

Dear Jacky,

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): No

Which: -

Where: -

When: -

Your chocolate experience:

-

Overview of your day:

Today was like any other working day. I got to work at 7 am. Other than working on my desk, I attended a couple of external client meetings, and company review sessions. I wrapped up work by 10 pm. I was so exhausted by the time I got home, that I just had a quick supper and went to sleep.

Day: Tuesday

Purchase chocolate (Yes/No): Yes

Which: Kit Kat Chunky

Where: 7-11

When: 4pm

Eat chocolate (Yes/No): Yes

Which: Kit Kat Chunky

Where: 7-11

When: 4pm

Your chocolate experience:

I purchased and ate a Kit Kat Chunky Bar, when I was running late between two consecutive meetings and realized that I had no time to eat something more substantial.

Overview of your day:

Today I had multiple client presentations in different parts of the city, so most of my time was spent travelling.

Day: Wednesday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): No

Which: -

Where: -

When: -

Your chocolate experience:

Overview of your day:

I was at the desk all day, working on some client presentations. I went home early by 6 pm because my wife was feeling a bit sick.

Day: Thursday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): Yes

Which: N/A

Where: Client Office

When: 11 am

Your chocolate experience:

My client offered me a chocolate that his company was going to launch soon.

Overview of your day:

Most of my day was spent at a single client meeting. The rest of the time, I was at my desk. I left office late, at 11 pm, as I was finishing my pending work from yesterday.

Day: Friday

Purchase chocolate (Yes/No): Yes

Which: M&Ms

Where: Office vending machine

When: 9 pm

Eat chocolate (Yes/No): No

Which: -

Where: -

When: -

Your chocolate experience:

I purchased M &M's for my 4-year old son as a special treat for being good the entire week.

Overview of your day:

Today was like just another working day. A couple of client meetings, followed by hours at the desk.

Day: Saturday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): No

Which: -

Where: -

When: -

Your chocolate experience:

-

Overview of your day:

I spent the entire day with my family. I took my 4-year old son out for a visit to the nearby park, and played soccer with him.