**Brand Passion and Media Assignment**

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**Hershey’s Brookside Chocolate**

Hershey’s products have been a part of my life for as long as I could eat. I am total chocoholic and was born and raised in an area of Pennsylvania that is not too far from Hershey, which is where the brand originated and where the Hershey factory, amusement park and stadium are located. Therefore, it only makes sense that I would be such a loyal customer of Hershey’s products. However, my absolute favorite product of theirs is their collection of Brookside dark chocolate covered fruits. The three flavors that this product is offered in are Pomegranate, Goji with Raspberry, and Acai with Blueberry, all of which are extremely delicious and completely irresistible for me.

**Brand Marketing Communication**:

1. Coupons
	* The first time that I had ever heard of Brookside Chocolate was when my mom found a coupon for it in our local Sunday paper. One of my favorite fruits is pomegranate, so when my mom bought it for me when she saw on the coupon that they offered a Pomegranate flavor. After trying it, I fell in love and have been buying it on my own ever since. I’ve continued to see coupons for it ever since that first time a few years ago.
2. In Store
	* Over time I have seen this product on display at the end of the aisles in various stores including Stop & Shop, CVS, Walgreens and Shop Rite. In fact they were on display when I bought them this past weekend at the CVS in Elmsford.
3. TV Commercials
	* I have seen commercials for Brookside Chocolates on many of the channels that I watch including NBC, ABC, ABC Family, A&E, E!, and others. The commercials focus on a natural feeling for the brand by having a sunny outdoor picnic scene as the setting and by zooming in on the fresh fruits that they use in the product.
4. Facebook
	* Brookside Chocolate’s Facebook page is updated regularly with interactive statuses and photos of the product in various scenes which engrains the look of the product in the consumers mind.
5. Twitter
	* Their Twitter account is an excellent mode of communication between the brand and its customers as they become engaged with their followers very often by asking questions, shouting out to new followers every Friday, and posting pictures.