Marketing Research

Objective: Describe the five steps in conducting market research

1. **Define 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?

## Analyze the situation:

* Complete the M&Ms website worksheet.

1. **Develop a data-collection procedure:**

* Get a bag of M&Ms and complete the Data Collection Worksheet

1. **Examine and organize information:**

* Complete the Group Comparison Worksheet

## Propose a solution

* Complete the Solutions 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 below:
15. Follow the link to Fun and Games. Play 5 of the games and record the results below. Also, you can create your own M&M character.

|  |  |  |
| --- | --- | --- |
| **Game** | **Name of person playing** | **Results** |
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### 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 |  |

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

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

1. 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**  **Blue** | **% of**  **Green** | **% of**  **Brown** | **% of**  **Yellow** | **% of  Orange** |
| Our Group |  |  |  |  |  |  |  |
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**Solutions Worksheet**

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. Is there a trend or reason for the most prevalent color?
6. Which color is least prevalent?
7. Is there a trend or reason for the least prevalent color?
8. Why do they introduce new colors as a marketing strategy?
9. List any examples of advertisements, TV shows, movies that have used M&Ms (or specific color M&Ms) as part of the script.
10. If you were marketing a bag of M&M’s what would be your breakdown of each color and why?