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?

2. **Analyze the situation:**

 Complete the M&Ms website worksheet.

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

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

4. **Examine and organize information:**

 Complete the Group Comparison Worksheet

5. **Propose a solution**

 Complete the Solutions Worksheet

**M & M’s Website Worksheet**

Directions: Use Google to answer the questions below.

History

1. What year were M&Ms first sold to the public?

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. Where are M&M candies made in the United States?

6. What color was added to peanut M&M’s in 1960?

7. What does M & M stand for?

8. The original M&M chocolate candies contained what color mix?

9. What is colorworks?

10. What is M&M world?

11. What happened to the original name of M&M plain chocolate candies in 2000?

12. Can you get your school colors?

13. What color was originally used for the letters on the M&Ms?

14. What % of each color do you get in a bag of M&Ms?

Brown= % Green= % Yellow= % Orange= % Red= % Blue= %

For the following questions do a google search as well.

1. What are the details of the great color quest?

2. What company has M&M’s teamed up with for the great color quest?

3. The M&M Spokescandies were introduced as a form of marketing. Who are they? (List their names)

4. There are games you can play with M&M’s. Use the internet to find a game and try playing it with your group. Write out the name of the game and the instructions for how to play.

**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? ((# of color/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). Change the colors of the chart to match the colors of the M&M’s. Submit the chart to the hand in folder so it can be marked in colour.

**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 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| \*m&m standard %’s |  |  |  |  |  |  |  |

\*m&m % can be found online

**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. How do the Group results compare to the M&M website results?

5. Which color is most prevalent?

6. Is there a trend or reason for the most prevalent color?

7. Which color is least prevalent?

8. Is there a trend or reason for the least prevalent color?

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

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

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

12. What does your group think of the Great Color Quest marketing strategy? (Explain)

Orange Is Coming Back to the M&M'S Mix; Great Color Quest Consumer Contest Yields First Winner with Discovery of Bag of All-Orange M&M'S

Feb. 5, 2004—

Orange was officially "found" in South Carolina and will be added back to the M&M'S(R) stable of colors. Black and white since New Year's Eve, M&M'S launched the Great Color Quest consumer contest to bring back the color, enlisting the support of consumers to find the six all-colored bags of M&M'S from among the more than 37 million black-and-white packages.

"The M&M'S(R) Great Color Quest contest is designed to give the wonder of color back to the people," said Doug Milne, senior marketing manager, M&M'S Brand. "While the color orange has now been found, there are still five colors to go, with full bags of brown, red, yellow, blue and green M&M'S waiting to be found so that all the colors can come together again."

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In South Carolina, a life-long fan of M&M'S purchased an all-orange bag at a local store and soon discovered that she was the first Great Color Quest winner. Consumers who purchase one of the remaining black and white bags of M&M'S(R) containing candies that are all one color may also be winners. A total of six lucky winners will receive a 2004 Volkswagen New Beatle Convertible GLS in the color of the candy they discover, a trip to Los Angeles, and $20,000 in cash.

Each of the M&M'S(R) varieties - milk chocolate, peanut, crispy, almond, peanut butter and minis - have turned black and white and are part of the Great Color Quest contest. More information about the Great Color Quest is available at http://www.mms.com/us/bw/quest/.