

MALTESERS

Consumer Psychology Brand Audit



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## **Section 1: Brand overview**

Mars Incorporated is a well-established, family-owned manufacturer of confectionary and pet food. Its subsidiary company, Mars Wrigley is “the world's leading manufacturer of chocolate, chewing gum, mints and fruity confections” (Mars, 2023). Established in 1911 in Washington, America, Mars describes itself as a principles-led business which provides a wide variety of products for consumer preferences and is “always finding innovative ways to feed the world” (Mars, 2023). Mars is focused on putting purpose into practice by combatting issues including the climate crisis and income inequality. With over 30 brands of confectionary, including Maltesers, available in more than 180 countries, Mars works towards positively impacting the population and the planet by implementing principle-based global initiatives and delivering quality products to as many consumers as possible.

## **Section 2: Psychographic profile of the brand's target audience**

Psychographic profiling is used by businesses to identify their customers values, beliefs, and attitudes to enhance the product delivery and marketing strategies (Gunter, 2016). Maltesers uses this method in advertisements to reach their customers with values of connection, relationships, and community.

In the Maltesers advertisements the theme of connecting and sharing is conveyed by always having at least two people in the scene and displaying acts of sharing and support between the characters. An example of this was in the company's 'look on the lighter side of life' campaign, which was released during the coronavirus pandemic. The campaign was shown through the point of view of a group of girlfriends in a video conference connecting and laughing at the relatable struggles experienced from the lockdowns while indulging in the chocolate (Mars, 2020). This method is capitalising on the cue-induced cravings which are brought on by external stimuli such as the characters indulging in Malteser chocolates in their advertisements (Hallam et al., 2016). Further, the campaign engages the five-factor personality trait model resembling individuals with high extraversion personality traits (Cherry, 2023). This therefore influences customer decision making by visually portraying the values and personality traits of their target customers.

In addition, Maltesers uses female characters to drive the story lines in their advertisements. This strategy is to appeal to their female audience and to target the identified customer psychographics. This strategy is influenced by general female behaviours, highlighted in the Three-Day Food Diary's

study which found that women experience over 15% more food cravings than men, with over 90% of those experiencing strong cravings for chocolate being female (Hallam et al., 2016). Maltesers best reflect the desired psychographic messages by having women dominantly in their advertisements, as they illustrate the power and empathetic values of being nurturing, supportive and encouraging in community and family settings (Kordrostami & Laczniak, 2021). Subsequently attracting the desired target market through the display of attractive values, attitudes, and general behaviours.

### **Section 3: Brand strategy analysis**

#### **3.1: Marketing Strategy Analysis:**

**Table Marketing Strategy Analysis**

|                                                       | <b><i>Product</i></b>                         | <b><i>Location/<br/>distribution</i></b>                                                                                                        | <b><i>Packaging<br/>shape, size, colour<br/>etc</i></b>                                                                      | <b><i>Promotion<br/>(identify key primary<br/>comms strategy)</i></b>                                                                                                                                                                                |
|-------------------------------------------------------|-----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Mars<br/>Maltesers<br/>Share Pack</b>              | - Light chocolate treat with honeycomb centre | - Supermarkets- Woolworths, Coles, IGA<br>- Local grocery stores/ service stations<br>- Cinemas<br>- Widely available including internationally | - Red - triggers hunger response<br>- Brand name in youthful, white font<br>- “More to share!” in yellow circle<br>- Plastic | - Playful social media posts/ challenges<br>- TV advertising- references sex<br>- People connecting over Maltesers including in quarantine<br>- Maternal mental health campaign - #themassiveovershare<br>- In store promotions<br>- Radio and print |
| <b>Arnott’s<br/>TeeVee<br/>Snacks Malt<br/>Sticks</b> | - Bite-sized chocolate biscuit                | - Supermarkets- Woolworths, Coles, IGA<br>- Some small retail outlets<br>- Limited availability                                                 | - Orange/ yellow trapezoid box<br>- Brand name in fun, white font<br>- ‘Malt Sticks’ in trapezoid box                        | - TV advertising- ‘Life’s little moments’- fun, shareable and essential brand<br>- No social media<br>- In store promotions<br>- Radio and print                                                                                                     |

|                            |                                       |                                                                                                                            |                                                                                                                                     |                                                                                                                                            |
|----------------------------|---------------------------------------|----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
|                            |                                       |                                                                                                                            | - Brown and yellow patterns                                                                                                         |                                                                                                                                            |
| <b>Cadbury Twirl Bites</b> | - Bite-sized, layered chocolate snack | - Supermarkets - Woolworths, Coles, IGA<br>- Some small retail outlets<br>- Moderately available including internationally | - Royal purple plastic with Cadbury logo as background pattern<br>- Brand name in yellow in ribbon-inspired font<br>- High contrast | - TV advertising- 'Twirly-gig' - celebratory, dazzling, circus-inspired<br>- No social media<br>- In store promotions<br>- Radio and print |

**Table Brand Positioning Analysis**

|                                           | <b>Brand logo/symbol</b>                                                                                      | <b>Tagline (promise)</b>                                             | <b>Brand colours</b>                           | <b>Brand personality</b>     |
|-------------------------------------------|---------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|------------------------------------------------|------------------------------|
| <b>Mars Maltesers Share Pack</b>          | - 'Maltesers' in curved, white font, decreasing in size on red circle<br>- Multiple yellow/red circles behind | - "The lighter way to enjoy chocolate"<br>- Pleasure, joy, lightness | - Red- passion, attention-grabbing, excitement | Playful, bold and authentic  |
| <b>Arnott's TeeVee Snacks Malt Sticks</b> | - 'TeeVee Snacks' in white<br>- Letters in irregular positioning<br>- 'Arnott's' above                        | - "There is no substitute"<br>- Satisfying, pleasure                 | - Orange/ yellow-energy/ happiness             | Happy, friendly and youthful |

|                            |                                                                                                                                                                      |                                                                                                               |                                                                                                           |                               |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|-------------------------------|
| <b>Cadbury Twirl Bites</b> | <ul style="list-style-type: none"> <li>- 'Twirl Bites' in yellow</li> <li>- Twisting letter ends and spirals above 'i's</li> <li>- Iconic 'Cadbury' above</li> </ul> | <ul style="list-style-type: none"> <li>- 'Taste like this feels'</li> <li>- Sensory, pleasure, joy</li> </ul> | <ul style="list-style-type: none"> <li>- Purple-indulgence, magic</li> <li>Yellow– bold, happy</li> </ul> | Magnetic, jovial and animated |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|-------------------------------|

Maltesers, TeeVee Snacks Malt Sticks and Twirl Bites are hedonic, low-involvement, repetitive purchase products. Whilst all three have comparable marketing strategies, there are several factors that set them apart. Although all three brands are available for purchase for \$4-\$5 in all major and some independent retailers, Maltesers' distribution extends further to include almost all service stations and cinemas across Australia (Woolworths, 2023a; Woolworths, 2023b; Woolworths, 2023c). The distribution of Maltesers and Twirl Bites includes international marketplaces whereas TeeVee Snacks Malt Sticks are sold almost exclusively within Australia. Further, whilst the television campaign promoting Cadbury's Twirl Bites positions the brand as enchanting and playful, the campaigns of Mars Maltesers and Arnott's products including TeeVee Snacks Malt Sticks explore themes such as belonging to impel deeper emotional responses (Bapna, 2022; The Drum Team, 2011). The scope of Maltesers' marketing initiatives extends beyond that of its competitors to include engaging social media accounts and challenges, and a campaign de-stigmatising maternal mental health (Maltesers Australia, n.d.; Mars, 2021). These marketing strategies contribute to Maltesers' competitive distinctiveness and invite their loyal customer base to "share" beyond just the product.

Whilst all three brands share logo and packaging qualities such as bright, recognisable colouring and youthful fonts, Maltesers' tagline, "the lighter way to enjoy chocolate" positions the brand as a healthier option. As evident in table 2, all three brands draw from elements of excitement to develop brand personalities. Whilst Twirl Bites are positioned as magnetic and animated, TeeVee Snacks Malt Sticks are more friendly and happy and Maltesers are bold and authentic.

### 3.2 Analyse the brand's CSR/sustainability actions

| CSR initiative                                                      | Social value                                                        | Environmental value                           | Economic value                                           |
|---------------------------------------------------------------------|---------------------------------------------------------------------|-----------------------------------------------|----------------------------------------------------------|
| Transitioned to paper packaging initiatives in numerous products    | Consumer feels good about products as they support a healthy planet | Reducing environmental footprint              |                                                          |
| Engaging individuals through initiatives to improve quality of life | Assists individuals to develop sustainable living practices         | Improve individuals use of land and resources | Supporting individuals so they can thrive in the economy |

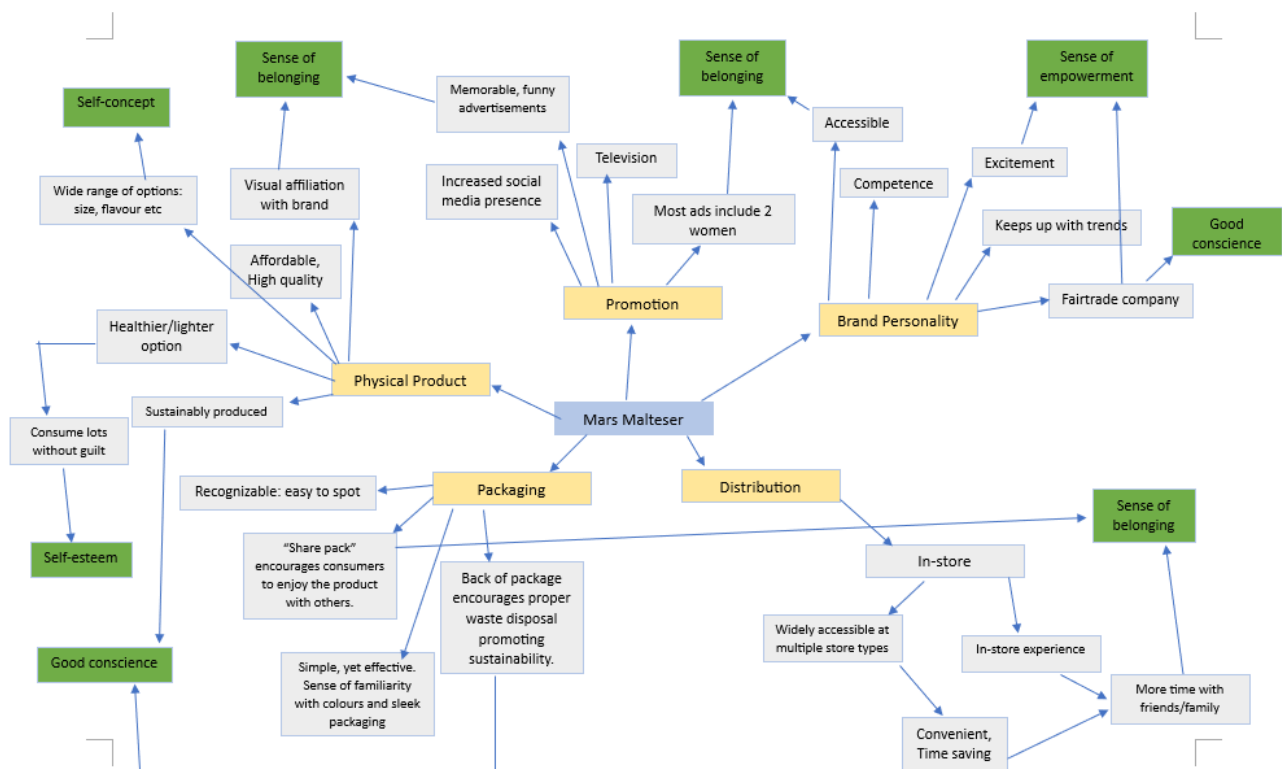
CSR and sustainability initiatives are an important investment for a brand's image. Mars Incorporated has made strong commitments to the critical actions needed to tackle the social, environmental and economic Sustainable Development Goals of the United Nations. Since launching in 2017, the Mars Sustainability Plan has been developing initiatives aimed at improving planet sustainability, reducing the corporation's environmental footprint and enhancing individuals' rights (Mars, 2019). In the UK, Mars Incorporated made a strong statement to their consumer when they removed the black polyethylene (PE) film from inside of its family box, replacing it with a recyclable board. This has in turn reduced their use of plastic by 82 metric tons. The removal of the PE from all Maltesers boxes means that the box itself is now 100% recyclable (Mohan, 2021). Also, more than 90% of the packaging in almost a million Balisto bars was changed to paper-based packaging, reducing plastic use by 440 kilograms (Mars, n.d.-a).

Mars has also engaged in CSR initiatives targeting farmers and women working in the supply chain. In 2021 Mars Incorporated was able to reach 41,200 women through initiatives aimed at boosting their saving rates and developing entrepreneurial skills (Mars, n.d.-b). In the same year, Mars also impacted 61,250 farmers through programs highlighting good agricultural practices, access to inputs, the latest plant science, price premiums and more (Mars, n.d.-b). Mars has made it clear to individuals in the supply chain that they are serious about developing the skills needed to thrive in the economy and sustain an improved standard of living.

### 3.3: Summarise key findings about your brand's CSR

Mars Maltesers uses high-impact emotional advertising methods that appeal to consumers with values of connection, authenticity and a sense of community. Engaging with customers via light-hearted and deeper social media content reinforces the brand's position as a values-led company and develops competitive distinctiveness. Mars engages in sustainability actions that help improve the quality of life of individuals working in their supply chain as well as promoting a sustainable environment through their recyclable packaging. These initiatives align with the target audience's values of connection to the planet and community. This sets the brand apart from competitors as consumers feel that not only are they purchasing a good product but also supporting a company with matching values and beliefs. Given its well-established reputation as a dependable sweet treat, enhanced by its CSR initiatives which match the brand image of facilitating connection, Mars Maltesers is a beloved brand which owns distinctive territory in the minds of its target audience.

#### Section 4.1: Brand associative network map





## **Section 4.2: Network Map Analysis**

The primary attributes that consumers may associate with Maltesers as indicated by the above mind map are self-esteem and self-concept, good conscience, and a sense of belonging, community and companionship. These attributes are appealed to by the promotion, brand personality, distribution, packaging and physical product of Maltesers.

The consumers' sense of self-esteem and concept are mostly being pandered by the physical product itself, given that the product not only offers an array of flavours at a cheap price, but is a relatively light and enjoyable making it a more affordable and “guilt-free” sweet snack. The product may appeal to the good conscience of consumers mainly via the parent company’s sustainability movement (Mars, 2019), which promotes the sustainable growth and harvesting of materials. The packaging of Maltesers encourages proper waste disposal and the product itself is produced through sustainable and ethical means, given that Mars prides itself on being a Fairtrade company for now over a decade.

The most prevalent attribute that Maltesers appeals to however, is a sense of community and belonging. The most popular advertisements of Maltesers inspire a sense of community and companionship by depicting the joys of sharing the product between intimate groups of friends or family, utilizing a high-impact emotional method. Furthermore, this idea of sharing is further encouraged not just by the size, but the naming of the “Maltesers Share Pack.” The ease of access to the product, given the myriads of outlets that stock them as well as the affordability in price, also provides an opportunity for a sharing with friends or family when the opportunity presents itself to purchase a snack while out and about.

## **Section 5: Strategy recommendations**

### **Strategy Recommendation 1: Brand activation via social media**

Using social media to raise brand awareness is not a unique marketing strategy, however Maltesers have been noticeably absent from social media until relatively recently, limiting their access to younger audiences. This is further evidenced by the subjects of their ad campaigns being mostly women in their 30s and over. By putting more focus into brand activation via social media, especially Instagram and TikTok, the brand will see more of a vested interest by a wider demographic as opposed

to a passing acknowledgement on account of their availability at most outlets. By initiating TikTok or Instagram trends such as recipes or trick-shots utilizing their product, Maltesers are presented with an easy, inexpensive, and effective method of brand activation. This has the added benefit of further cultivating the sense of community and togetherness that Maltesers encourages through their product and advertisement.

### **Strategy Recommendation 2: Increasing product variety with healthier alternatives**

The tagline for Maltesers is “the lighter way to enjoy chocolate,” and yet there is not lower calorie varieties of the product. Introducing a healthier varietal of Maltesers not only serves to increase the versatility of the snack amongst consumers, but also helps with the self-perception of consumers that may be looking for a sweeter snack while watching their health. An example of the benefits of this strategy is with Coca Cola, who like Maltesers, is widely available, relatively cheap and is an iconic product for its demographic. Additionally, both brands provide a range of flavours and varieties, however Coke also provides low calorie and zero-sugar alternatives to their product. Should Mars introduce a similar initiative to Maltesers, they would be able to capitalize on the perception of their product being a healthier snack, therefore being a more viable and “guilt-free” option for a wider range of people. Additionally, the introduction of healthier varietals could bring a positive perception of the company for contributing to combating the obesity epidemic.

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