

**MAY 2024**



# MINT SOCIETY MARKETING REPORT

**MODERN PERSONAL  
CONNECTIONS**

---

Prepared by

***Jasmyne Bohannon, Timothy Brown, Avery  
Jones, Jaidah Leigh, Michael Steuerwald,  
Tucker Wakabayashi***

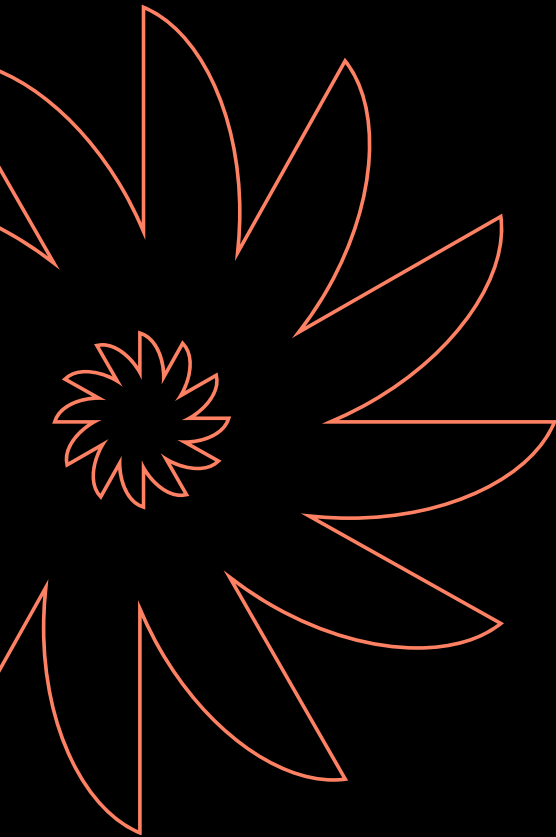


# Executive Summary

We found that Mint Society should be in the business of creating **modern personal connections**. From environmental data, we determined that Mint Society must focus on engagement, authenticity, and its go-to-market strategy. To do this, we devised a branding strategy that includes comic strips, the co-creation of a new mascot, limited-time packaging, a reusability initiative, and a social media manager.

# Introduction

When we first met with Victor Villaseñor, CEO of Aria Candy, what stuck out to us was an emphasis on community. We knew we wanted this to be at the forefront of our work. The narrative of each character from Victor played a major part establishing the foundation of our proposal.



<b>01</b>	Reference Market
<b>07</b>	6 Levels of Analysis
<b>21</b>	Solution Life Cycle
<b>25</b>	Strategic SWOT
<b>27</b>	Brand Identity Model
<b>29</b>	8 Steps of Segmentation
<b>33</b>	Positioning
<b>37</b>	Brand Activation
<b>47</b>	CBBE Model
<b>49</b>	Overall Budget
<b>51</b>	Timeline
<b>53</b>	Conclusions
<b>55</b>	References and Appendixes

# Table of Contents





# Reference Market



---

WHAT  
WHO  
HOW

---

---

# WHAT?

02

## **Modern Personal Connections.**

Developing relationships around Mint Society's mint tins and organic, healthy products. We suggest that Mint Society positions itself on making connections and establishing relationships based on its unique mint tins and the organic products used to make its mints. We want Mint Society to stand out in comparison to other brands that are in their market. Making this position will show that the essence that Mint Society has built its foundation on will continue to help its brand thrive.







# WHO?

Mint Society is a B2C business. Victor has said he plans on selling directly to consumers via the internet. Whether that be through a third-party website such as Amazon, or directly to consumers from the Mint Society website. Victor also stated he plans to sell to consumers through retailers. While the retailers have not been named, we expect them to be large retailers such as Walmart and Kroger, as well as gas stations such as 7-Eleven or RaceTrac.

# HOW?

## **What are items that people use to connect with others?**

Sharing gum with someone is similar to offering someone a mint. You are making a connection with someone when you offer them a piece of gum. However, what gum doesn't have that Mint Society does, is the organic ingredients and the cool mint tin designs. Both of those are further conversation pieces that go beyond sharing mints or gum.

Vapes aren't usually items that get shared amongst people. However, it does give a nicotine kick that you don't get with mints unless they are nicotine mints. However, you do still get the mintiness of a mint from a vape.



---

# HOW?

**What are items that people use to connect with others?**

Many people share candy, and there are tons of candy on the market. However, not many of them are organic nor do many of them have a minty aspect- unless it was something like a candy cane. But, candy does have the sharing and connection aspect.

Toothpicks are often shared products. However, they aren't a conversation topic or a relationship builder, even though that does fulfill the sharing aspect.


---

# HOW?

## **What are items that people use to connect with others?**

Tea is hard to share between people. Yet, a lot of people drink tea together while having personal conversations, ultimately connecting over tea. This would fulfill the deep and intimate connection and conversation aspect of Mint Society. You can also add mint to tea.

Chips would also fulfill the sharing aspect of Mint Society. However, chips are usually shared in a more casual setting, such as when someone wants a snack, or during a movie. Usually, deep personal connections aren't formed in these situations.





# 6 Levels Of Analysis

INTRA-  
ORGANIZATION

PUBLICS

TASK  
ENVIRONMENT

MACRO-  
ENVIRONMENT

COMPETITORS



---

# INTRA- ORGANIZATIONAL

---

08

Victor is the CEO of Aria Candy and leads the project, he's also responsible for packaging design, costing, and online sales

**Victor Villaseñor**

Joe is responsible for the retail side including sales and distributor relations. Ultimately selling to different distributors who then will be in charge of selling to retailers.

**Joe Pepper**

Ray is in charge of co-packer relations, ingredient procurement, product formulation, certifications, and manufacturing forecast.

**Ray Leopold**

---

Mint Society's product portfolio consists of one product (mint candy) with four different flavors (wintergreen, peppermint, cinnamon, & ginger). Although Mint Society doesn't have current customers/clients, the possible market they would enter is people who actively engage in personal connection.





## Marketing Channels

Social Media - Instagram, Facebook, Twitter (X), TikTok, etc.  
E-commerce - Brand website for B2C sales

## Product Suppliers

Ingredient Suppliers - Organic ingredients (peppermint, spearmint, cinnamon, sugar, ginger, binding agents, etc.)  
Manufacturing Partners - Producer of mints and producer of tins and other packaging materials.

## Service Suppliers

Shipping/3PL - Distribution to retailers as well as B2C sales via e-commerce  
Marketing Firms - Providers of aforementioned social media marketing as well as possible TV ads, print ads, streaming ads, SEO optimization, etc.

---

# TASK ENVIRONMENT

---

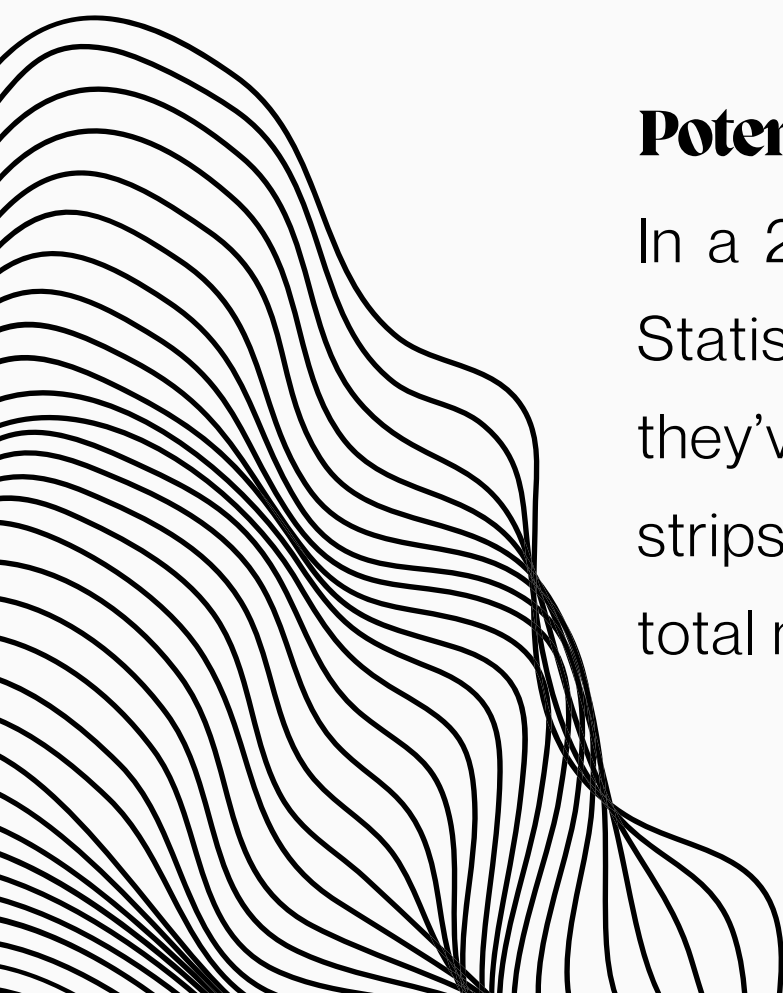
# CONFECTIONERY MARKET

## **Total Market**

There are no laws in regard to the consumption of confectionery goods and Mint Society wants to target the U.S. market which is 331.9 million people. (100% population)

## **Potential Market**

In a 2020 research conducted by Statista, 127.6 million people said they've consumed breath mints, strips, and/or sprays. (38% of the total market).



---

# CONFECTIONERY MARKET

## **Available Market**

With Mint Society's main focus being to launch and sell to online consumers, we researched that 81% of the U.S. population shop online. This brings Mint Society's available market to 103.4 million people.

## **Target Market**

In a 2021 report, 29.1% of the population engaged in daily socializing and communicating. We believe the target market will be around 30.1 million people.

A decorative graphic on the right side of the page consisting of numerous thin, black, curved lines that sweep upwards and outwards, creating a sense of motion and flow.



---

# COMPETITORS

## Brand Competitors

### Altoids

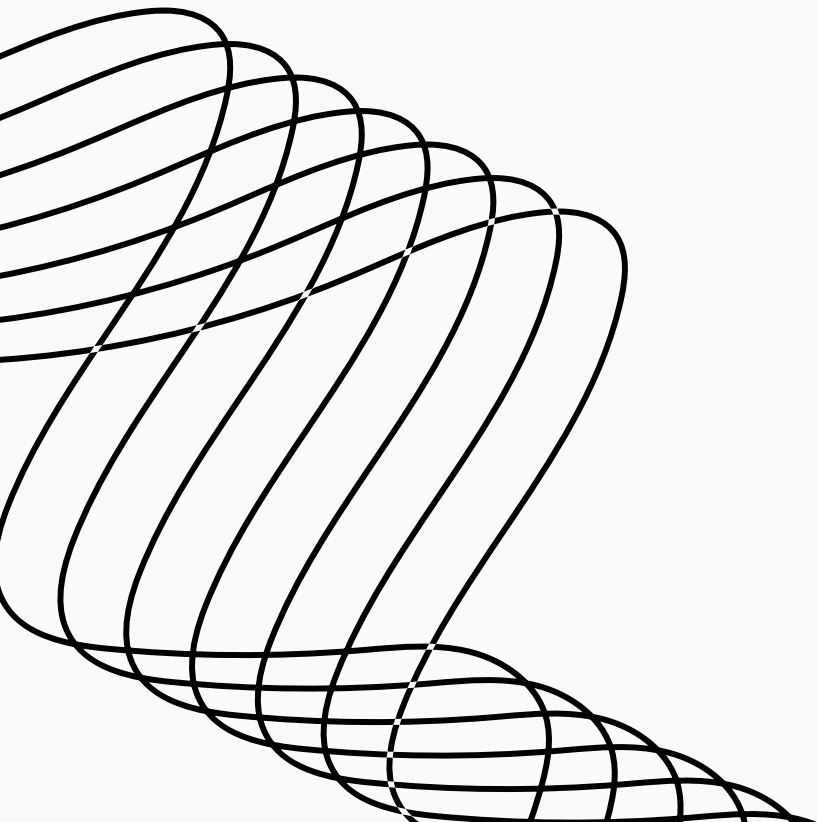
Created in 1780 and launched its product to the US market in 1918. Most consumed breath mint in 2020, around 35.75 million people used an Altoid and one of the top competitors in the mint industry. Currently have 17 total products of which 3 product types are Altoids Original, Altoids Arctic, & Altoids Smalls.

### Ice Breakers

The brand was originally launched by Nabisco Holding's in the 1990s then purchased by Hershey Company in 2000 for \$135 million. 25.53 million people consumed an Ice Breakers product in 2020. Has a total of 76 products including several product types such as Ice Breaker Mints, Ice Breaker Duo, Ice Breaker Ice Cubes, and other flavor types.

### Tic Tacs

Ferrero launched the brand in 1969 and skyrocketed in demand around the 1980s. In 2020 around 35.7 million people consumed a Tic Tac. Has 1 product type currently with 7 flavors such as freshmint, tropical, fruit, wintergreen, strawberries n' cream, orange, & sprite.



---

# COMPETITORS


## **Product Form Competitors**

### **Traditional Mints**

Mint Tablets' overall purpose is to help resolve bad breath. They can vary in size but the packaging is usually pocket-sized and shareable.

### **Mint Soft Gels**

Similar to traditional mints, this chewable product also tackles bad breath plus one extra benefit. Most of the soft gel tablets have 2 layers, the outer shell helps fight bad breath while the inner shell helps against bad stomach bacteria. Some capsules have it where you just ingest the tablet and it'll work from the stomach up.



---

# GENERIC COMPETITORS

14



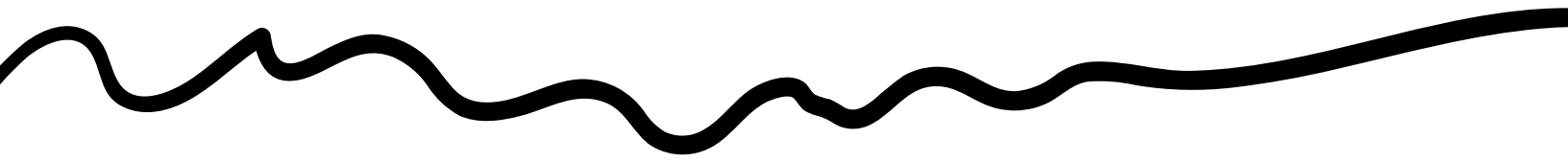
## Home Remedies

Home remedies such as freshly squeezed lemon and drinking water could overall help with bad breath. Both items could also be used to make lemonade, which can satisfy two things. Firstly, using both items individually or combined can help reduce bad breath. Secondly, these items can help create or maintain household connections. When making lemonade, for example, it could allow multiple people to be involved in the process. Whether that's making the lemonade or sharing it, friends and families can use these items as a tool to initiate or reinforce personal connections.



## Consuming Mint Leaves

Mint leaves can be introduced into meals with friends or family. Whether sharing a homemade watermelon mint refresher after a jog with a friend or making a summer salad with mint for the family. This gives people the creative freedom to introduce mint leaves to others. Consuming mints has benefits such as masking bad breath and helping relieve indigestion.





---

# DESIRE COMPETITORS

15

## Gum vs Vape vs Candy vs Tea vs Chips



### Gum

According to a report, 160.03 million Americans consumed chewing gum in 2020, 48.5% of the population. Mars Wrigley is the largest competitor with 71% of the market share, followed by Concord Confection which has 10.5%, and The Hershey Co's 4.8%.



### Vape

In a span of 5 years (2018-2023), the total revenue of e-cigarettes in the U.S. increased from \$5.6 billion to \$8.3 billion, a 48.2% increase. The leading brand of 2022 was Vuse having 47% of brand shares, followed by Juul with 30% and Elf Bar with 11%.



### Candy

In 2020 over 268 million Americans consumed candy which is 81% of the population. The average American consumes around 8 pounds of candy annually. The most types of chocolate and candy eaten are individual regular-sized, fun-sized packages, and miniatures packages.

# DESIRE COMPETITORS

## Gum vs Vape vs Candy vs Tea vs Chips



### Tea

Tea accounted for 54.2% of hot drinks market revenue in 2022. Total revenue for at-home and out-of-home teas came out to be \$14.1 billion in 2023. Tea market is dominated by smaller brands which have 57% brand shares compared to Bigelow, 18%, and Private Label, 10%.



### Chips

From 2018 to 2023, potato chips U.S. revenue had a 25.8% increase with the total revenue for 2023 being \$9.55 billion. Leading brand for 2022 was Lay's with 41% of market shares, followed by Ruffles with 18%, and Pringles with 13%.

---

## Financials

The confectionery industry made around \$42.6 billion in 2022 total sales, of which \$3.2 billion came from gum and mint products. Mint Society has a \$50,000 budget for the initial launch of the product, with \$20,000 for marketing. After a 1-2 year growth, Mint Society plans to increase the budget between \$500,000 - \$1 million with \$300,000 towards marketing.

## Government

Must comply with FDA regulations for food and drug products, Title 21 Code of Food Regulation. Since Mint Society's product is considered organic, it must adhere to both the Organic Food Product Act (OFPA) and National Organic Program (NOP) standards for organic certification.

## Consumer Affairs

Consumers view confectionery products very positively, with "99% of American households buying chocolate and candy every year." Also, 78% of Americans view giving seasonal confectionery products as a tradition, for example, Halloween. With the increase in consumers' interest in maintaining good body health, companies with extreme amounts of sugar and preservatives are likely to have a negative impact.

## General

Mint Society product is made with organic products that allow people to create genuine, personal connections. Since Mint Society hasn't been released yet, we found real reviews from Mint Society's biggest competitors: Altoids, Icebreakers, and Lifesavers.

---

# PUBLICS



On Amazon, Altoids Mints has 16,764 global reviews, averaging 4.8 out of 5 stars. The most common things that people like in these reviews are that they like the strong mint flavor, and they love the size of the tin. They can throw it in a purse or glove box and easily store them. Altoids also use natural sugar and only have 1g of sugar per piece. The biggest complaint in these reviews is that a lot of people think they taste different from the original Altoids mints that people grew up with. People in these reviews say that Altoids changed their recipe and their taste and quality have declined.

## **Altoids**

## **Lifesavers**

On Amazon, Lifesavers Mint has 14,068 global reviews, averaging 4.7 out of 5 stars. The most common thing reviewers like about Lifesavers is that they taste the same as they did when they were originally released. If one were to purchase a bag of them, each mint comes individually wrapped which makes them easier to share. The most common complaint about Lifesavers mints is the size. They are bigger than their main competition (Altoids and Icebreakers). People also critique that they seem hard to chew or bite into.

On Amazon, Icebreakers Mints has 13,106 global reviews, averaging 4.8 out of 5 stars. The most common thing people seem to like about Icebreakers is that reviewers love the flavor and freshness of the mint. The most common complaint about these is that they are more of a candy taste than they are a mint flavor.

## **Icebreakers**

---

# **PUBLICICS**

# **General**

## Demographic

32% of people under 30 have less than 5 close friends, making them more likely to seek human connection due to widespread loneliness across Gen-Z. In addition, younger people are also more attracted to organic products and healthy alternatives than older people (with the highest preference for organic products being ages 18-29). There should be a focus on urban and industrialized areas where younger people, socialization, and specialty foods are more prevalent.

## Economic

Even with recent economic fluctuations, spending on organic food (which normally comes at a premium) has continued to consistently increase. People (especially those under thirty) are also willing to pay money and go out of their way to meet people which is proven by the prevalence of friend-finding apps such as BumbleBFF and Yubo. Online commodity collectors markets are also very common and if positioned correctly, unique, limited-time offer mint tins could become collector's items.

## Natural

A natural factor in the favor of Mint Society is the societal emphasis on environmentalism and sustainability, so a selling point for Mint Society is the recyclable metal tin (as opposed to plastic).

---

# MACRO ENVIRONMENT



---

## Technological

There have been great technological breakthroughs in the confectionery industry in recent years, such as “the first wrapping machine with hybrid technology and not only uses mechanical but also powerful, energy-efficient servo drives.” (CandyUSA 2023) There have also been improvements in marketing capabilities such as advancements in e-commerce and the ability to create a more accessible brand personality through social media.

## Political– Legal

A legal aspect to be aware of is what it takes to be considered organic. To label your product as “organic,” it must consist of 95%+ organic ingredients, whereas a product can be labeled as “made with organic ingredients” if it is made with 75% organic ingredients per the USDA.

## Socio– Cultural

As mentioned in the demographic section above, there is growing societal interest in wellness and organic products, specifically in younger markets. Another socio-cultural aspect to keep in mind is the shift to a more internet-based society. The influence of social media has become a huge roadblock in creating personal connections and has made marketing opportunities more widespread and easy to execute than ever. It would be wise for Mint Society to leverage social media marketing to get people off of social media in favor of meeting people in the real world (with a tin of mints as a conversation starter).

---

# MACRO ENVIRONMENT

A decorative graphic consisting of several thin, black, flowing lines that start from the bottom right and curve upwards and to the left, ending near the bottom center of the page.

# Solution Life Cycle

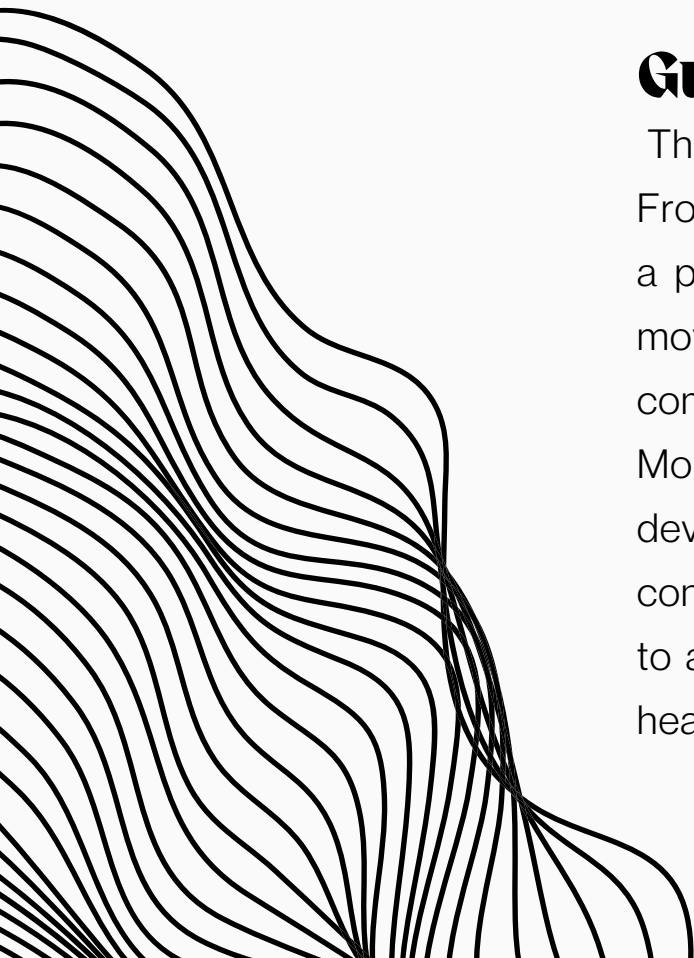


## Mints

The mint industry would be categorized into the maturity growth stage. The industry is predicted to grow at a compound annual growth rate of 5% until 2025. They have several competitors like Mars, Nestle, and Wrigley for example. The mint industry has product differentiation, with the mint flavor being integrated into oral care and health-conscious snacks. Different concepts when it comes to different mint flavors, like lemonade and birthday cake, could appeal to their younger audience. They also have more functional mints, like tea concentrate or different health supplements for medicinal use.

## Gum

The gum industry would align with the maturity stage. From the market size valued at 20.4 billion in 2020 to a predicted 28.6 billion in 2028, the gum industry is moving at a moderate pace and has established competitors in the market such as Wrigley, and Mondelez. Product differentiation has occurred, developing healthier versions of gum to appease consumers who are more health conscious and wish to add wellness into their everyday lives, such as gut health for example.




## **Vape**

The vape market can be identified as the accelerated growth phase. The market is expected to grow at a compound annual rate of 30.6% from 2023 to 2030. The market has done a successful job in persuading the idea of a vape being a healthier alternative rather than the traditional cigarette, especially for those looking for alternatives to help them stop smoking traditional cigarettes. The industry has also targeted young consumers, with e-cigarette brands like JUUL collaborating with various music festivals or other events the young demographic takes a liking to. The market also appeals to young consumers with its various vape flavors such as fruits, nuts, candy, etc. Big brands in the market would be JUUL Labs, NicQuid, and Phillip Morris International.

## **Candy**

The candy market is currently at 69.20 billion dollars, expecting a growth of 3.82% to 83.46 by 2029. The candy market would be categorized into the maturity stage. In recent years, candy has had issues producing due to the extremely high cost of raw materials, sugar being the main component in the products. The cost of sugar increased by 100% in the fall of 2022.



## **Tea**

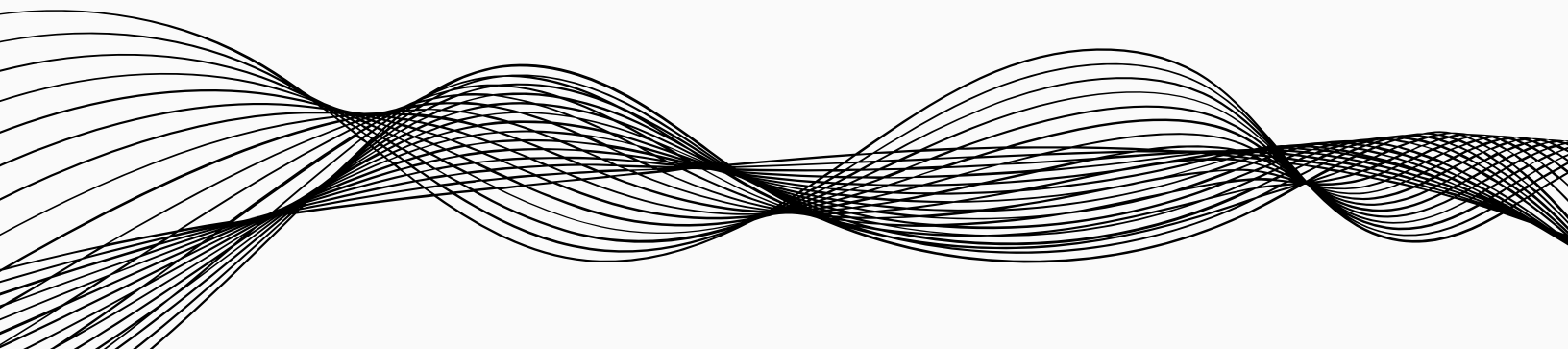
The Tea market's CAGR is at 5.8%. The growth of the product can be accredited to multiple uses for tea for holistic remedies, health benefits, and overall cultural meaning. The market is saturated with numerous brands like Yogi, Tazo, Bigelow, Lipton, and many more. Tea would be categorized in the shakeout phase.

## **Chips**

The chip market can be categorized as a mature life cycle, with established brand competitors like Kellogg Company, PepsiCo Inc., and Great Lakes. The chip industry has hyper-segmented its market and differentiated its product by providing healthier, low-sodium, and fat-free chips for those on a health journey, to children who want a convenient snack for after school.

## **Conclusion**

Based on the hows from our reference market, Mint Society would be considered to be in a shake-out lifecycle. Mint society entering the industry may be challenging initially, as the market is saturated with competing brands, and their brand awareness is strong as well. To maintain, Mint society will have to be innovative to differentiate from competitors and build an effective brand identity and loyalty.



# Strategic SWOT



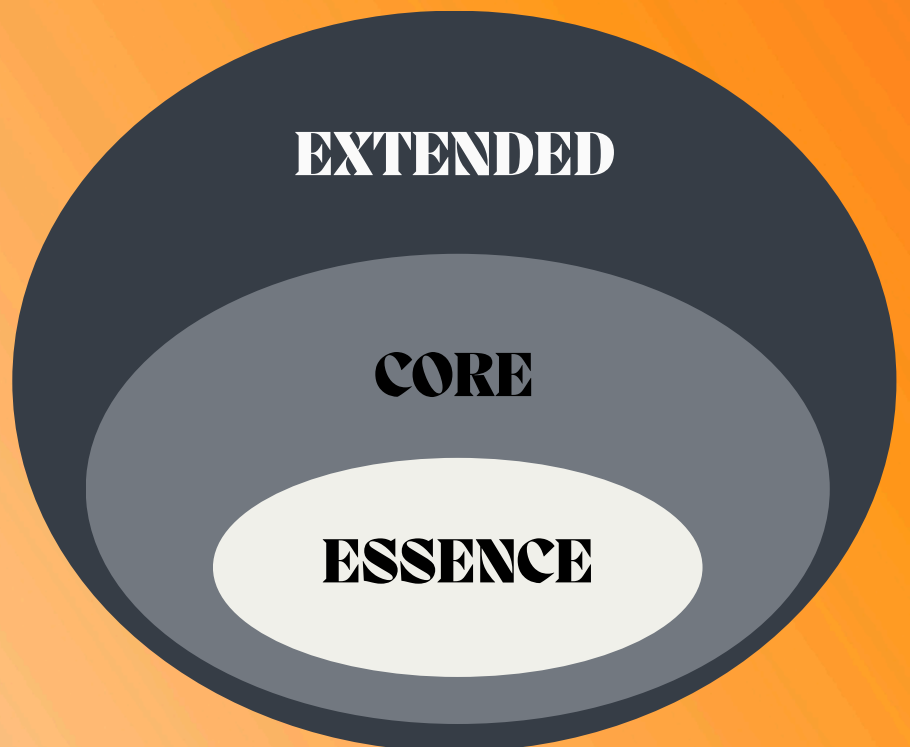
---

# Strategic SWOT

26

From looking at the environmental data in the confectionary business, we found that Mint Society should take actions that focus on engagement, authenticity, and their go-to-market strategy. These three actions are important because they will allow Mint Society to harbor their community aspect. The overall connection comes back to the modern personal connections. If you would like to view our Strategic SWOT, [please click here!](#)

# Brand Identity Model



---

# BRAND IDENTITY MODEL

28

## Brand Essence

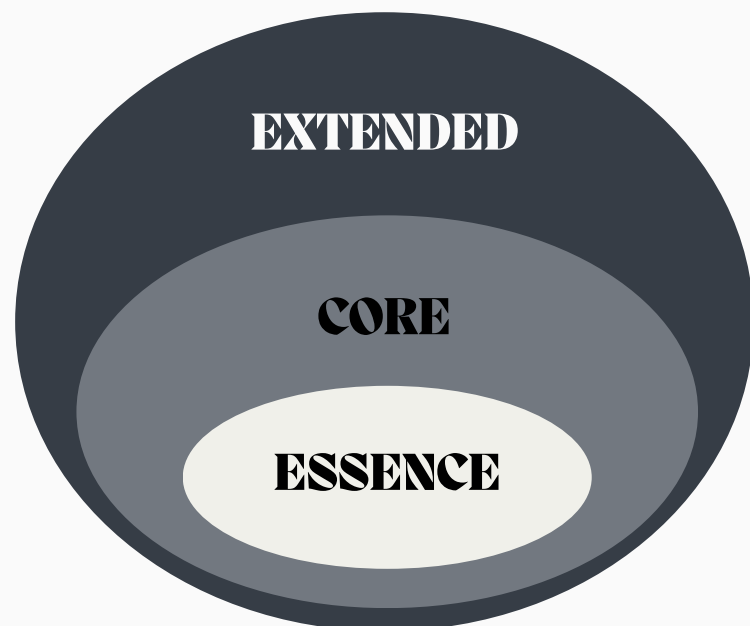
Modern Personal Connections: Mint Society seeks to rejuvenate modern relationships via the authenticity of making friends and acquaintances through something as simple as offering them a mint. Mint Society wants to be perceived as a brand that makes you feel good about yourself. They also value the importance of fostering genuine connections in a human way amidst a world of machines and encourage people to do this with a similarly natural and organic product.

## Core Identity

Product quality, relatability, uniqueness, and relationship-building

## Extended Identity

Mint Society emphasizes health and relationships, which are both organic. The personality consists of shaking up the social norm, self-care/betterment, mental health advocacy, genuineness, and relatability to a younger generation.



# 8 Steps Of Segmentation

REFERENCE  
MARKET

MICRO  
SEGMENTATION

MACRO  
SEGMENTATION

ELECTING TARGET  
SEGMENTS

DETECTING  
VARIABLES

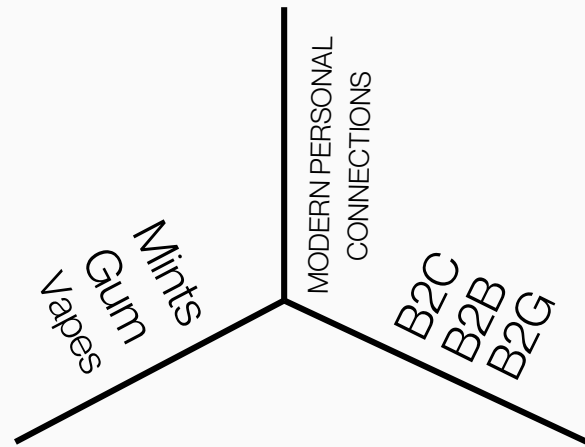
CAPTURING  
TARGET  
SEGMENTS

ELECTING  
VARIABLES

OPERATIONALIZATION OF  
VARIABLES



# Reference Market



## Macro Segmentation

Consumers seeking  
modern personal  
connections via mints

## Detecting variables for micro- segmentation

Convenience, location in  
stores, location of stores,  
price, age, income, social  
life, mental health,  
physical health

## Electing variables for micro- segmentation

Degree of sociability and  
degree of Self-  
Consciousness

# Operationalization of variables

## Degree of sociability

How many new people do you meet per week?

## Degree of self-consciousness

How many hours per day do you spend on your hygiene, beyond basic necessity?

## Macro Segmentation

Degree of Self-Consciousness

Degree of Sociability

	0.5 hours or less	0.51-1.99 hours	2 hours+
16+	STINKY EXTROVERT	CLEAN EXTROVERT	PRISTINE EXTROVERT
0-15	STINKY INTROVERT	CLEAN INTROVERT	PRISTINE INTROVERT

# Electing target segments

## **Clean Introvert**

The clean introvert is a person who takes good care of themselves but is not particularly social. The clean introvert maintains an average level of hygiene and does not engage in much social interaction outside of work. The clean introvert is shy and seeks to get out of their shell more.

Degree of self-consciousness

## **Clean Extrovert**

The clean extrovert is a person who takes good care of themselves but is not considered vain and engages in regular social activities. The clean extrovert often finds themselves at parties, and social gatherings, and has a wide group of friends and acquaintances.

## **Pristine Extrovert**

The pristine extrovert is very focused on their hygiene and appearance and has a large group of friends and acquaintances. The pristine extrovert is vain and puts a very high value on their appearance and how others perceive them. They have the widest range of WOM influence among the target segments.

Based on our solution life cycle analysis, we determined that Mint Society is in shakeout. Thus, we would use a differentiated positioning strategy.

# Positioning

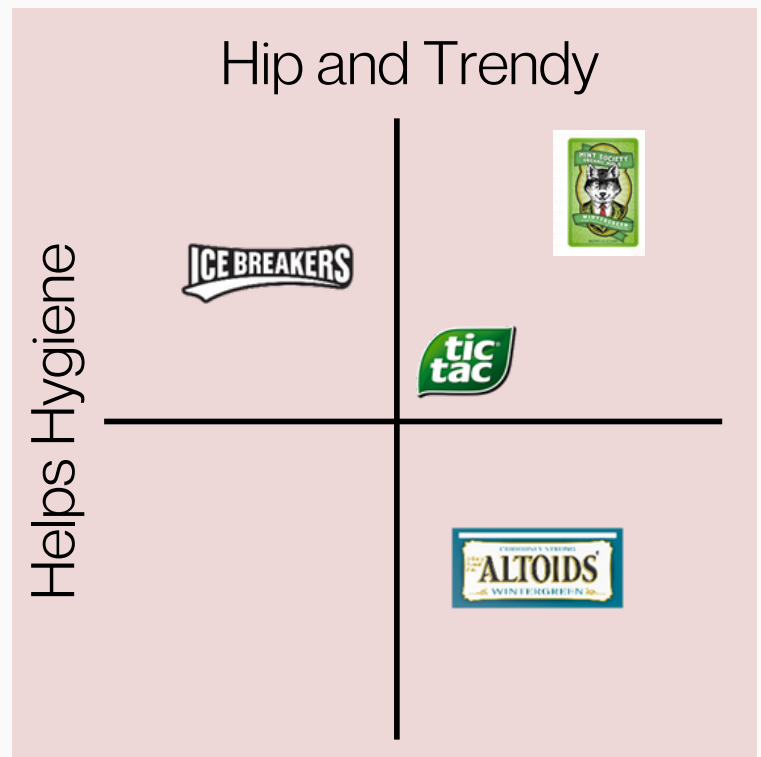


# Positioning

34

Mint Society should position itself as a brand that aims to create relationships and personal connections. Post-pandemic, and returning back to normal, Mint Society should focus on positioning itself as the mint company that gets people talking. Offering someone a mint is a classic way of starting a conversation. Post-pandemic, it has been hard for many people to have the opportunity or confidence to interact with new people. Mint Society should position itself on how it wants its brand to be a way for people to interact with others and share joy in the world. The world got turned upside down when Covid hit, so Mint Society should be a small way to bring some of that light and joy back. The unique, animal-themed mint tins are a great conversation topic as well. Mint Society could also release limited edition tins or designs for collectors which would also spark conversation. Another thing Mint Society offers to position itself is that they are organic mints, with flavors such as Ginger, which opens a discussion into health. People who are more health conscious would have a great way to connect and start conversations related to health and organic products.

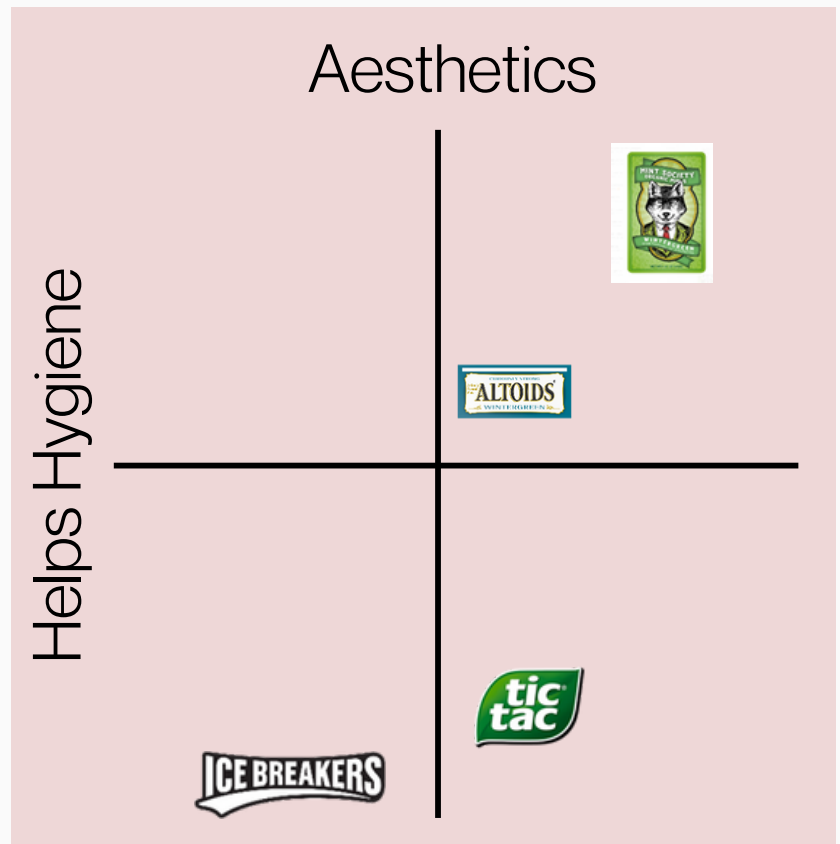
**Clean  
Extrovert**



# Positioning

35

**Clean  
Introvert**



Hip and Trendy

Exclusivity



**Pristine  
Extrovert**

## **Clean Introvert**

Mint Society can provide a mint that is hip and trendy and helps with hygiene for the clean introvert that aligns with our core idea of creating modern personal connections. As a clean introvert, a person would want to maintain their hygiene, and one way they could do that is with fresh breath. They also may not want to show off, as they're an introvert, but they would want to stay relevant with the hottest new thing on the market. Mint Society would accomplish both tasks.

## **Clean Extrovert**

Mint Society can provide a mint that is aesthetic and helps with hygiene for the clean introvert that aligns with our core idea of creating modern personal connections. Just like a clean introvert, a clean extrovert would want to make sure they stay on top of their hygiene with fresh breath. However, being an extrovert, they would want to flaunt their newest and trendiest thing- which would be mints from Mint Society.

## **Pristine Extrovert**

Mint Society can provide a mint that is hip and trendy and exclusive for the pristine extrovert that aligns with our core idea of creating modern personal connections. Not only does a pristine extrovert want to show off what they are most proud of, but they want the exclusivity that not everyone else can just go out and get- which they get with Mint Society.

# Brand Activation



## Social Media Manager

### Purpose

Gain exposure and provide a safe place to cultivate a brand community and interact directly with customers. This will be the basis of communication for some of the other campaigns as listed below.

### Cost

To start out Mint Society will only need a part-time social media manager which we estimate to be about \$25,000 for the first year. This rate comes from an hourly wage of \$20 per hour for 20 hours per week for 50 weeks per year.

### Impact

Creating and maintaining social media platforms for Mint Society will help **personify** the brand and allow the brand to more effectively communicate its brand identity. Another positive of social media is that there can be easy and **accessible** interaction with customers, which will stimulate brand loyalty. This will be especially effective since Mint Society's target market segment is **youthful** people who spend more time on social media than consuming traditional media.

## Comic strips with the characters

### Purpose

Printed on the paper inside the mint tins. We would hire an artist to create a 4 panel comic to print on the parchment paper inside each mint tin with the corresponding animal. This would add a “family-friendly” aspect to the Mint Society mints. This gets even the youngest customers of Mint Society

### Cost

We expect a fixed cost of around \$1,050 (an artist at \$35/hr, at 5 hours per design for 6 designs). We predict that this would cost \$0.01 per pack of mints, as we would be printing in bulk. We would also have to take into account the cost for an artist to create a new comic strip for our exclusive or new characters.

### Impact

These comics would create added value for the customer through **entertainment** and could act as the inception of a possible secondary collectors market. In addition to people collecting and trading our tins (LTO or otherwise), there could be a market for our unique comic runs. We could also leverage the comics during our **co-creation** initiative to allow the community to add **personality** to the characters that they create. The **collectible** aspect of these comics could be extended into a sweepstakes-esque event where if a customer collects all comics in a series they win a prize. This would incentivize customers to buy more tins and would draw up additional word-of-mouth exposure.

# Brand Activation

40

## Comic strips with the characters



# Brand Activation

41

## Comic strips with the characters





# Brand Activation

42

## Comic strips with the characters



## Cocreation of a new mascot

### Purpose

We want Mint Society to be interactive and to show our audience and customers that we listen to them. Mint Society will ask its audience to submit their ideas and sketches for a new animal persona once a year. We'd then select the winner and do an "artist showcase," showcasing our winner. This would include a photo of the winner along with where they are from and some information about them posted to Mint Society's official social media platforms. Mint Society would take the winner and have this new persona as an official mascot put on tins for the next year when we would repeat the process and select a new annual mascot from another fan of the brand.

### Cost

The cost of co-creation would be relatively low, since we are getting the customers to do the design for us and the orchestration of the event would fall onto the social media manager. The main cost would once again be the production of the tins with the new persona but variable costs would remain unchanged as the production process would be the same as it is for the standard tins.

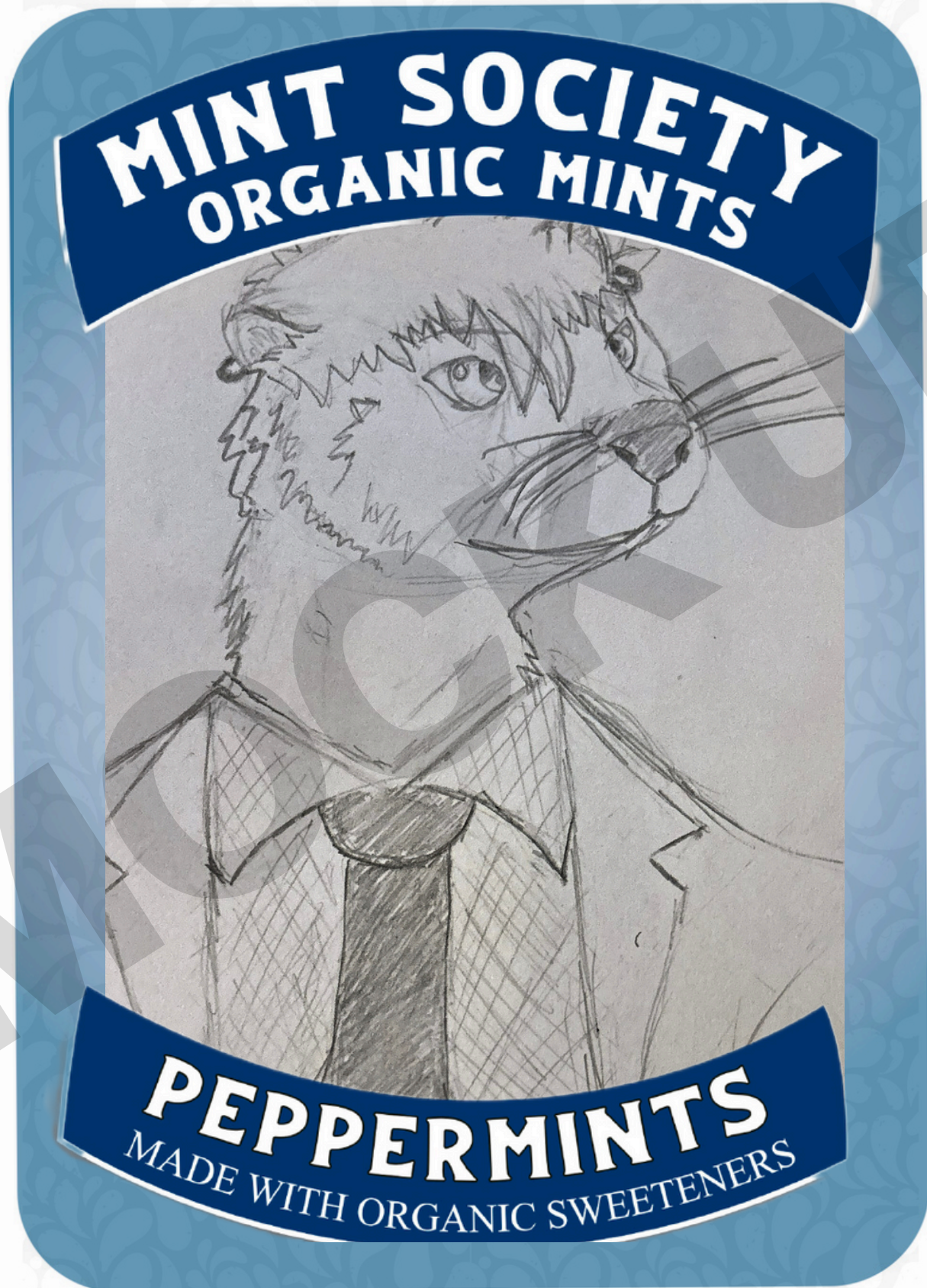
### Impact

A co-creation event would stimulate our brand community and keep brand loyalists interested in Mint Society. Creating an interactive campaign with Mint Society's audience will make them feel more **connected** to the brand and will give Mint Society the opportunity to get additional social media attention through this annual event.

# Brand Activation

44

Cocreation of a new mascot





## Seasonal/LTO packaging

### Purpose

Since a major point of difference for Mint Society is their packaging, we recommend creating limited-time-only packaging that fits seasonal demand. This could include the mascots dressed in Halloween costumes in October, Christmas and Hanukkah-themed tins in December, etc.

### Cost

The cost of creating LTO packaging would mainly come from the designing of the tins and the implementation of the new designs into Mint Society's existing production. We estimate the cost of hiring a freelance designer to create the new designer to be around \$480 (3 hours per persona at \$40 per hour). The cost of implementing the new designs for a short production run is to be determined.

### Impact

Creating LTO tins will help form a strong brand community and a potential collector market for these tins. Doing this will stimulate demand by incentivizing people to buy the **seasonal** mints for **aesthetic** reasons as well as the tins being a potential investment for die-hard collectors.

## Reusability Initiative

### Purpose

Create a contest hosted through Mint Society's social media where customers send in pictures of unique and creative ways that they have reused old mint tins. The social media manager will pick the top 16-32 submissions and create a March Madness-style bracket with polls on Mint Society's social platforms to have the audience vote until there is a winner. The winner will get either a cash prize or a large supply of free mints.

### Cost

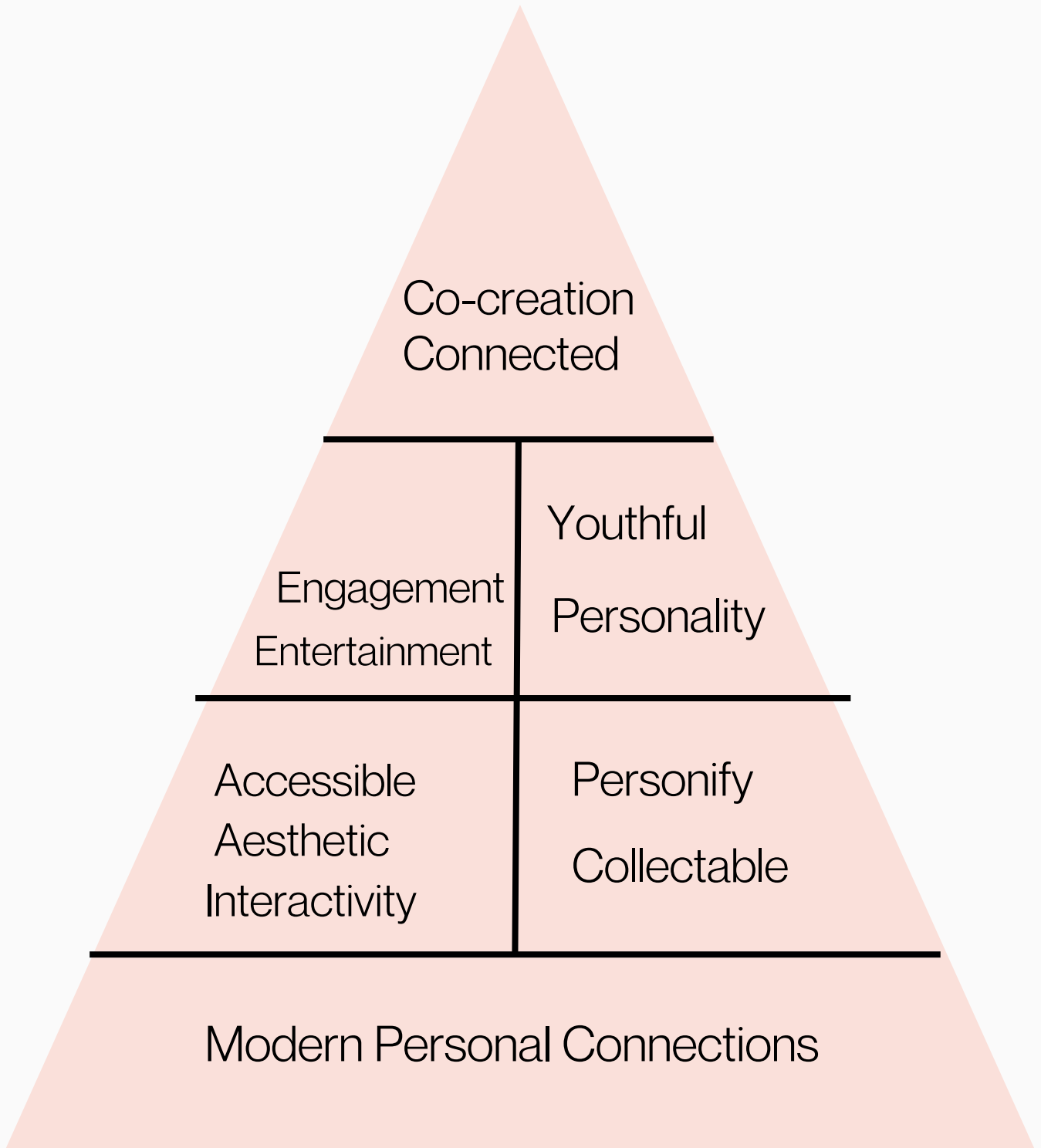
The prize has to be high enough that people are incentivized to participate and they feel that it is worth their while to join. I would say that \$1000 either in cash or the mint equivalent would be large enough to motivate many customers to participate.

### Impact

Provide a tangible example of Mint Society's commitment to **sustainability** to solidify brand image and appeal to an increasingly **eco-conscious** **youthful** demographic. This initiative will also create more social **engagement** and **interactivity** with Mint Society's audience to boost Mint Society in the algorithm and gain word-of-mouth traction.



# CBBE Model



**CBBE Model**

# Overall Budget

Actions	Costs
Social Media Manager Salary	\$25,000
LTO Packaging Design	\$480
LTO Packaging Implementation	TBD
Co-Creation Implementation	TBD
Comic Strip Design	\$1,050
Comic Strip Printing	\$0.01 per tin
Reusability Initiative	\$1,000
<b>Total</b>	<b>\$28,030+</b>

# Timeline



---

## **Now**

Right now, Mint Society needs to focus on preparing to launch its products. This includes setting up their social media accounts and the Mint Society website. Mint Society should also start finding retail and online partners to sell their products through. They should also consider making a few tins of mints to send out to popular TikTokers/influencers in the health space to get the Mint Society name out to the public and get some excitement built behind the brand. This is also the time for Mint Society to focus on their merchandising displays to put in retail stores to draw attention to the brand.

## **3-6 Months**

Launch Mint Society. All flavors would be launched from the beginning, and we would make sure to go heavy on social media campaigns and advertising. We may also consider a reduced pricing for 30 days to get the Mint Society name out and get people talking about the brand. During this launch they should really focus on the organic side of Mint Society and how they stand out from their competition.

## **6 Months to 1 year**

After the launch of Mint Society, they should start their first co-creation of a new mascot. This will allow Mint Society fans to submit their ideas for a new character and interact with the company. This also allows Mint Society to show that they care about their customers and they are listening to what their customers have to say. This is also super unique because there isn't another company that does this.

# Conclusions

We thank you for your time in viewing our report. Thank you to Victor for this opportunity to learn, grow, and assist his brand. Thank you Professor Guzman for cultivating our learning and being a valuable resource in our learning journey. If you have any questions, please reach out to [jasmynbohannon@my.unt.edu](mailto:jasmynbohannon@my.unt.edu).



# References and Appendixes

Published by Statista Research Department, and Feb 5. “U.S.: Most Used Brands of Breath Mints / Strips / Sprays 2020.” Statista, 5 Feb. 2024, [www.statista.com/statistics/276021/us-households-most-used-brands-of-breath-mints-strips-sprays/](https://www.statista.com/statistics/276021/us-households-most-used-brands-of-breath-mints-strips-sprays/).

Published by Statista Research Department, and Feb 5. “U.S.: Usage of Breath Mints / Strips / Sprays 2020.” Statista, 5 Feb. 2024, [www.statista.com/statistics/276016/us-households-usage-of-breath-mints-strips-sprays/](https://www.statista.com/statistics/276016/us-households-usage-of-breath-mints-strips-sprays/).

Published by Statista Research Department, and Jun 28. “Percentage Americans Engaged in Socializing per Day US 2022.” Statista, 28 June 2023, [www.statista.com/statistics/189560/daily-engagement-in-socializing-and-communication-of-us-population/](https://www.statista.com/statistics/189560/daily-engagement-in-socializing-and-communication-of-us-population/).

“The Federal Register.” Federal Register :: Request Access, [www.ecfr.gov/current/title-21/chapter-I](https://www.ecfr.gov/current/title-21/chapter-I). Accessed 6 May 2024

Majidi, Michele. “Number of Close Friends Had by U.S. Adults 2021.” Statista, 13 Jan. 2023, [www.statista.com/statistics/1358672/number-of-close-friends-us-adults/](https://www.statista.com/statistics/1358672/number-of-close-friends-us-adults/).

Goddard, Isabel. “What Does Friendship Look like in America? .” Pew Research Center, Pew Research Center, 12 Oct. 2023, [www.pewresearch.org/short-reads/2023/10/12/what-does-friendship-look-like-in-america/#:~:text=There%27s%20an%20age%20divide%20in,of%20those%20younger%20than%2030.](https://www.pewresearch.org/short-reads/2023/10/12/what-does-friendship-look-like-in-america/#:~:text=There%27s%20an%20age%20divide%20in,of%20those%20younger%20than%2030.)

Kunst, Alexander. “Share of Americans Who Prefer Organic Food Products, by Age 2019.” Statista, 23 Feb. 2022, [www.statista.com/statistics/228377/people-who-buy-organic-food/](https://www.statista.com/statistics/228377/people-who-buy-organic-food/).

Shahbandeh, M. “Organic Food Sales in the U.S. 2022.” Statista, 14 Mar. 2024, [www.statista.com/statistics/196952/organic-food-sales-in-the-us-since-2000/](https://www.statista.com/statistics/196952/organic-food-sales-in-the-us-since-2000/).

“Exploring Trends, Technology in the Confectionery Market.” NCA, 6 Apr. 2023, [candyusa.com/cst/confectionery-market-high-turnover-and-highly-competitive/](https://candyusa.com/cst/confectionery-market-high-turnover-and-highly-competitive/).



“Organic.” Organic | Agricultural Marketing Service, [www.ams.usda.gov/grades-standards/organic-standards#:~:text=Products%20sold%2C%20labeled%2C%20or%20represented%20as%20organic%20must%20have%20at,be%20used%20on%20these%20products](http://www.ams.usda.gov/grades-standards/organic-standards#:~:text=Products%20sold%2C%20labeled%2C%20or%20represented%20as%20organic%20must%20have%20at,be%20used%20on%20these%20products). Accessed 6 May 2024.

“Product Management for Mints.” Ignition, [www.haveignition.com/industry-guides/product-management-for-mints](http://www.haveignition.com/industry-guides/product-management-for-mints). Accessed 6 May 2024.

“Go-to-Market Strategy for Gum.” Ignition, [www.haveignition.com/industry-guides/go-to-market-strategy-for-gum](http://www.haveignition.com/industry-guides/go-to-market-strategy-for-gum). Accessed 6 May 2024.

“Cigarette and Vape Market Size And Share Report, 2030.” E, [www.grandviewresearch.com/industry-analysis/e-cigarette-vaping-market](http://www.grandviewresearch.com/industry-analysis/e-cigarette-vaping-market). Accessed 6 May 2024.

“Candy Market Trends, Share, Analysis & Industry Statistics.” Candy Market Trends, Share, Analysis & Industry Statistics, [www.mordorintelligence.com/industry-reports/candy-market](http://www.mordorintelligence.com/industry-reports/candy-market). Accessed 6 May 2024.

“Tea Market Trend Analysis, Competitive Landscape, Forecast 2033.” The Business Research Company, [www.thebusinessresearchcompany.com/report/tea-global-market-report](http://www.thebusinessresearchcompany.com/report/tea-global-market-report). Accessed 6 May 2024.

Research, Straits. “Potato Chips and Crisps Market Demand, Share to 2031.” Straits Research, [straitsresearch.com/press-release/global-potato-chips-and-crisps-market-manufacturers#:~:text=Key%20Highlights,period%20\(2023%2D2031\)](http://straitsresearch.com/press-release/global-potato-chips-and-crisps-market-manufacturers#:~:text=Key%20Highlights,period%20(2023%2D2031)). Accessed 6 May 2024.

“Everyday Insights.” NCA, 4 Apr. 2024, [candyusa.com/everyday-insights](http://candyusa.com/everyday-insights).

Mosby, Albert. “99 Online Shopping Statistics 2024 - Total Users & Spending.” Yaguara, 10 Feb. 2024, [www.yaguara.co/online-shopping-statistics/#:~:text=More%20than%2081%25%20of%20the,%241%2C137%20billion%20as%20of%202023](http://www.yaguara.co/online-shopping-statistics/#:~:text=More%20than%2081%25%20of%20the,%241%2C137%20billion%20as%20of%202023).

"Izquierdo, Jorge. "Sweet Sustainability: The Confectionery Industry's Journey towards a Greener Future." Snack Food Wholesale Bakery RSS, Snack Food & Wholesale Bakery, 8 Feb. 2024, [www.snackandbakery.com/articles/110669-sweet-sustainability-the-confectionery-industrys-journey-towards-a-greener-future](http://www.snackandbakery.com/articles/110669-sweet-sustainability-the-confectionery-industrys-journey-towards-a-greener-future).

Alyssa. "Can Mints or Gum Help Your Child's Oral Health?" Children's Happy Teeth, 19 Aug. 2021, [childrenshappyteeth.com/blog/can-mints-or-gum-help-your-childs-oral-health/](http://childrenshappyteeth.com/blog/can-mints-or-gum-help-your-childs-oral-health/).