

Skittles Rebrand

No tricks, in this treat

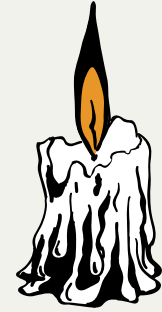
By: Outta The Box

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What's the Problem?



Skittles has recently been under fire due to their red 40 scandal, and we argue that it is time for them to rebrand before 2024 to regain the trust of their consumers. With an updated brand image and emphasis on transparency and integrity, Skittles can be what consumers once used to know and love again!



Critical Factors



What the brand is doing:

- Creative and humorous marketing
- Seasonal limited-edition flavors and packaging
- Emphasis on originality and marketing strategy

Skittle's current competitors:

- Starburst
- M&M's
- Jolly Rancher
- Haribo Gummy Bears
- Mike and Ike
- Trolli
- Dots
- Lifesavers

Current consumers:

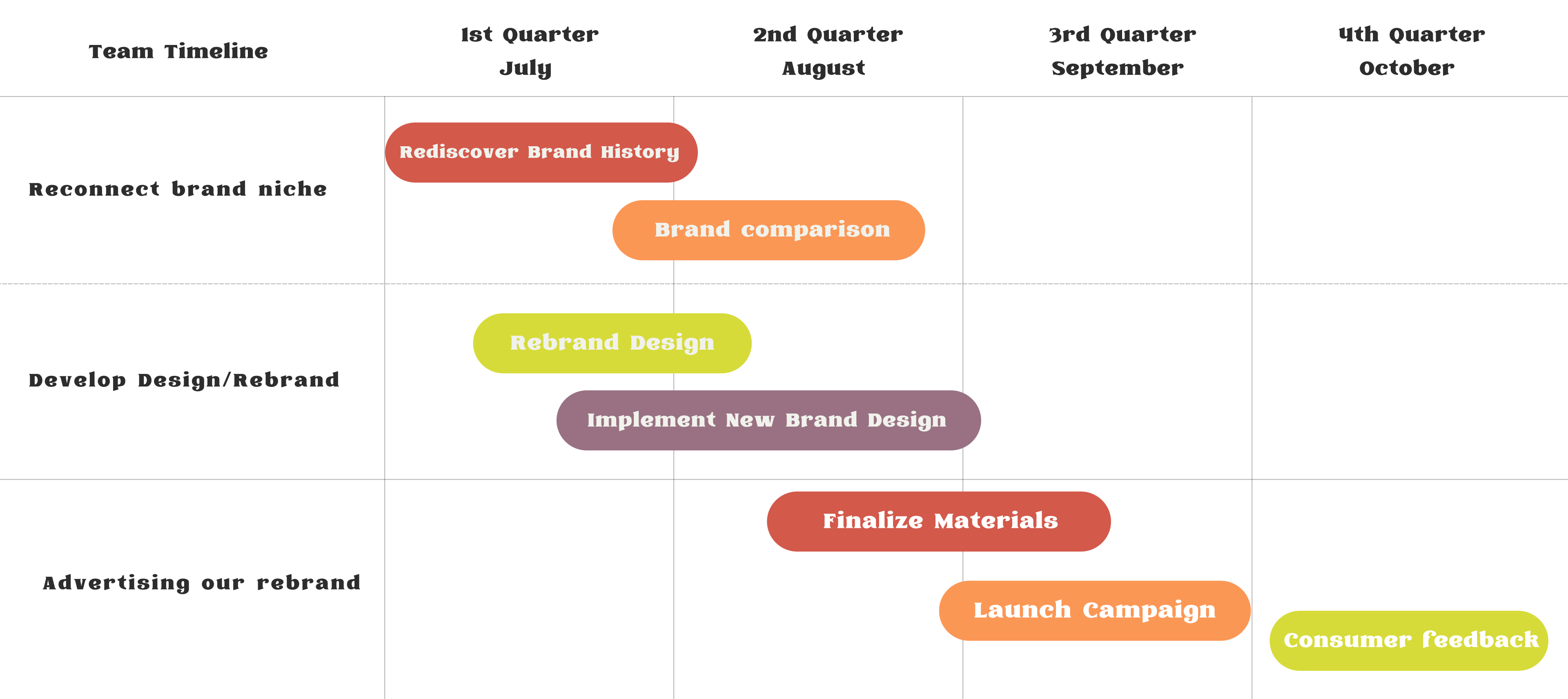
- Wide age range, but popular with kids
- Many different demographics
- Loyal fanbase

Why the need to rebrand:

- Recent Red 40 scandal
- Loss of consumer trust and loyalty
- Damage to brand reputation

Infographic/Timeline 2024

MARS





Rebrand

'No Tricks, in This Treat'

Skittles

Full emphasis on red color scheme
& branding



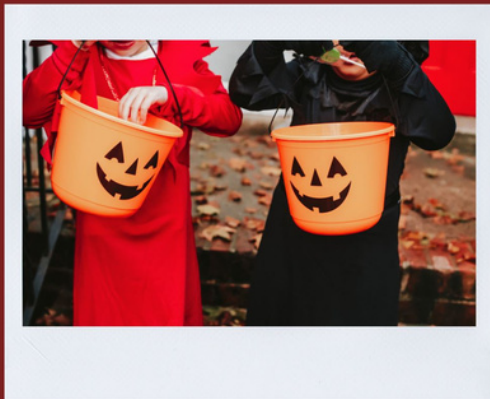


Campaign Goals

- 1. Improve Brand Reputation**
- 2. Increase Engagement**
- 3. Increase Market Share**

4 Brand Activations

Billboard

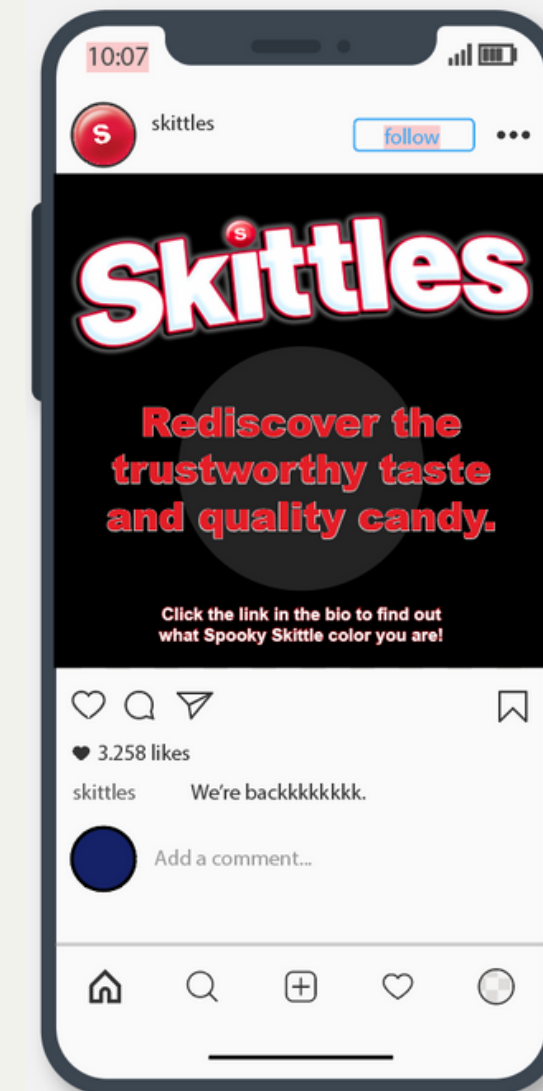


No tricks
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skittles

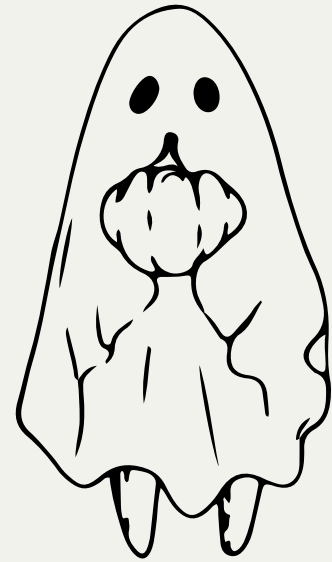


Digital

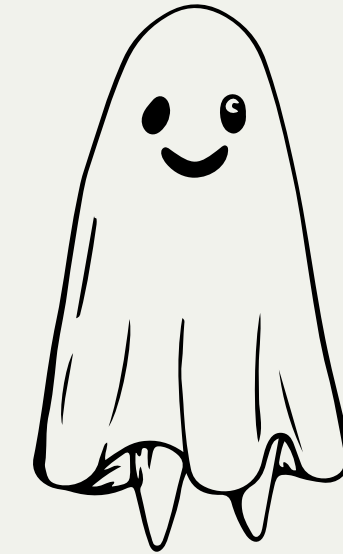


Experiential





Measurements



1. Media Coverage & Consumer Retention

media mentions, sentiment analysis, consumer retention rate

2. Social Media Metrics & Engagement

engagement rates, share of voice, reach and impressions, customer feedback, use of technology

3. Competitive Analysis & Sales Metrics

market share growth, competitive position, sales growth, conversion rate

Any Questions?

Thank You!