

Dear Rose,

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 Bites & Toblerone

Where: 7-Eleven

When: After my morning class around 10.30am

Eat chocolate (Yes/No): Yes

Which: Kit Kat Bites

Where: Campus

When: Before lunch while working on my next class's assignment

Your chocolate experience:

a. What factors led to your chocolate choice?

I like to buy 'easy' chocolates because they are very easy to eat. I can eat Kit Kat bites when I'm working on my assignments alone on campus.

b. How did you make your decision? (e.g. time taken)

Usually I need something sweet or salty to get me hyped up on a Monday morning because of the long weekend. That's why I usually go to the 7-Eleven nearby my campus to buy something like chocolate or chips. Today I bought chocolate I didn't want to eat so much chips.

Overview of your day:

Had to wake up early today for my 9am class, which I don't like to after a relaxing weekend. I made some final adjustments to my clay sculpture before submitting it today. Had lunch at KFC with my friends and then went back to campus to work on my perspective sketches. I don't know why my professor doesn't like my work and criticizes it all the time. I came back home after dinner and just watched some music videos on YouTube before going to sleep.

## Day: Tuesday

Purchase chocolate (Yes/No): No

Which: NA

Where: NA

When: NA

Eat chocolate (Yes/No): No

Which: NA

Where: NA

When: NA

Your chocolate experience:

a. What factors led to your chocolate choice?

I didn't eat any kind of chocolate today

b. How did you make your decision? (e.g. time taken)

n/a

Overview of your day:

Thankfully my class was in the afternoon today because I had to wake up early to finish up my color reference assignment. I've been working on it for two weeks now and I've made so many color strips. I had instant noodles for lunch and left for class. I only came back at 11pm. I watched Vietnam's Next Top Model online for a few hours and then continued to work on my color reference assignment for a few more hours. I slept at 3am.

## Day: Wednesday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): Yes

Which: Toblerone

Where: On campus

When: Evening around 4.30pm while I was trying to learn Photoshop

Your chocolate experience:

a. What factors led to your chocolate choice?

I bought it on Monday. I felt hungry at the time and I wanted to eat chips, but I was too lazy to walk all the way to 7-Eleven. And then I remembered that I still didn't eat the Toblerone yet.

b. How did you make your decision? (e.g. time taken)

I had already bought it on Monday

Overview of your day:

I woke up at 9am today and went for class at 11am. Prof says my still life sketches still have to improve. After class, I met up with a friend who was teaching me how to use Photoshop. I have to learn quickly because I'm going to have to use it for class in a few more weeks. I came back to my room at the hostel. I ended up sketching the mess on the dining table for my weekly assignment.

## Day: Thursday

Purchase chocolate (Yes/No): Yes

Which: Kinder Bueno, Kit Kat, and M&M

Where: Fair Price

When: Evening when I was on the way back to my hostel

Eat chocolate (Yes/No): Yes

Which: Kinder Bueno, Kit Kat, and M&M

Where: In my hostel room

When: At night after dinner

Your chocolate experience:

a. What factors led to your chocolate choice?

My friend was coming over to sleep over today because we have to work on our project together. We thought we'll watch a movie before working so we wanted to get snacks. We also got potato chips and coke.

b. How did you make your decision? (e.g. time taken)

My friend selected the chocolates because she liked them. They're also easy to eat when we watch a movie

Overview of your day:

I went to my afternoon class today. Thankfully, I didn't have any assignment due. I'm feeling quite stressed out this whole week. I'm always having to work on my sketches, or drawing, or color palette references. Watching a movie and eating junk food feels good.

## Day: Friday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): No

Which: -

Where: -

When: -

Your chocolate experience:

a. What factors led to your chocolate choice?

I didn't buy or eat chocolate today

b. How did you make your decision? (e.g. time taken)

n/a

Overview of your day:

Finally, it's Friday. I had a morning class, but it was ok. I had sushi for lunch with my friends. I didn't do much work today because I want to take a break. I watched a few TV shows online and then I went clubbing with my friends at night. Came back late at night. I was very tired to I slept right away.

## Day: Saturday

Purchase chocolate (Yes/No): Yes

Which: Toblerone

Where: 7-Eleven

When: Evening--when I was on the way to my friend's house.

Eat chocolate (Yes/No): No

Which: -

Where: -

When: -

Your chocolate experience:

a. What factors led to your chocolate choice?

I wanted to buy something that was enough for two people.

b. How did you make your decision? (e.g. time taken)

I already knew what I wanted to buy.

Overview of your day:

Since it is a weekend today, I only woke up at 10.30am. I had instant noodles for breakfast and then started working on my color assignments for the day. I was also listening/watching Kev Jumba videos while working. In the evening, I went to my friend's house in Pasir Ris to work on our project together. I'm staying at her house tonight.

## Day: Sunday

Purchase chocolate (Yes/No): No

Which: -

Where: -

When: -

Eat chocolate (Yes/No): Yes

Which: Toblerone

Where: At my friend's house

When: When we were working on our project together

Your chocolate experience:

a. What factors led to your chocolate choice?

I bought the chocolate yesterday

b. How did you make your decision? (e.g. time taken)

n/a

Overview of your day:

Woke up at 10am today and had breakfast at the hawker stall near my friend's apartment. We started working on our project after that. Our project is due tomorrow. There was too much work to do so we just ate instant noodles in the apartment. I came back to my hostel only at 11pm. I still have to finish my weekly assignment before going to sleep.