



DOVE Chocolate Discoveries Pre-launching a New Venture

A New Situation for a Well-Known Company

When DOVE Chocolate, a division of Mars, Inc., decided to enter the direct selling/home party business, it knew it had a sweet idea. It had the name recognition of DOVE Chocolate, a booming chocolate market (a \$16-billion-a-year industry) and the popularity of the “do-it-yourself” gourmet movement to leverage. At the same time, the new venture – named DOVE Chocolate at Home then renamed DOVE Chocolate Discoveries – faced the challenges of an increasingly crowded party-plan category, an unfamiliar approach to a known product, a tightening economic environment, and a fast-paced timeline.

A Sweet Approach

To meet this challenge, DOVE Chocolate Discoveries turned to Mariposa Partners to help establish this new entity. An integrated public relations campaign was adopted to help generate recruits (to serve as direct sales consultants) as well as precondition the market by building awareness and credibility for DOVE Chocolate Discoveries. The key was to maximize communications efforts to help build the DOVE Chocolate Discoveries name by delivering the right people and the right messages at the right moments.

This multi-level approach included development of foundation documents (key messages, positioning statement, media kit); deskside briefings with top-tier magazines in New York; local market events (including advertising and media relations outreach) in more than 25 cities; a viral campaign (via social networking sites); and local and national festival and show participation (including women’s shows and chocolate festivals).



Savoring the Results

During the first six months of the campaign, more than 500 consultants were recruited, and sales exceeded expectations in all areas. In addition, the seeds were planted to officially launch the business nationally, with pre-launch key interviews conducted with several national media outlets, including *InStyle*, *Parents*, *Good Housekeeping*, *Family Circle*, *American Baby*, *First (for Women)*, *Woman’s World* and more. At the same time, advertisements were placed in more than 25 markets, further increasing awareness and generating interest in the company. Online interest also peaked during this period, with Web traffic at an all-time high and social networking connections made through Facebook and MySpace via viral outreach. This initial program put DOVE Chocolate Discoveries in a sweet spot for a successful national launch.

Chocolate, Friends and a Business to call your own ... That's the Sweet Life!

Ever wanted to “work” in chocolate? Then DOVE Chocolate at Home® may be the business opportunity for you!

Our independent consultants or “Chocolatiers” offer an exclusive line of chocolates and candy-making tools through in-home Tasting Parties. They also set their own hours, goals and income potential.

You’re invited to an informational session to discover more about how you too can live the Sweet Life with DOVE Chocolate at Home.

Time: 9:30 a.m. information session, training immediately following for interested parties
Date: Saturday, June 7
Place: Hilton Indianapolis North
 8181 North Shadeland Ave.
 Indianapolis, IN 46250

For more information or to RSVP, call 888-394-5044 or visit www.dovechocolateathome.com.

Bring a friend

