Once upon a time, chocolate was unheard of across most of the world. From the 1800s BCE to the 16th century CE or so, it was exclusively consumed by a small group of people – Aztec nobles in what is now Mexico. Nowadays, $20.6 billion worth of chocolate is sold in the United States each year alone, and the worldwide market is projected to approach $100 billion annually in two years. And indeed, Americans love their chocolate fix, as they have for decades. But the ways we’re getting our dose of chocolate are becoming more diverse.

Assume that you are a consultant working for a chocolate brand who wants to design and target a new chocolate bar.

1. Explain which **segment** of the chocolate bar market you are targeting, and the specific **demographic** and **psychographic** characteristics of that segment. (write in detail – paint a picture (*in your mind*) of your customer)
2. Name your chocolate bar and illustrate ideas for the 1. label (package), 2. design (shape), 3. packaging colors and the 4. logo. (pull out the colored pencils, or graphic design programs on your computer – there should be four illustrations)
3. Give the reason(s) for each of the following considerations of your chocolate bar and design: (**vision**)
   1. Name (type of name- see back page) and meaning and why you chose this name
   2. Logo design – how does your logo convey your name and relate to your target market
   3. Explain your 1. package design, 2. choice of colors, 3. materials 4. packaging
4. What does the candy bar feel like when you pick it up? Explain in detail (**touch**)
5. What does the customer experience when they open the packaging? Explain in detail (**sight, sound, touch**)
6. What sound does it make when unwrapping/or opening up the candy bar? (**sound**) What scent is introduced to customer when they open the package? Details (**scent**)
7. What is your **brand personality**? (Sincere, excitement, competent, sophisticated, ruggedness). Describe how and whyyour brand personality will form an attachment with your target market and candy bar concept**?**
8. What type of **brand attachment** do you want your customer to have with your candy bar, **explain**? (Self-concept, love, interdependence, nostalgic)
9. What is your **brand positioning**? Attribute, price & quality, use & application, product user, product class, competition, emotion. Explain.

**Names:**

* Acronyms and Initials - Names created from the initials of longer names: AFLAC, FUBU, M&M (for Forrest Mars and Bruce Murrie).
* Amalgam- Names created by taking parts of words and putting them together: Nabisco (National Biscuit Company).
* Alliteration and Rhyme - Fun to say, and particularly memorable: Nutter Butter, YouTube, Piggly Wiggly.
* Descriptive - Names ascribe to the product a characteristic: Toys R Us, General Motors.
* Evocative - Invoke a vivid image that alludes to a brand benefit: London Fog, Amazon, Banana Republic
* Neologism - A completely new made-up word: Kodak, Verizon.
* Founders' Names - Use the name of a founder of founder family member: Hewlett-Packard, Wendy's.
* Nickname - Use a founder's nickname: Adidas aka Adolf Dassler, Kinkos. FUBU
* Ingredients - Base the name on ingredients: Clorox for chlorine plus sodium hydroxide, Pepsi for the digestive enzyme pepsin.
* Geography - Chose a name associated with company/product location: eBay for East Bay, Fuji for the tallest mountain in Japan.
* Humor/Slang - For a name with personality: Yahoo!, Cracker Jack. However, Yahoo is the pronunciation of the Chinese name of one of its founder, Jerry Yang.
* Mimetics - Use alternative spellings for common sounds: 2(x)ist, Krispy Kreme, FCUK
* Onomatopoeia - Use a sound associated with a product function or other brand idea: Twitter, Meow Mix, BoBo
* Clever Statement - Names don't have to be just a word or two: Seven for All Mankind, I Can't Believe It's Not Butter!.

**Paper requirements:**

* Minimum **three** pages
* Number each question: Do **not** rewrite the question in your paper. Pay attention that your margins remain at 1” when inserting the question number.
* Margins 1” (top, bottom, left, right), Font: Times New Roman. Font Size: 12.
* 1.5 line spacing. Minimum of **four** pages long. Edit for spelling, grammar and punctuation.
* All illustrations, drawings, samples, etc. must be attached to the **end** of your paper. They do not count as part of the four pages.
* Print and staple your paper, with your artwork and hand it in on the assigned due date.
* No late papers accepted
* Have fun!!