

**SEASONAL
CHOCOLATE**
Characteristics

How Consumers Identify Seasonal Chocolate:

> PACKAGING: Top consideration

- Most seasonal products distinguished by packaging
 - Heart themed for Valentine's Day
 - Egg theme for Easter
 - Pumpkin theme for Halloween
 - Santa Claus theme for Christmas



How Consumers Identify Seasonal Chocolate:

> SHAPES: Important

- Many products made in specific shapes to indicate season:
 - Heart shapes for Valentine's Day
 - Egg shapes for Easter
 - Pumpkin shapes for Halloween
 - Holiday shapes for Christmas



How Consumers Identify Seasonal Chocolate:

> PRESENTATION:

- Especially important for premium seasonal chocolates
- Lavish boxes and decoration
- Iconic wrapping: ie. Lindt Gold Bunny



How Consumers Identify Seasonal Chocolate:

> POSITIONING: How products communicate to consumers

- Children - does it appear “scary and gross”?
- Mothers day tends to be more conservative
- Valentines Day - pull at the heart strings

