

Dear Ambrish,

Thank you for agreeing to take part in our Strategic Brand Management assignment.

As a participant, we require you to keep a diary for a week. The following are guidelines for you to follow when writing your diary:

1. Did you purchase chocolate?
  - a. Yes/No
  - b. Which
  - c. Where
  - d. When
  
2. Did you eat chocolate?
  - a. Yes/No
  - b. Which
  - c. Where
  - d. When
  
3. Your chocolate experience:
  - a. What factors led to your chocolate choice?
  - b. How did you make your decision (e.g. time taken)?
  
4. Overview of your day: a summary of your activities during the day

We look forward to reading your insights.

Thank you,  
Team [Win!]

## Day: Monday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): Yes

Which: Kit Kat

Where: Home

When: In the evening after dinner

Your chocolate experience:

Today I ate chocolate after dinner when I came home from work. I love eating chocolates and Kit Kat is one of my favorites. Chocolates help me relax myself after a long day at work. I prefer eating the bigger one with the 4 fingers most of the time. I also like other chocolates like Ferrero Rocher, Guylians. I ate Kit Kat today because that was the chocolate lying in the house. I enjoy chocolate a lot so we usually have a box of Kit Kat in the cupboard.

Overview of your day:

Today I woke up early and went to gym before work in the morning. I make sure to go to the gym every day because I don't want to get fat from all the snacks I eat during the day. After working out, I went to work. It's quite far so I read The Economist on the way there. I was at work for about 10 hours, working on a big project, then I came home. I was too tired to cook anything so I just ate instant noodles and ate a Kit Kat.

## Day: Tuesday

Purchase chocolate (Yes/No): Yes

Which: Kit Kat

Where: 7-eleven

When: Lunch

Eat chocolate (Yes/No): Yes

Which: Kit Kat

Where: Work & Home

When: At lunch & after dinner

Your chocolate experience:

Today I ate chocolate twice. I felt like eating chocolate during lunch break so I bought some from the 7-eleven near my office and ate that during lunch. I got the smaller pack though, the 2-finger one. At night I ate crackers and another Kit Kat for dinner.

Overview of your day:

Today I went to gym in the morning and then I had another very hectic day in the office. Which meant that I disregarded my diet entirely and ate 2 Kit Kat's. Tomorrow I will have to wake up extra early in the morning to do a longer work out to compensate for eating 2 Kit Kat's today.

## Day: Wednesday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): Yes

Which: Kit Kat, Toblerone

Where: Home

When: In the evening after dinner

Your chocolate experience:

Today I ate chocolate in the evening after dinner. I ate Kit Kat while watching TV, then I ate Toblerone because my sister was eating it. It looked good. I usually like eating it too, but it's more expensive than Kit Kat.

Overview of your day:

Today I had an extremely busy day at work again. I had no time to go out and eat lunch so I picked up chicken rice and brought it back to the office. And now I can't sleep so I think I'll end up skipping gym tomorrow. Not good.

## Day: Thursday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): No

Which: -

Where: -

When: -

Your chocolate experience:

Today I didn't eat any chocolate.

Overview of your day:

Today I had such a hectic day at work. I came home after 11pm and crashed. Exhausted. I had a snack for dinner at work and didn't feel like eating again when I came home.

## **Day: Friday**

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): Yes

Which: Kit Kat

Where: Home

When: In the evening

Your chocolate experience:

Today I had Kit Kat when I came home at the end of the day. I ate it because I felt like relaxing while watching TV. But the Kit Kat's finished now so I'll need to go pick up a new box tomorrow from Mustafa.

Overview of your day:

Today was hectic at work again. I skipped gym again, which isn't good. But I made sure to leave work early because I went for dinner with a friend. It's sad that I only get Friday's to meet people after work because all of the other days I'm too exhausted.

## **Day: Saturday**

Purchase chocolate (Yes/No): Yes

Which: Kit Kat

Where: Mustafa Centre

When: In the afternoon

Eat chocolate (Yes/No): Yes

Which: Kit Kat

Where: Home

When: After dinner

Your chocolate experience:

Today I went to buy Kit Kat from Mustafa because the box at home had finished. I prefer buying from Mustafa because it's easier to find the big box and it seems cheaper and I always go straight to the section with Kit Kat. I had Kit Kat in the evening after dinner.

Overview of your day:

In the morning I went to the gym, then I met my friend for lunch in the city. After lunch I went to Mustafa to buy the Kit Kat box. I love snacking on Kit Kat so I prefer having it around in the house. But it also means that I have to work out a lot to make sure I don't get fat because of all the Kit Kat I eat.

## Day: Sunday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): Yes

Which: Kit Kat

Where: Home

When: All day

Your chocolate experience:

Today I snacked on Kit Kat during the day. I had 3 bars while sitting at home, but avoided eating the other chocolates in the house.

Overview of your day:

Today I had a relaxing day at home. I watched movies on TV, listened to music, and read my book. I ate a lot of Kit Kat though, which means tomorrow I need to wake up early and go to the gym for a work out.