

Mike and Mike

A campaign.

Strengths

- Well-known candy
- Great brand recognition
- Easily accessible at any grocery store, convenience store or online
- Appeals to a wide audience from kids to adults
- Basic, comforting candy
- Colorful and fun packing, very distinctive
- Five classic flavors: strawberry, lemon, lime, cherry and orange
- Bright and colorful candies
- Contains none of the most common food allergies
- Fat free, gluten free

Weaknesses

- It is a candy, so lots of sugar
- 13g sugar per 80 calorie serving
- Narrow product range
- Almost no connection with their audience
- It doesn't receive as much attention as it used to as a candy

Opportunities

- Redefine themselves in the candy world
- Raise brand love and recognition
- Cross-promotional opportunities with other brands
- Build and generate a social media presence
- Engage audience
- People are familiar with Mike and Ike's

Threats

- The candy world is constantly growing
- Continuous consumer preference changes
- Ingredient sourcing
- Health and wellness trends where consumers are increasingly focused on health and not thinking about candy
- Artificial colors and flavors used in the candy

Audience

Kids and teens ages 10-18

- Avid candy eaters
- Mike and Ike's are well known to this age group as they have been around since the 1940s
- Mike and Ike's are associated with their childhood
- Kids love sweet treats
- They associate candy with special occasions
- Candy is available to them at movie theatres, sporting events, grocery store and online
- With so much candy variety, Mike and Ike's are a safe, comfortable option

SMCI's

Mike and Ike's are always there to satisfy your craving

Simple candy with memorable flavors

The fruity flavors you tasted at a young age

The candy you can count on

Fruity flavors you'll always remember

Bringing you memorable flavors since 1940

Mike and Ike's can satisfy your candy craving

It's easy to choose Mike and Ike's

Candy there for you for every experience

The fruity flavors that you favor

Final SMCI

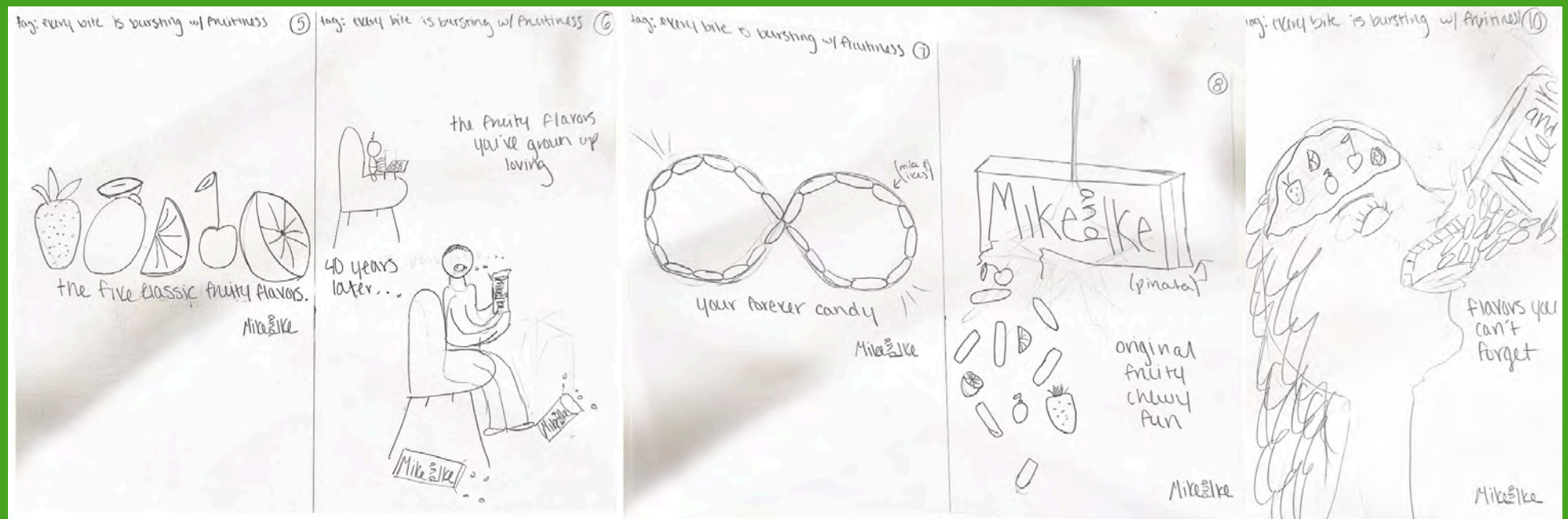
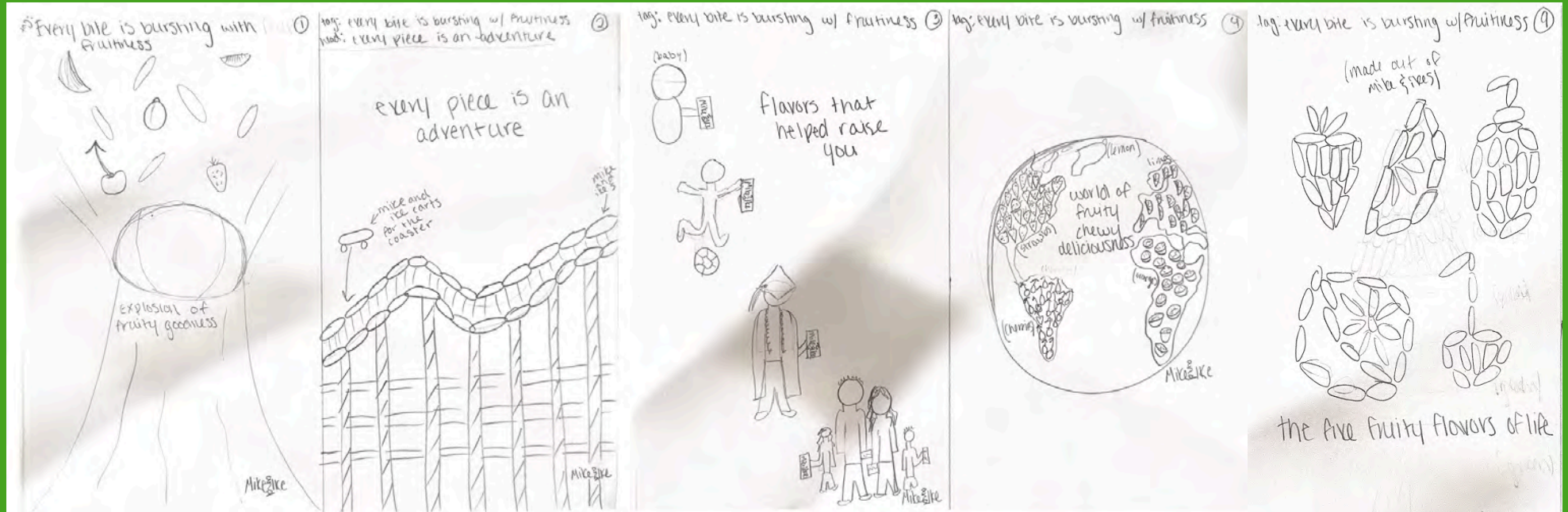
**Mike and Ike's are
bursting with fun flavors.**

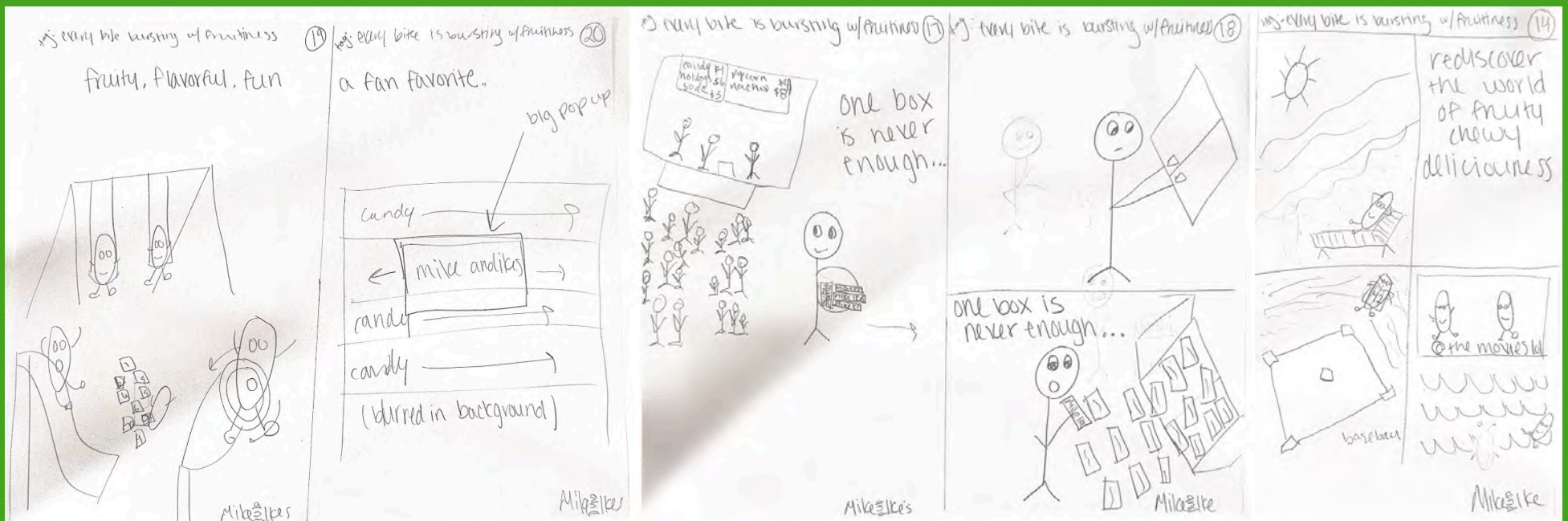
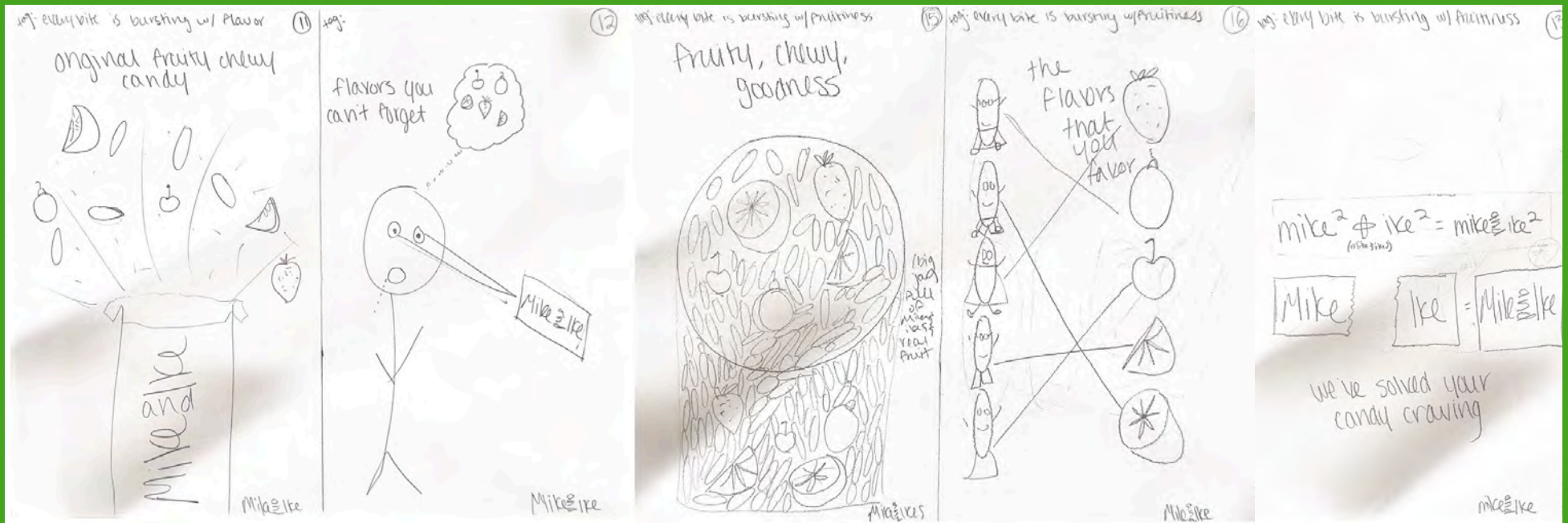
Taglines

1. Fruity fun flavors
2. Flavors you can't forget
3. The candy that's always been there for you
4. The flavors that you favor
5. The candy you can count on
6. Sweet moments, sweet memories: Mike and Ike's
7. Your forever candy
8. Fruity flavors that last a whole lifetime
9. Sweeten your day
- 10. Fruity chewy goodness**
11. Fruity flavors you always remember
12. Memorable fruity flavors
13. Compliment your fun day with fun fruity flavors
14. The sweetest candy for every occasion
15. Bringing you memorable flavors with every experience
16. Sweet, chewy, fruity and easy
17. Delightful fruity chewy candy
18. They are sweet, they are delightful: Mike and Ike's
19. Flavorful fun for any occasion
20. A taste of childhood
21. Every piece is an adventure
22. Your go-to comfort candy
23. Bringing fruity flavorful fun since day one
24. A sweet treat that's always there for you
25. The original fruity flavors you know and love
26. The bright green box in any candy isle
27. Irresistible fruity chewy goodness
28. Green means go: Mike and Ike's
29. Five fruity flavors, five times the fun
30. Explosion of fruity sweetness
31. Fruity chewy fun!
32. Every bite is bursting with fruitiness

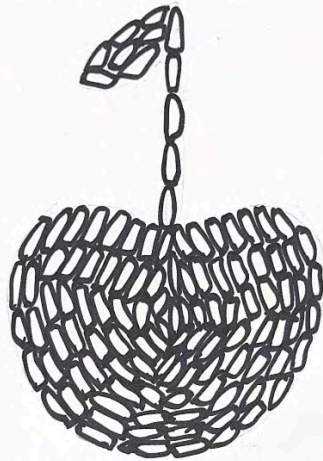
Headlines

1. Comfort in candy form
2. Sweet and chewy candy you've loved for forever
3. A smile with every fruity chew
4. Memorable flavors that you will always remember
5. The simplest, fruitiest sweet tooth satisfaction
6. Enhance every experience with bursting flavors
7. Flavorful fun awaits you
8. Candy at your every convenience
9. Fruity fun is never done with Mike and Ike's
10. Mike and Ike's most wanted: fruity flavorful candy
11. Mike and Ike's is there for you every step of the way
12. The original fruity chewy flavors
13. The fruity flavors that make life more fun
14. A fan favorite since the 1940s
15. The five fruity flavors of life
16. How to sweeten special moments with Mike and Ike's
17. The candy that brings you down memory lane
18. The fruity flavor satisfaction to your craving
19. Every Mike needs an Ike
20. The classic, colorful, consistent candy
21. Close your eyes. Think of Mike and Ike's. Is your mouth watering yet?
22. Can you remember the first time you ate Mike and Ike's?
23. The sweet fruity candy you can bring for any experience
24. With every bit of fun, Mike and Ike's is right by your side
25. Mike and Ike's: there for whenever you need
26. The five classic fruity flavors
27. Mike and Ike: your local dynamic duo
28. Two's company, flavor's a party
29. Fruity flavors that will make you smile
30. Fruity flavors that make every experience sweeter
31. So much tang in every bite
32. So much sweetness in every bite
33. So much citrus in every bite
34. So much zest in every bite
35. Once you have one, you won't want to be done
36. You can't have Mike without Ike
37. One box is never enough
38. There's a new memory in every flavor
39. It's easy to choose Mike and Ike's
40. Fruity flavors that will take you down memory lane
41. Mike and Ike's is there to sweeten every moment
42. Rediscover the world of fruity chewy deliciousness
43. The flavors that helped raise you
44. Fruity galore in every bite
45. Always here for you. Mike and Ike
46. You can never have too many
47. Five fruity flavors that are hard to put down
48. Every day is a good day with Mike and Ike's
49. We've solved your candy craving
50. Bursting flavors, bursting experiences. Mike and Ike



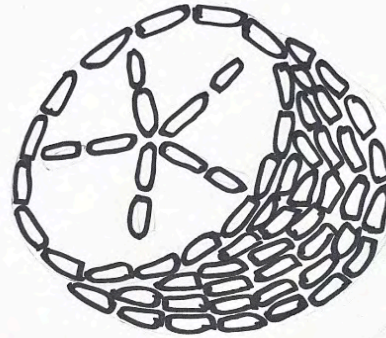


sweet as can be



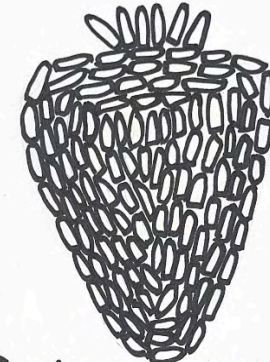
fruity chewy goodness

so much tang in
every bite



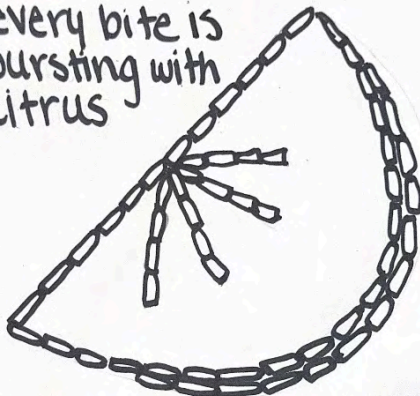
fruity chewy goodness

such sweet flavors



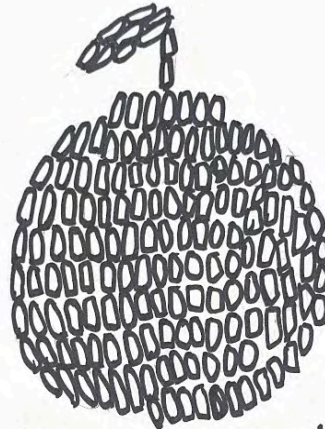
fruity chewy goodness

every bite is
bursting with
citrus



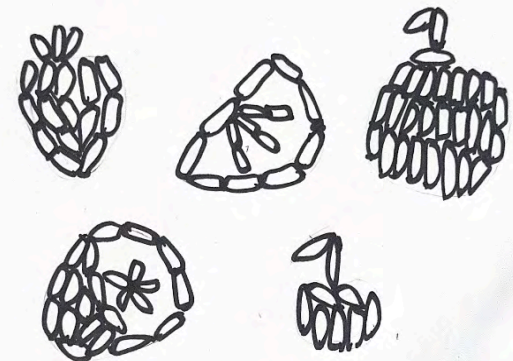
fruity chewy goodness

every bite is bursting
with citrus



fruity chewy goodness

five flavors of life

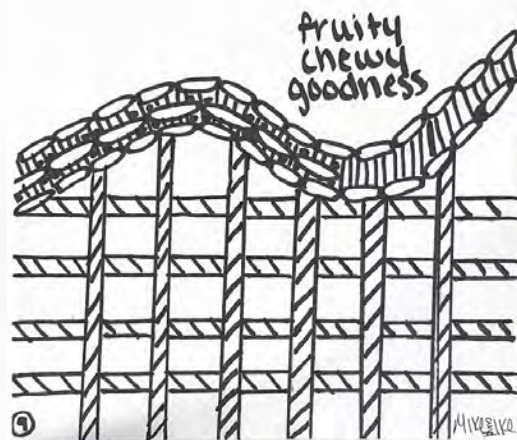


fruity chewy goodness

every bite is bursting with flavor



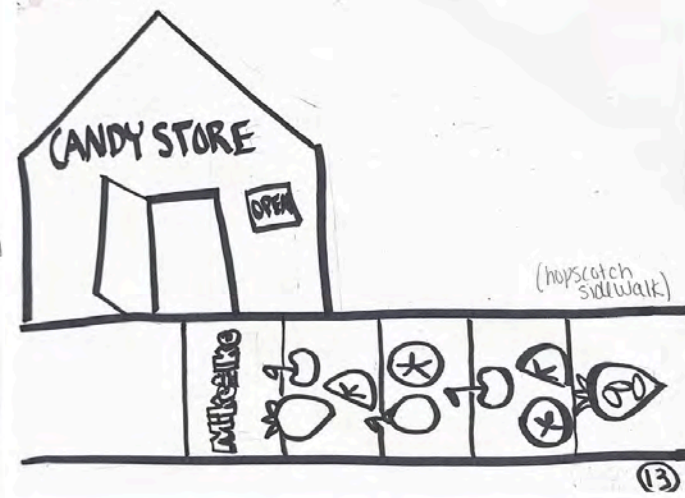
every piece is an adventure



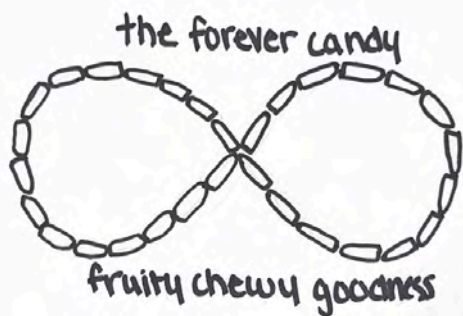
(installation)
at a park



(installation)



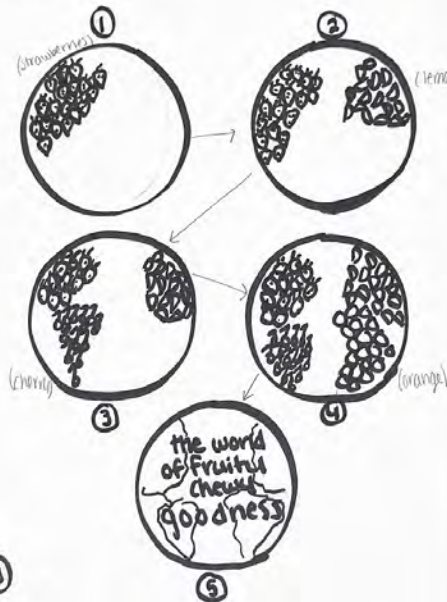
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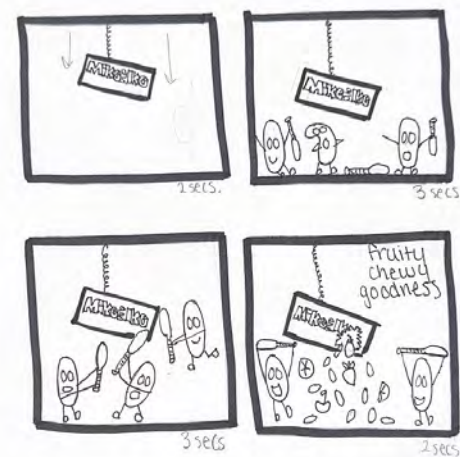
fruity
chewy
goodness



(HKTOK digital ad)



(Instagram)





Mike and Ike



Your forever candy.

Mikeand**Ike**

so much sweetness in
every bite



fruity chewy goodness

Mikeand**Ike**

so much tang in every bite



fruity chewy goodness

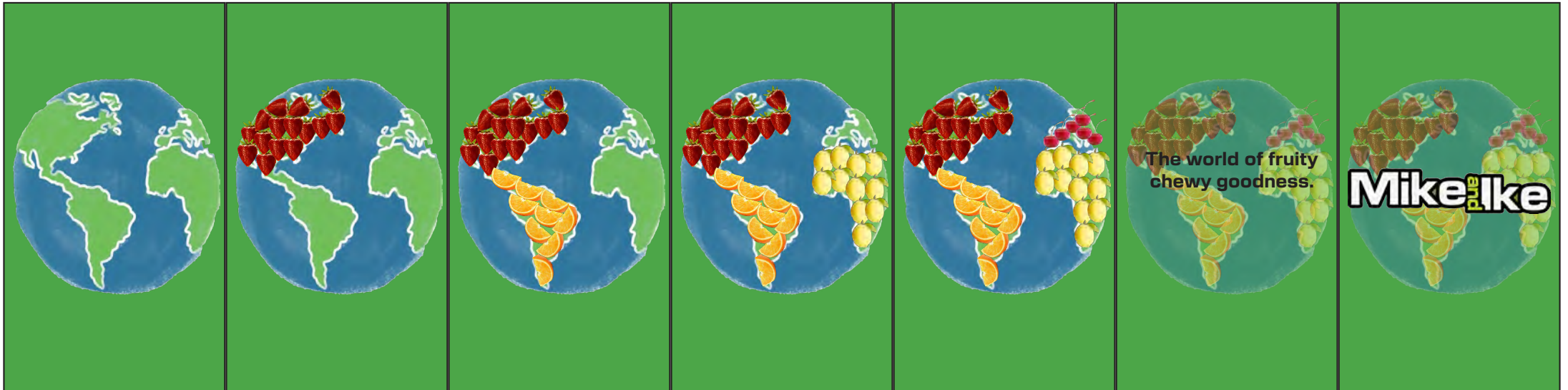
Mike and **Ike**

so much zest in every bite



fruity chewy goodness

Mike and Ike



Frame 1

Frame 2

Frame 3

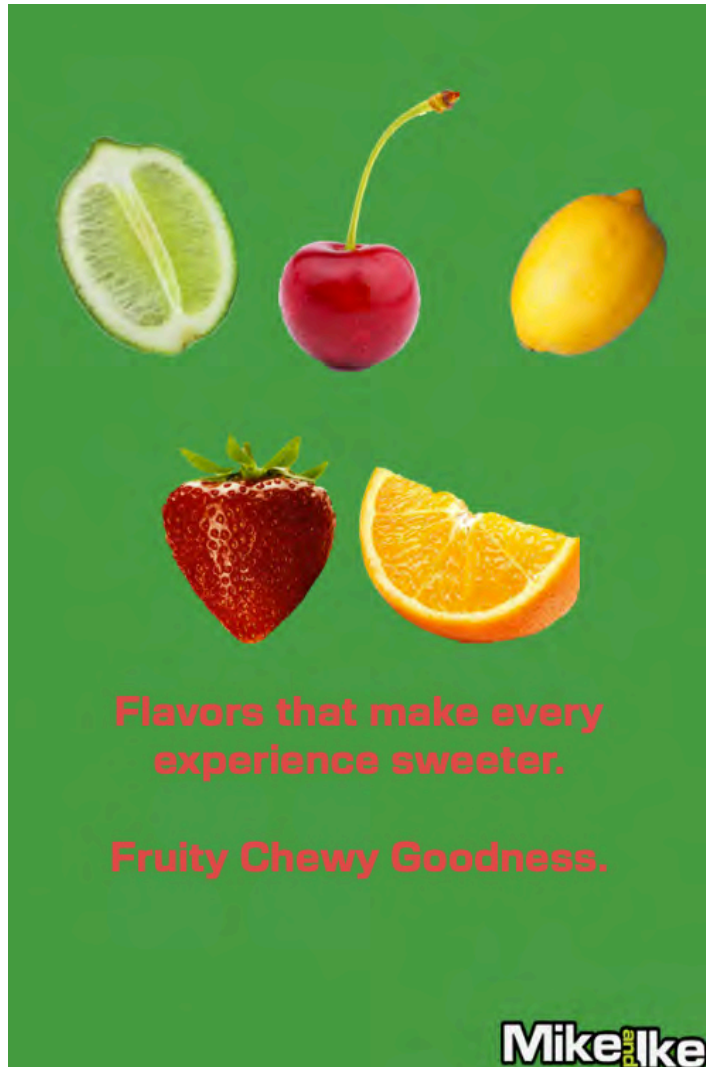
Frame 4

Frame 5

Frame 6

Frame 7

PoS Ad



**Fruity
chewy
goodness.**