

marketing campaign

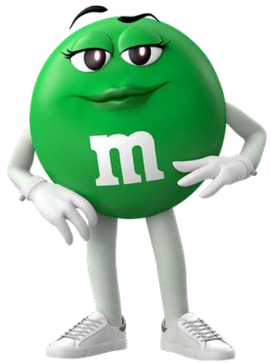
campaign objective

Increase brand awareness on social media over a two-week period by achieving a 15% increase in engagement(likes, shares, comments, and saves) through a strategic mix of original and repurposed content.



history:

- Created in 1941 by Forrest Mars Sr.
- M&M's were originally made for the U.S. military so soldiers could carry chocolate without it melting.
- Mars teamed up with Bruce Murrie (son of the Hershey president), creating the name M&M ("Mars & Murrie").

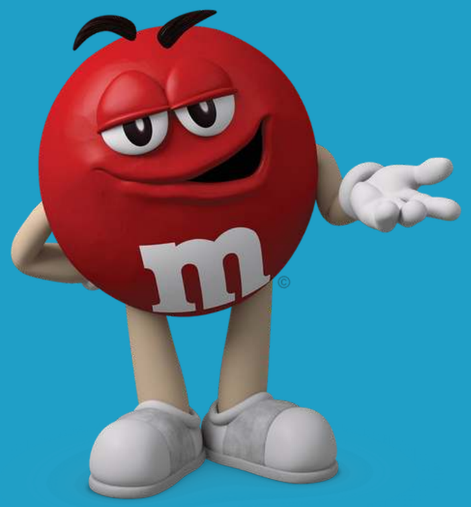


brand identity:

M&M's belongs to the chocolate industry. The brand is owned by Mars, Incorporated, one of the world's largest privately owned candy and food companies. M&M's competes in the global market for packaged sweets, especially chocolate, and is one of the best-selling candies worldwide.

mission and values

“It’s more fun together.”



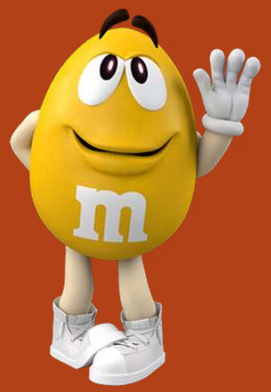
- Fun and belonging
- Inclusivity
- Authenticity
- Shared moments

M&Ms believes in championing the power of fun to bring people together.

target audience:

Demographics:

- Age: Broad appeal—from children (6–12) to adults (18–45) who enjoy nostalgic, fun, and colorful treats
- Gender: All genders
- Income Level: Middle-income consumers seeking an affordable, enjoyable candy



Psychographics:

- Lifestyle: Fun-loving, social, playful individuals who appreciate small indulgences
- Personality Traits: Outgoing, nostalgic, lighthearted, and engaged with humor-driven content

Behavioral:

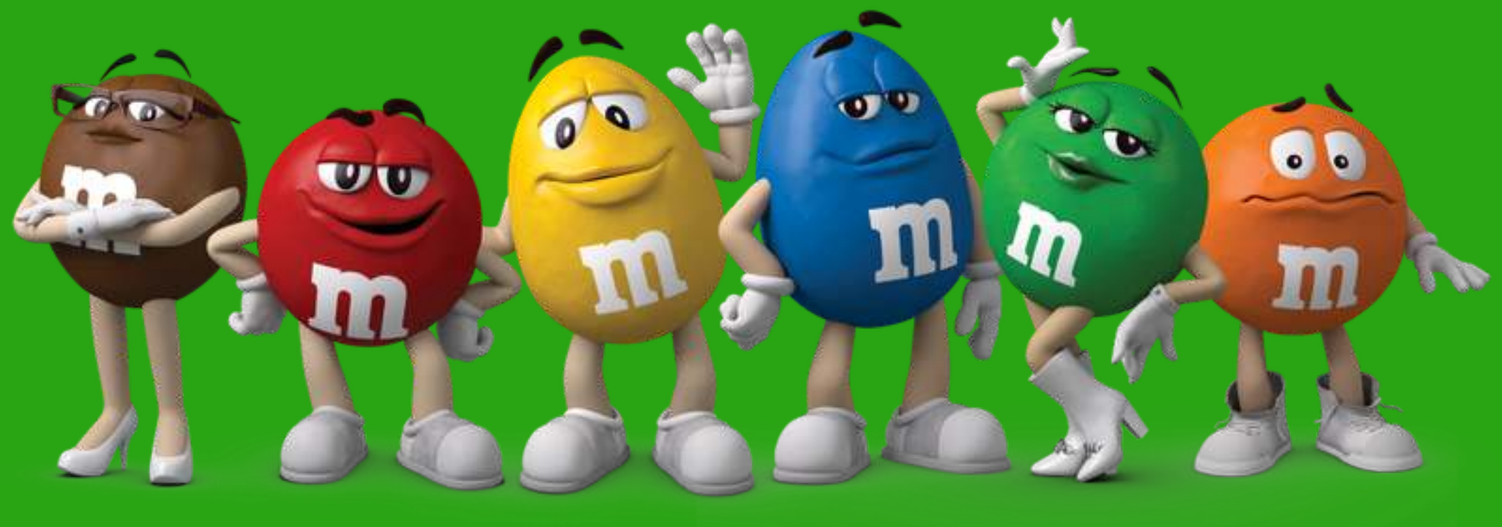
- Usage Rate: Frequent candy consumers and everyday snackers
- Benefits Sought: Taste, convenience, variety, and a joyful brand personality
- Occasions: Sharing moments, gifting, movie nights, holidays, parties, and on-the-go snacking

market positioning:

M&M's stands out as the only candy brand that blends iconic colors, memorable characters, humor-driven storytelling, and shareable bite-sized chocolate in a way that creates an instantly recognizable and joyful snacking experience.

unique selling proposition (USP):

"Melts in Your Mouth, Not in Your Hands"
A fun, colorful, and shareable chocolate experience delivered through bite-sized candies, expressive characters, and a playful brand personality.



customer journey map

Online

Offline



Awareness

Entertainment Ad on Instagram (Instagram photo with joke caption) Dec 7th

Sees someone eating Red and Green Christmas M&Ms

Consideration

Engagement post on Instagram (Instagram carousel “comment which color you are today”) Dec 8th

Goes grocery shopping at Walmart and sees a rollback for M&Ms

Conversion

Follow Instagram and buy product through website (CTA, “this is your sign...” product promotion) Dec 13th

Buys the M&Ms at Walmart

Retention

Receives a discount code for buying a product (email discount code after purchase)

Next time they go, there’s a buy 2 get 1 free sale

Advocacy

Buyer shares the original product promotion post to others through Instagram

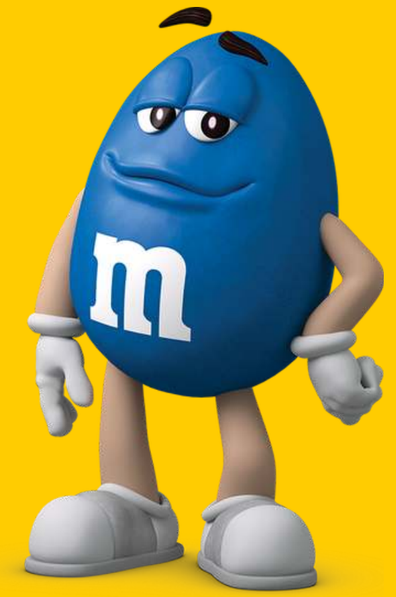
Goes home and tells all of their roommates

content pillars

Engagement

Product Promotion

Entertainment



journey connection to pillars



Awareness is built through Entertainment content that grabs attention and introduces the brand in a fun way.
Consideration grows through Engagement posts that invite people to participate and learn more about M&M's.
Conversion is supported by Product Promotion that highlights flavors, limited editions, and reasons to purchase.
Retention continues through Engagement by building community and encouraging repeat interaction.
Advocacy is driven by Entertainment and Engagement, which makes fans excited to share and recommend M&M's to others.

why pillars allign with brands mission and campaign objective

These pillars line up with M&M's mission because the brand is all about fun, connection, and giving people something to share.

- Engagement lets the audience participate
- Product promotion keeps the focus on what makes M&M's exciting
- Entertainment matches the brand's playful personality

Together, they help boost likes, comments, and shares, which supports our goal of increasing engagement over the two-week campaign.
Examples to follow--->



december 2025

=instagram

=twitter

m&m's

sunday	monday	tuesday	wednesday	thursday	friday	saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

Created Content



mmschocolate

December 7



mmschocolate just me confronting Red about why he tastes better than the rest of them😭

original content
posting type: instagram feed post
format: single image photo
pillar: entertainment

mmschocolate

December 8



mmschocolate be honest… which M&M were you today? 😂👇 Comment your color and tag a friend who gives red or blue energy.

original content
posting type: instagram carousel
format: carousel photos
pillar: engagement



mmschocolate



mmschocolate

M&M'S @mmschocolate • Dec 9, 2025

Red just told me he refuses to help decorate the Christmas tree unless we put him on top. Should we let him? 🎄😂🍫
RT for YES
Reply for NO



original content
posting type: tweet
format: text post
pillar: engagement (CTA)

mmschocolate
December 10



mmschocolate It's Christmas time in the city! Who's down for a trip to the M&M store in NYC?👀🍎🗽🙋‍♀️

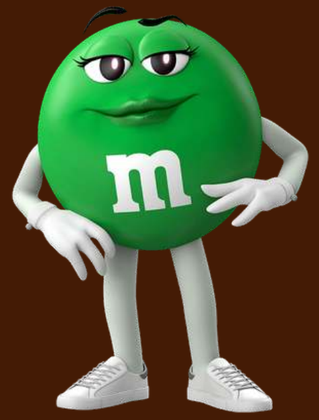
original content
posting type: instagram
format: video
pillar: engagement + entertainment

mmschocolate
December 11



mmschocolate What M&M's flavor should he try next?

original content
posting type: instagram reel
format: video
pillar: product promotion



M&M'S @mmschocolate • Dec 11, 2025

Reminder: grabbing a handful of M&M's counts as self-care. 💅🍫 #SnackGoals



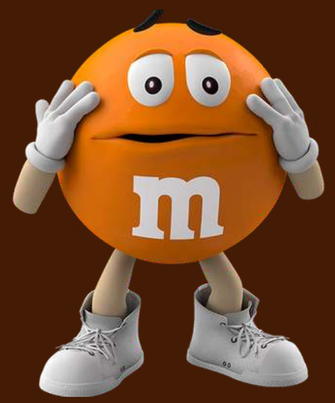
original content
posting type: twitter
format: text/photo post
pillar: engagement

M&M'S @mmschocolate • Dec 13, 2025

Tag someone you would share M&M's with this holiday season :)



original content
posting type: instagram reel
format: video
pillar: product promotion



original content
posting type: X post
format: photo
pillar: engagement (CTA)

mmschocolate
December 13



mmschocolate this is your sign to throw in some M&M's the next time you want a delicious breakfast.

mmschocolate
December 15



mmschocolate let's be real M&M's are the best stocking stuffer during this holiday season. Comment the flavor of M&M you would most enjoy seeing in your stocking😋

original content
posting type: instagram post
format: photo
pillar: product promotion

mmschocolate
December 14



mmschocolate WARNING: extremely crispy content😛👂🍫🗣️

original content
posting type: instagram reel
format: video
pillar: engagement, product promotion



mmschocolate
December 16



mmschocolate stay bundled up this holiday season with an M&M's hot cocoa! Share this with someone you want to stay warm with this Christmas🥶😉

original content
posting type: instagram post
format: photo
pillar: engagement

M&M'S @mmschocolate • Dec 17, 2025

It seems like Green has been naughty this year😉
Good thing we can always count on Yellow being friendly☺️
Let's hope the rest of the crew ended up on the nice list!
Comment on which characters you think are on the naughty or nice list
😄😈



original content
posting type: twitter
format: text post
pillar: engagement (CTA)

mmschocolate

December 18



mmschocolate

Red and Green, Pick a team, swipe to see which one wins! Comment if your team won! #M&MWars #RedvsGreen

original content
posting type: instagram
format: Carousel
content theme: PICK A TEAM
pillar: engagement + entertainment



mmschocolate



mmschocolate



mmschocolate



mmschocolate



M&M'S @mmschocolate • Dec 18, 2025

It doesn't count as relaxation unless you have a bag of M&Ms sitting next to you 😌🤭



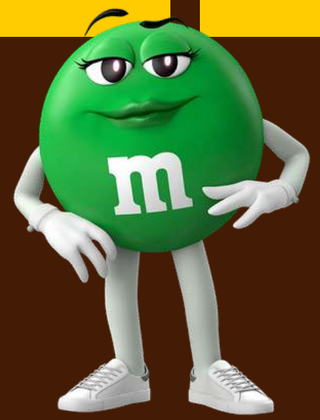
original content
posting type: twitter
format: text post
pillar: entertainment

M&M'S @mmschocolate • Dec 20, 2025

Which M&M do you think you could take in hand to hand combat and win? Comment below and share with your friends to see if they agree. 👊🤪

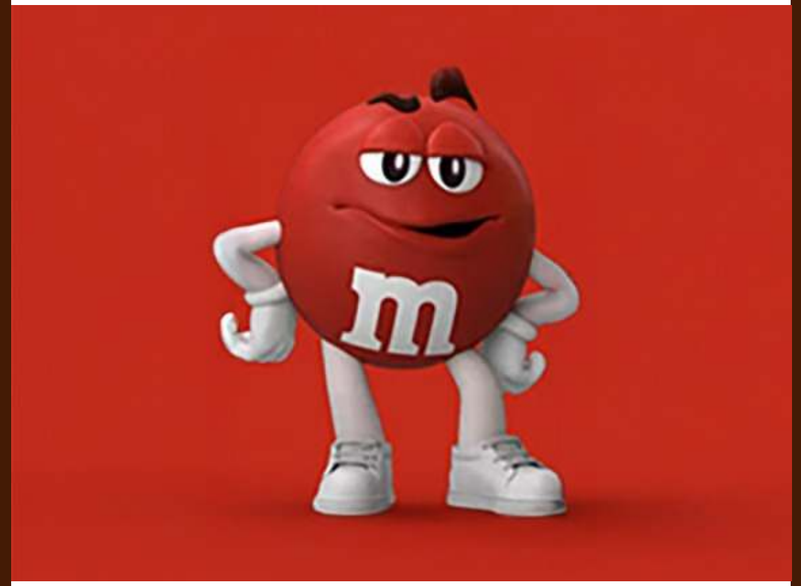


original content
posting type: twitter
format: text post
pillar: engagement



mmschocolate

December 20, 2025



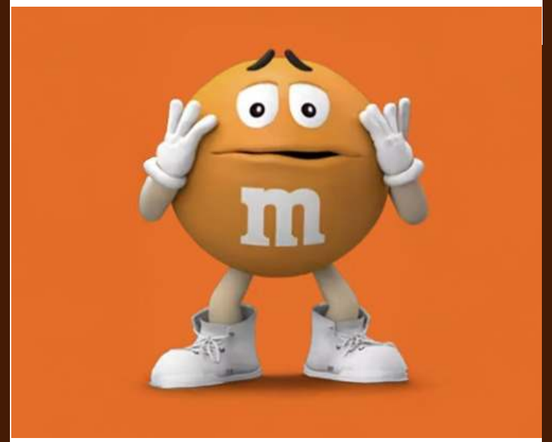
mmschocolate

Which M&M do you think would be your best friend? Comment bellow and share with a friend that you think matches that M&M! #Bestfriend #M&MBesties

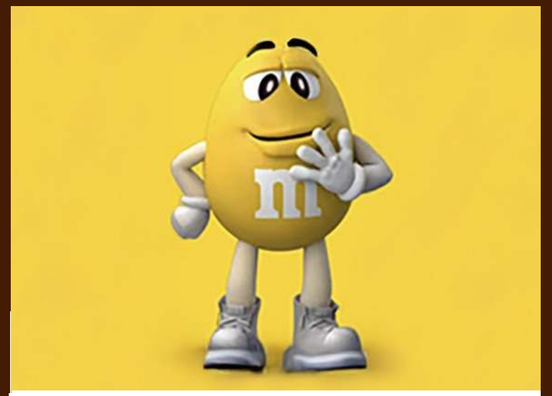
reformed content
posting type: instagram
format: Carousel
content theme: PICK A TEAM
pillar: engagement + entertainment



mmschocolate



mmschocolate



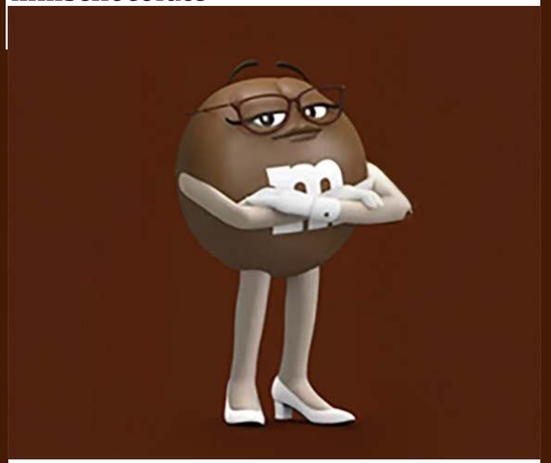
mmschocolate



mmschocolate



mmschocolate



mmschocolate

THE END

