

Dear Natalia,

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): Yes

Which: Kit Kat

Where: Office Building Cafeteria

When: Lunch Break

Eat chocolate (Yes/No): Yes

Which: Kit Kat

Where: Office Building Cafeteria

When: Lunch Break

Your chocolate experience:

I purchased a Kit Kat chocolate during my lunch break as I was looking to have something sweet and crunchy. I bought the 4 fingers pack. I ate 2 fingers at lunch and 2 fingers at my desk later.

Overview of your day:

I had quite a stressful day. I dropped my 2 year old son at playschool in the morning. Then, in office, I had my Monday morning review meeting with my boss and colleagues. I had a lot of paperwork piled up from over the weekend which I had to get done today. In late afternoon, I had a pitch to a new client. The client didn't understand how PR campaigns work and explaining it to him was a frustrating experience. I returned home in evening after picking my son from my mother's place who always picks him from the playschool in the afternoon. I fed my son dinner and then put him to sleep. My husband returned home late. I made myself a drink and then got some work done. I slept by 11 pm.

Day: Tuesday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): No

Which: -

Where: -

When: -

Your chocolate experience:

Today, I did not have any chocolate, as I am trying to watch my weight.

Overview of your day:

Today was a pretty average Tuesday. I dropped off my son at playschool. I had a normal work day with coordinating some upcoming events for a client.

Day: Wednesday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): Yes

Which: Hersehey's Kiss

Where: Home

When: After dinner

Your chocolate experience:

No chocolate again today to keep control on my weight.

Overview of your day:

My husband dropped our son to playschool in morning as I had my yoga session like every Thursday. The rest was a pretty standard work day. I returned home in evening and took a power nap as my son was at my sister's. I picked him later. I played with him for an hour and fed him dinner and then put him to sleep.

Day: Thursday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): No

Which: -

Where: -

When: -

Your chocolate experience:

No chocolate again to keep weight under control.

Overview of your day:

I had my bi-weekly review with 2 clients. My boss was happy with my work on their projects and its progress.

Day: Friday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): No

Which: -

Where: -

When: -

Your chocolate experience:

No chocolate again to keep weight under control.

Overview of your day:

I had my bi-weekly review with 2 clients. My boss was happy with my work on their projects and its progress

Day: Saturday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): Yes

Which: Hershey's Kisses

Where: Home

When: Lunch

Your chocolate experience:

I ate a couple of the Hershey's kisses left from the pack my husband had been gifted to give company to my son.

Overview of your day:

I had a pretty relaxed day. Spent most of my time playing with my son as my husband was away at work..

Day: Sunday

Purchase chocolate (Yes/No): Yes

Which: Snickers

Where: Movie theatre

When: Afternoon

Eat chocolate (Yes/No): Yes

Which: Snickers

Where: Movie theatre

When: Afternoon

Your chocolate experience:

I like eating a chocolate during a movie. So I bought Snickers, one of my favourites, during a movie which I watched with my husband.

Overview of your day:

I woke up late on Sunday. My husband and I went for a movie in afternoon. At night, I reviewed my work for my weekly review on Monday.