

M&M's Marketing Research

Objective: Describe the five steps in conducting market research

1. **Defining the Problem:**

- Does each bag of M&M's contain the same number of candies?
- How many of each color M&M is in each bag?

2. **Obtaining Data:**

Secondary Data Collection:

- Complete the *M&Ms website worksheet*.

Primary Data Collection:

- Using a bag of M&M's, complete the *M&M Data Collection Worksheet*.

3. **Analyzing Data:**

- Complete the *Group Comparison Worksheet*.

4. **Recommending Solutions:**

- Complete the *Solutions Worksheet*.
- Prepare a presentation on your favorite recommendation (a-d).

5. **Applying Results**

- Complete the *Applying Results Worksheet*.

M & M's Website Worksheet

Directions: go to: <http://www.mms.com/us/>. Answer the questions below.

1. Who were M&Ms introduced to in 1941?
2. How were they packaged?
3. When the packaging was changed, what was it changed to?
4. When were peanut M&Ms first introduced?
5. What colors were added to peanut M&M's in 1960?
6. What did M&M's do in 2007? Why?
7. What is colorworks?
8. What is M&M world?
9. What M&M's debuted in 1999?
10. What was the official candy of the new millennium? Why?
11. Can you get your school colors?
12. What color was originally used for the letters on the M&Ms?
13. The M&M Spokescandies (characters) were introduced as a form of marketing. Who are they? (List their names)
14. Read one of the articles under "What's New" and "M&M News." Summarize the article.
15. Follow the link to Fun and Games. Each group member should play one of the games and record the results below.

Name of person playing	Game	Results

When you finish the website activities, get a bag of M&Ms from your teacher.

M&M Data Collection Worksheet

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	

3. What is the percentage of each color per bag? ($(\# \text{ of color}/\text{total}) * 100$)

Color	Percent
Red	
Green	
Brown	
Yellow	
Orange	
Blue	

4. Using Excel, create a pie chart showing the percent of each color M&M. (Use the data in the first table above) Print the chart in color.

Group Comparison Worksheet

Communicate with the members of other groups to complete the table below:

Group Name	Total in Bag	# of Red	# of Green	# of Brown	# of Yellow	# of Orange	# of Blue
Our Group							

Answer the following questions in your group:

1. Does each bag of M&Ms contain the same number of candies?
2. If the answer to number 1 is no, what is the average number of candies per bag?
3. How many of each color M&Ms is in each bag? (approximately)
4. Which color is most prevalent?
5. Why do you think that is? Give at least 2 possible reasons.
6. Which color is least prevalent?
7. Why do you think that is? Give at least 2 possible reasons.

Solutions Worksheet

1. Why do they introduce new colors as a marketing strategy?

2. List any examples of advertisements, TV shows, movies that have used M&Ms (or specific color M&Ms) as part of the script.

3. If you were marketing a bag of M&M's what would be your breakdown of each color and why?

4. Using your research results, provide a recommendation for each of the following:
 - a. Introducing a new color – What color would it be? How would you promote it?

 - b. Introducing a new flavor – What would it be? How would you promote it?

 - c. Throw Back products are very popular right now, how could M&M's jump on that band wagon? Think about the marketing mix of M&M's through the years.

 - d. Reposition M&M's for a new target market. What changes would you have to make? How would you promote it to the new target market?

Applying Results Worksheet

Write a summary of the results you would expect to see if M&M's implemented your favorite recommendation.

What success would the company see?

What problems may occur?

How would you measure if your recommendation were successful?