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Communication Design Theory

April 26,2021

Advertisement Analysis: Hershey 'Celebrate SHE' AD



There have been many successful companies that have continued to bring creativity and appeal towards the audience, gaining more and more consumers as they go, constantly growing. The Hershey company has been around for a long time and maintains their power through their campaigns and products. During the International Women's Day on March 8th, Hershey decided that they will take part in this event and change the appearance of their classic chocolate bars after so long, just to celebrate the power of women, emphasizing on the 'her' and 'she'. The first 1,000 users that visited the Hershey's Chocolate World locations would

be able to get this limited-edition chocolate bar. This Ad seems to be a way to also sell many more chocolate bars than Hershey's usually does, since they seem to be targeting more consumers, along with mentioning that only the first 1,000 may get the same chocolate bar with the limited wrapper, it may spark more people to come and visit the Hershey locations and spend money.

Although this may look to be a way for Hershey's to catch the eye of other consumers, Hershey declared that 52 percent of its leadership is female, including Michele Buck, global CEO of the company. The empowerment being shown through the ad is great as it represents the many things' Women do and work with. Women are creative in more ways than just one as the ad also shows, representing singers, illustrators, designers, dancers, writers, etc. The interesting part about the new packaging is that Hershey opened their social media, for artists to send their work and be submitted to be part of the packaging for this special event. This brought color to the bars we are normally accustomed to viewing, making the wrapper a canvas, in which the artists had their opportunity to make something great. Normally a Hershey milk chocolate bar is all brown with silver lettering and small silver ends, for this design they went for a similar approach yet made the silver much larger, and the brown becoming the canvas for the artists designs.

What catches the eye of this campaign is just how different it is from their other campaigns, giving others the power to express themselves on such an iconic chocolate bar. Using "Her she" instead of their true name with a y still makes it sound like their brand which I find to be genius in its own way, along with only using her or she on the bar, gives the consumer the thought of wanting to buy more than one bar to collect. They use a female hand in the advertisement to show that it is in fact done by women and the women are the ones placing their

artistic skills on the bar. You can also see all the different designed bars that are available and each showing on the bar the kind of artist they are. According to Roland Barthes, the iconic message is the story that the image portrays, and this ad campaign is straightforward with the message that they are trying to get across. Women are talented and they have very diverse skills, Hershey wants to get their point across and just take time to appreciate women for who they are and the many skills they possess. This could also bring inspiration to other young women who do not know what exactly they want to be when they are older, they could see this bar and just think, “maybe I can do that as well”. This campaign perfectly suits women Independence Day as it brings to life what women specifically can do, that it is not only a male driven world and that there are successful women out there.

The typography seems to be focused primarily on getting the point across, having “Her she” stand out the most, at the top left so that the viewer can see things in some sort of order, then the “These are not commemorative packages, they’re an exhibition of female talent.” Is the next piece of typography to stand out in the ad as it catches one’s eye as to what exactly the whole campaign is about for any that do not understand. From typography to design, to color choice, I liked the entire approach Hershey’s took for this campaign as it truly stands out and is self-explanatory in its own way. If this were to be placed anywhere, from a billboard to an MTA station, someone is going to stop and look to see what exactly the advertisement is about since we are so accustomed to Hershey’s normal concepts. The campaign also speaks for itself as it shows how the bars sold out instantly, representing just how powerful that campaign truly was.