

INSTANT WIN

IN-PACK CODE

THRESHOLD

HERSHEY'S GOLD HERSHEY'S GOLD RUSH

Motivate shoppers to trade-up with threshold rewards

OBJECTIVE

Drive incremental sales and traffic, and promote trading up to larger product sizes.

SOLUTION

Hershey's partnered with multiple retailers on an exclusive in-pack promotion where shoppers could win a HERSHEY'S GOLD candy bar's weight in 24K Gold—the bigger the bar, the bigger the potential payout. To participate, shoppers purchased specially-marked bars, and looked inside the wrapper to see if they instantly won the golden grand prize. Winners then entered their in-pack codes online to claim their gold.

