**M&Ms Activity**

Objective: Apply the five steps of the market research process to better understand how this method of information collection is utilized.

1. **Define the problem.** 
   1. Does each bag of M&M’s contain the same number of candies?
   2. How many of each color M&M’s is in each bag?
2. Analyze the Situation.
   1. Complete the M& M’s website worksheet.
3. Develop a data-collection procedure.
   1. Complete the Data Collection Worksheet using a bag of M&M’s
4. Examine & Organize Information
   1. Complete the Group Comparison Worksheet
5. Propose a solution
   1. Complete the Solutions Worksheet.

**M&Ms WEBSITE WORKSHEET**

Instructions: Visit the M&Ms page on my website and open up the M&Ms history .pdf file. [www.melissa1shaffer.weeby.com](http://www.melissa1shaffer.weeby.com) Answer the questions below based on what you read.

1. What year were M&Ms first sold?
2. How were M&Ms packaged when they were first introduced?
3. Who were M&Ms most popular with when first introduced?
4. What famous slogan debuted in the initial 1954 television advertising?
5. The 1990’s brought about three new M&M products; what were they?
6. In 1995, M&Ms offered consumers a chance to vote on adding a new color to the M&M bag. What colors were in the running & which color won?
7. Why was M&Ms able to be known as the color of the millennium?
8. Explain the Global Color Vote in 2001-2002. What was the goal of this “campaign” & what was the outcome?
9. What was the result of the 2004, color disruption where all M&M’s turned black and white?
10. Based off of what you read, which M&M character do you think had the biggest impact on the M&Ms brand?

According to the M&Ms color ratio handout; what % of each color do you get in an average bag of M&Ms?

Brown = \_\_\_\_\_% Green = \_\_\_\_\_% Yellow = \_\_\_\_\_%

Orange = \_\_\_\_\_% Red = \_\_\_\_\_% Blue = \_\_\_\_\_%

Why are these colors broken down into these percentages?

**M&M’s DATA COLLECTION WORKSHEET**

Instructions: Answer each question in the space provided.

1. How many candies are in your bag of M&Ms (count twice for accuracy)?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. What is the percentage of each color per bag?

Record Results Below.

2. Count each candy per color & quantity

(count twice for accuracy). Record Results Below.

|  |  |
| --- | --- |
| Color | Number |
| Red |  |
| Green |  |
| Brown |  |
| Yellow |  |
| Orange |  |
| Blue |  |

|  |  |
| --- | --- |
| Color | Percentage |
| Red | % |
| Green | % |
| Brown | % |
| Yellow | % |
| Orange | % |
| Blue | % |

**M&Ms GROUP COMPARISON WORKSHEET**

Instructions: In the space below write down the totals from other groups. You are recording percentages for each group.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Group Name | Total in Bag | % of Red | % of Green | % of Brown | % of Yellow | % of Orange | % of Blue |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| Class Average |  |  |  |  |  |  |  |
| M&M Website %’s |  | 13 | 16 | 13 | 14 | 20 | 24 |

M&Ms GROUP SOLUTIONS WORKSHEET

**Instructions: Answer each question in the space provided.**

* + 1. **Does each bag of M&Ms contain the same number of candies?**
    2. **If the answer to question #1 is “No,” what is the average number of candies per bag?**
    3. **How many of each color of M&Ms is in each bag approximately (Class Average)?**

Brown = \_\_\_\_\_ Green = \_\_\_\_\_ Yellow = \_\_\_\_\_

Orange = \_\_\_\_\_ Red = \_\_\_\_\_ Blue = \_\_\_\_\_

* + 1. How do the group results compare to the percentages M&Ms claims to produce?
    2. Which color is most prevalent?
    3. Is there a trend or a reason for the most prevalent color?
    4. Which color is least prevalent?
    5. Is there a trend or reason for the least prevalent color?
    6. After reviewing the 10 colors that most affect a person’s appetite; do you think M&Ms color selection is affected by this research? Explain why or why not.
    7. Why do they introduce new colors as a marketing strategy?
    8. Based on the information you collected; do you think M&Ms should add more colors or stay consistent with what they currently offer? List a pro & con of each.
    9. If you were hired by M&M’s what is one promotion you would attempt to get kids to buy M&Ms more?