketing principles Mars follows?

1)

2)

On page 6, Mars’ General Rules for Marketing Communications is listed there. Read through the 11 bulleted points in the left column.

3. Which of those 11 do you think is most important? Why?

Now read through the right column “in regards to children”.

4. Which of those 6 do you think is the most important? Why?

On page 7, Mars outlines their “Marketing to Children” guidelines. Read through 2. Portrayal of children under 12 years old in our marketing communications.

5. Summarize, in your own words, 3 of their guidelines.

On page 8 read through 4. Use of celebrities and licensed characters, etc. There are MANY guidelines here!

6. Read through them all and give a 6-10 sentence synopsis of their main theme.

On page 9 read through 5. Marketing communications in schools….

5. Read through a-c. What is their primary focus here?

6. On page 10, read through the blue summary of 6. Digital Media. What is their main idea?

7. On page 12, read through the “promotions” guidelines. List one below you think is important.

On page 13, Mars, Incorporated Advertising Guidelines are listed. At the bottom it states, “Consequently, as a general rule, advertising for our products should NOT depict or be places in programs or media involving….

8. List 3 of those places that Mars will not advertise.

**Part 8: M and M’s Official Website**

**Go to** [**www.mms.com**](http://www.mms.com)**. Be sure to put in your birth date to access the site.**

**Click on the “shop” tab to answer the following questions.**

1. Look at all the ways M & M’s sells their candy other than just at regular stores. List 5 ways M and M’s are sold above and beyond buying them at a store.

1)

2)

3)

4)

5)

**Click on “personalized M & M’s”. Go through the process of “ordering” personalized M and M’s. Use these parameters:**

**Graduation, brown and yellow in color, a clip art on front and back, and ordered in a 10 LB Bulk Bag**.

2.How much would this cost?

**Part 9: Create your own color and M & M character**

**Go back to the home page of m and m’s. Click on the “characters” tab. Click on the different colors to learn more about their personality.**

1. Create your color! What color would you choose for the next M & M to be added to the traditional bag?
2. Create your M & M’s personality! **Use the same format as the other M & M’s characters.**

**Age:**

**Weight:**

**Likes:**

**Dislikes:**

**Shortcomings:**

**Best Friend:**

Draw your new M and M character below. Be sure to use the new color! **Use the same format as the other M & M’s characters.**

**Part 10: Create a new M & M’s bag!**

**You have been asked to create a new M & M’s bag (or some other container to hold the M & M’s). Draw and color your new bag (or container) below!**