

CALIFORNIA CULTURED CHOCOLATE BAR

Keep the pleasure in your guilty pleasure

PROPOSAL SUMMARY

Chocolate tugs at the hearts and taste buds of people all around the world for its indulgence and decadence. Beneath its sweet nature lies an industry in crisis. The chocolate industry is threatened by unsustainable cocoa production practices. Cocoa farming has a history of exploitation that compromises environmental integrity and harms vulnerable workers—a problem that has been addressed but not solved for over two decades by major chocolate corporations. California Cultured welcomes a new age of sustainable and ethical chocolate with a cell-based technology that produces cocoa independent of harmful farming practices. With the California Cultured chocolate bar, consumers will taste the indulgence and quality while feeling good about supporting a product that improves the lives of people in cocoa farming communities. With eco-friendly packaging and aesthetic, chocolate with alternative cocoa sourcing allows chocolate lovers everywhere to “the pleasure in their guilty pleasure.” It is the first sustainable and ethical chocolate bar of its kind—a novelty that requires an educational platform alongside its marketing strategy. The California Cultured chocolate bar will reach a younger, forward-thinking, sustainability-minded audience through strategic partnerships with brands and individuals who tap into the power of social media as an educational tool. Chocolate is something you shouldn’t have to overthink, and our marketing strategy strikes the delicate balance of education without lecture, emotion without overstatement, and facts without manipulation. To make chocolate a pleasurable experience for all, California Cultured uses next-generation food technology to ensure ethical cocoa production for future generations. The California Cultured chocolate bar is for chocolate lovers everywhere seeking the right kind of guilty pleasure.

PROBLEM

There are two main concerns with the current chocolate industry and how it functions: the exploitation

of the cocoa farm communities and the environmental impact of production. Around 60% of the world's cocoa crop is grown in the Ivory Coast area of Africa, the largest producers being Côte d'Ivoire and Ghana. This area has lost around 80% of its forests in the last 50 years, mostly due to cocoa farms. A lot of this deforestation takes place in national forests and government protected land (Maclean. 2017). The dark truth behind cocoa sourcing is not well-known, and there is little push from the public to hold cocoa suppliers accountable for damaging the environment. A big question remains: how is the public expected to know these things and push for change when chocolate companies make little effort to do so? Nestle, Hershey, and Mars have addressed the lack of transparency in their supply chain, and cannot track 50% of their cocoa back to the farms they originated from (Whoriskey, Siegel. 2019). Capitalistic interests play a big role in fueling harmful practices of the cocoa industry, and mega-corporations generating millions in revenue from chocolate sales have done little to ensure ethical cocoa sourcing or reduce harm.

Child slave labor within the cocoa industry remains a huge problem. The 2015 US Labor Department report states that more than 2 million children worked in dangerous conditions in the cocoa growing regions. This includes swinging axes, carrying heavy loads, and using pesticides. Many of these children are working on family farms, but trafficking from surrounding countries is often observed. Executives of major chocolate companies admit they can't assure any of their products were produced without child labor. Companies have been making efforts to support the cocoa farming communities by building schools and supporting local organizations. While these efforts are applauded, they circumvent the grander issues. Mars, Nestle, and Hershey made a promise to eradicate child slavery in their production by 2005 but then switched it to 70% by 2020. Ultimately, neither of these goals were met (Whoriskey, Siegel. 2019). None of the major companies can promise a majority of their product was harvested ethically.

Many companies get over half of their cocoa “certified” by third party inspectors like Fairtrade or The Rainforest Alliance, but these companies only need to inspect 10% of the farms their crop is coming from in order for the cocoa to be “certified” (Whoriskey, Siegel. 2019). There is a gap in the market for a truly sustainable chocolate bar; customers want to buy a product knowing it was ethically sourced and environmentally friendly at every step of the process. Chocolate companies are putting in the effort to lessen the damage done by cocoa farming, but demand is too high and capitalistic interests continue to dominate corporate decisions without public pressure. The previous President of the World Cocoa Foundation claimed, “Companies alone can’t solve this, and the government alone can’t solve this,” -World Cocoa Foundation (Maclean. 2017). Chocolate is never going to go out of style, so the best way to stop the damage caused by the industry is to change the source of cocoa beans. California Cultured is providing that alternate solution by using cellular agriculture to make chocolate without child labor or deforestation.

CONSUMER DEMOGRAPHIC & MARKET RESEARCH

The marketing strategy for the California Cultured chocolate bar is heavily rooted in market research that outlines market scope, major corporate players, and consumer demographics. Chocolate made from cultured cocoa is currently a niche product with massive potential to fit into a well-developed industry. The global chocolate market size was valued at \$131 billion in 2019 with a steady compound annual growth rate (CAGR) of 4.6% through 2027 (Grand View Research. 2020). Historically, milk chocolate has dominated the global market, and trends indicate that it will continue to do so. Milk chocolate captures the rich and sweet flavor that many consumers crave in chocolate products. The category of “alternative” chocolate encompasses carob products, as compared to products made with cocoa, and its health benefits drive its popularity, pushing the CAGR up to 11.9% for this category. Nevertheless, traditional chocolate still accounts for 99.4% of the market (Grand View Research. 2020). Due to the use of novel cellular agriculture cocoa products in the California Cultured chocolate bar, consumer

understanding may be limited. Through educational initiatives, marketing tactics will distinguish the product as a milk chocolate bar made from alternatively sourced cocoa, rather than an alternative cocoa substitute.

Chocolate demand continues to push the market forward. The overgeneralization that ‘everyone loves chocolate’ is not far-fetched; over 70% of consumers report that chocolate lifts their mood and less than 3% of consumers actively avoid chocolate (Shoup. 2021). The ethical and environmental controversies surrounding chocolate have not diminished cocoa production, which has increased over 3 fold in the last 40 years (Prete et al. 2020). Chocolate remains an accessible, luxurious food product, but there is an unmet need for stable and equitable production methods of cocoa.

Consumer behavior towards chocolate consumption indicates sustainability is a considerable factor that influences purchasing decisions. Fairtrade labels guide consumers towards products that adhere to strict labor safety, environmental, and ethical standards. In a review that covers 64 scientific studies on chocolate consumption, Fairtrade was identified as a high-value consumer determinant when considering factors spanning personal preference, product attributes, socio-demographic factors, and economic attributes (Prete et al. 2020). It has greater recognition and influence than other sustainability measures, such as Rainforest Alliance and Carbon Footprint (Vecchio et al. 2015). Women, higher income, and sustainability-minded customers are positively inclined towards Fairtrade labels, and this demographic favors chocolate bars and milk chocolate (Poelmans et al. 2016). Including pro-ethical themes in brand and product advertising is advantageous and has a stronger influence on purchasing decisions when the decision is made publically (Friedrichsen et al. 2018; Zerbini et al. 2019). A brand strategy that creates a sense of community and drives a movement will motivate customers to consider sustainability more strongly when making purchasing decisions.

Despite its influence on purchasing factors, the Fairtrade label is not fully understood or trusted by

consumers (Bullock et al. 2017; Rousseau et al. 2015). The target audience for sustainable chocolate are those that are already sustainability-minded, as the majority of consumer perceptions do not change when they are exposed to unethical practices of chocolate (Bullock et al. 2017). Why do consumers ignore ethics in purchasing decisions? It is typically due to stronger factors that dominate perception of value or that the presentation of information did not activate consumer values. In the case of chocolate, this dominating factor is taste. It is unclear if Fairtrade positively influences perception of taste, or if the value of Fairtrade is improved when taste requirements are met. Nevertheless, taste, price, and ingredient source will trump the value perception of sustainability products (Rousseau et al. 2015, Poelmans et al. 2016). Thus, chocolate consumers are more likely to respond favorably to an advertising message aiming to activate their sustainability values if their values regarding taste and price are also addressed.

Consumer behavior analysis reveals a striking motivation behind chocolate consumption: guilt. Chocolate is considered one of the most indulgent foods which lends itself to an underlying cultural attitude of guilt associated with chocolate consumption. These feelings can be attributed to most sweets due to beauty and fitness idealization of thin, fit bodies. However, chocolate holds a special place within this category as it dominates food-driven pleasure. In fact, 94% of individuals say that chocolate is their most desired food (Hetherington & Macdiarmid. 1993, 235). Although it is highly coveted, about half the female population consume chocolate in secret (Hetherington & Macdiarmid. 1993, 237). These characteristics frame chocolate consumption as a common “guilty pleasure,” which describes any activity, item, or media that someone thoroughly enjoys but would be embarrassed to share. These feelings of guilt and pleasure are certainly related; psychological studies have demonstrated that guilt makes things more desirable and that experiencing guilt during consumption can increase feelings of enjoyment and pleasure (Silverman. 2012; Dhar. 2013). The guilt driving most chocolate decisions is guided by beliefs regarding health, beauty, and body image. The relationship between guilt and pleasure changes when the guilt is motivated by sustainability and ethics. In this case, a sustainable label satisfies

a sense of responsibility to “reduce one’s guilt” (Young et al. 2016).

The chocolate market is dominated by corporate powerhouses (Lindt & Sprungli AG, Nestle, The Hershey Company, Ferrero Group, Mars, etc), but there is a gap in the market for a product that meets the competing criteria driving consumer behavior: taste, quality, price, ingredient sourcing, and trustworthy sustainability certifications. California Cultured aims to meet this gap with an affordable, delicious chocolate bar made from ethically sourced cocoa within a sustainability-minded company that consumers can trust.

MARKETING STRATEGY CONCEPT

The cultural feelings of guilt surrounding chocolate consumption help drive the desirability of chocolate and thus, the pleasure associated with eating it. Interestingly, market research reveals that guilt manifests differently when it is associated with ethical topics like environmental and socio-economic sustainability. The novelty of the California Cultured chocolate bar relies on its novel ingredient—cultured cocoa. Its novelty represents a new generation of sustainable chocolate production as it guides the transition out of a dying, problematic industry. We aim to conserve the romantic type of guilt associated with indulgence but convey an educational message that educates consumers on sustainability issues. This may instill another sense of guilt tied to chocolate bars with traditionally sourced cocoa. The marketing strategy will preserve the nature of chocolate as a guilty pleasure, holding true to its indulgent and delicious nature, while simultaneously speaking to the ethos of forward-thinking consumers who have strong interests in preserving vulnerable communities and environmental resources through sustainability initiatives.

The underlying themes of the market strategy will highlight California Cultured as a company that values taste, quality, indulgence, and sustainability. Customers will not need to sacrifice ethics or taste when it comes to their greatest pleasure, highlighted by the slogan, “Keep the pleasure in your guilty

pleasure.” Maintaining pleasure reflects the commitment to taste and sustainability, with nods to the indulgent sentiment behind one’s ‘guilty pleasure.’ Market research shows that sustainability initiatives are important, but not enough to motivate consumer decisions when they stand alone. Consumers are not likely to neglect their favorite brands; however, if the alternative does not require sacrificing their pre-existing values, it will send the message to customers they can ‘have it all’ with the California Cultured chocolate bar.

To stand out in a saturated market dominated by well-known brand names, products need to first gain traction within an optimal niche demographic. The California Cultured chocolate bar is one-of-a-kind in terms of its sustainability impact, so early marketing tactics aim to reach sustainability-minded people in efforts to drive a grassroots educational movement. Grassroots educational movements can have a driving impact when it comes to sustainability initiatives, as shown by the ‘Save the Turtle’ movement that culminated in major cities (Seattle, Washington D.C.) and corporations (Starbucks, McDonalds) banning the use of plastic straws (Arkesteyn. 2020). A viral video of a sea turtle suffering with a plastic straw stuck in its nose amassed over 31 million views and gave a face to the anti-plastic movement. This collective movement motivated dramatic changes in consumer and corporate decisions, exemplifying the power of a grassroots movement driven by individuals who believe in the cause. We will reach sustainability-minded people using marketing techniques that rely on educational content and platforms that will promote consumer-to-consumer interaction. In this way, we aim to promote discussion on sustainability and ethical considerations of cocoa production while simultaneously creating knowledgeable chocolate consumers who spread the message far beyond the views of our media elements.

The educational platform that drives the grassroots movement requires careful curation to promote learning, elicit emotion, and gain trust with facts without overstepping into a space that can be dismissed

as dull, overstated, or manipulative. To avoid issues with lash back from traditional chocolate mega-corporations, the problems associated with cocoa farming, specifically deforestation and child labor, will be described but will not be the focus. Instead, advertising campaigns will describe the novel technology used to culture cocoa in a way that highlights its scientific novelty. Video advertising campaigns will be situationally designed so that one character explains cultured cocoa to a friend. The conversation will include details on the process, i.e. hand-selected, elite cell lines to highlight the quality of cultured chocolate as well as resources required for processing it to highlight the sustainability of production. These talking points are curated to provide an information base of chocolate made from cultured cocoa without overwhelming the audience with facts. In light of educational objectives, the priority will be to maintain the simultaneous existence of all core values (taste, quality, indulgence, and sustainability) that dominate consumer decisions within the chocolate market.

Educational content will only facilitate significant consumer interactions if it is entertaining or emotional. The strategy for approaching this balance will be tailoring educational content to social media trends for entertainment or eco-friendly partnerships for emotional trust based on established brand recognition. Not only does social media promote entertainment, but it also promotes direct engagement through sharing and commenting. Creating an audience and a community is important to accelerate grassroots movements. Relevant pop culture and corporate partnerships, combined with sound scientific educational platforms, the marketing strategy is designed to stimulate an eco-movement that drives the mission and business of California Cultured in transforming the chocolate industry.

MEDIA ELEMENTS

The primary media elements of the proposed marketing campaign include a natural color scheme, advertisements through social media, and campaign collaborations with recognizable figures at the intersection of sustainability, science, and pop culture. We believe that, together, these elements form a

comprehensive approach to catch the attention, mind, and hearts of the target consumer demographic, thus paving the way for California Cultured to take its place as a trailblazer in the chocolate industry.

All of our advertisements will follow a color scheme of natural browns, greens, and blues (see Appendix I). These colors will soon be a recognizable aspect of California Cultured and consumers will notice their products on the shelf. Researchers with the University of Oregon performed a study in 2015 to assess the relationship between color scheme and consumer perception towards brands. They've found that the colors associated with a product bias a consumer towards ethical considerations. Specifically, green is strongly associated with environmentally friendly products due its presence in nature. Further, blue also expresses eco-friendliness in a consumer's opinion (Sundar, Kellaris. 2015). The brown colors included are a nod to our mission to protect the African cocoa farming regions from deforestation. It is a warm and natural hue that will keep the earthy aesthetic consistent among packaging and advertising campaigns.

Advertisements for the California Cultured chocolate bar will be curated for social media broadcasting. Our target demographic is adults between ages 18-45, as these are the people who interact most with environmentalism content. Younger adult generations, Gen Z and Millennials, are passionate about progressive and innovative solutions to address problems in our society (Harker. 2021). The younger half of this range (ages 18-29) have a strong presence on social media. In fact, about 70% of Americans in this age group actively use Instagram (Auxier, Anderson. 2021). California Cultured will partner with social media influencers of this age range to create collaborative content that aligns with the cultural content of these generational boundaries. The primary goal is to spark interest and conversations about issues they may not be fully aware of, thus stimulating a grassroots movement about sustainability in the chocolate industry. Getting people to talk about the current cocoa climate and the changes they want to see is a key element of change. Adults in the older range of our target demographic, ages 30-49, are

more likely to have considered or consider environmental impact for purchases. They will have high ethical expectations for our product to meet, which we will meet with our educational strategy (Harker, 2021). Fewer consumers from this age range engage on Instagram (48% of Americans ages 30-49), but they still use similar apps like Facebook (70%+ of Americans ages 30-49) on a regular basis (Auxier, Anderson, 2021). If we see success with Instagram advertisements and influencers, our campaign will expand to secondary social media platforms, like Facebook.

Instagram is a key aspect of our advertising campaign. Along with advertising posts, we will spread awareness of the company through sponsorships with influencers. These influencers will have made a name for themselves in climate and social justice, and their viewers will already be inclined to make ethically-driven decisions. An example would be Leah Thomas, @greengirlleah on Instagram, a social and environmental justice advocate that has made a name for herself in the community. She posts regularly about food's impact on the environment, the communities connected to sourcing, and making ethical decisions in everyday life. Working with influencers like Leah Thomas could expand our audience and make the name California Cultured more recognizable.

Collaboration with social media influencers will take the form of video advertisements curated specially for their following's audience, but the next phase of our advertising campaign will include general video advertisement. These would be compatible with Snapchat, Youtube, and streaming services. Currently, Youtube is the most popular form of social media with US adults. Over 80% of Americans ages 18-65 report using Youtube, with 54% of adults interacting with it at least once daily (Auxier, Anderson, 2021). The Youtube advertisements we would broadcast are Instream Skippable video ads and Youtube display ads that show next to the video being watched. The skippable ads could be inserted before, after, or in the middle of the video and can be skipped after 5 seconds. The advertiser would only be charged if the viewer watches 30 seconds or more of the video (Hatch, 2019). Our videos will have a hook that

will keep the viewer thinking about our product even if they skip. Display ads would be in a similar format to our Instagram posts, and they could catch a viewer's eye at any moment while they're on the site. Youtube has an algorithm so companies have control over who their ads are targeted toward (Hatch. 2019). Our ads would be shown on channels that discuss topics like climate change, ethics, food, and science. Priority channels for advertising features include NowThis Earth, Crash Course, and FarmingFirst.

Collaboration with other creators is a vital aspect of launching a company and can be expanded beyond partnerships with social media influencers. Desired collaborations would involve the inclusion of our products in sales or collaborations with similar companies, and including familiar characters in advertisements. Working with people and companies that share similar values with California Cultured is important to instill trust in the ethics behind our pro-ethics brand. There are hundreds of companies, big and small, passionate about lessening the impact their industry has created. California Cultured could work on a joint advertising campaign with companies that provide a different product to a similar audience and both companies could benefit from the exposure. Grove Collaborative and EarthHero are companies that sell low-waste and eco-friendly home and personal care products. California Cultured could work with these companies and use slogans like, "Clean Home, Clean Chocolate, Clean Conscience." Partnerships with other eco-friendly companies would increase brand awareness, provide a wide range of sustainable options to consumers, and reach the target audience.

Our main target audience is people ages 18-35, most of whom grew up watching television and Youtube at home and in school. Including figures from their lives would leave an impact and consumers would remember our advertisements. These figures would include characters and themes from shows that highlighted science topics or educated on social justice issues. For example, Bill Nye the Science Guy is a television show that ran on PBS in the 1990s. Records are available on the internet and are regularly

shown in school classrooms. This show educated viewers on complex scientific topics in a digestible and fun manner. Having the science behind the California Cultured chocolate bar presented in this style would peak the interest of consumers while providing a nostalgia hit. Sesame Street is another example of a show that could be included in our advertising campaign. The show has a history of approaching misunderstood topics in a way both kids and adults can understand. If characters like Cookie Monster, Elmo, and Big Bird were on the screen discussing the injustices coming out of the current cocoa industry, people's interest would peak. Cookie Monster is already a character who consumes a lot of chocolate, if he were to mention that the California Cultured chocolate bar is ethically sourced in a way no other company has done before, more consumers would look into our product.

Not only does Sesame Street have a history of discussing important topics and is recognizable within our target demographic, Elmo is currently trending on social media platforms like Tiktok and Twitter. (Clevinger. 2022). People on the internet have taken a special interest in Elmo's well-known sassy demeanor and actions. Right now is the best time to include characters from Sesame Street in advertisements, as algorithms are already pushing them. Elmo is a character that always speaks in a straightforward fashion and would be the right person to deliver our message. A proposed script to this advertisement is provided below.

Using the right themes, platforms, and working with people that share a mission with California Cultured would expand our audience and strengthen the environmentally friendly image. California Cultured is staffed with people that genuinely care about the impact the cocoa industry has on the world and would not compromise their ethics for an advertising campaign. California Cultured is a company passionate about changing the world and with a good marketing campaign, we are confident that goal is attainable.

MOCK SCRIPT FOR ADVERTISEMENT

Cookie monster in view, gobbling up chocolate chip cookies

Elmo walks into view, mouth open in surprise

Elmo: "Cookie Monster! What are you eating?"

Cookie monster looks over, crumbs falling out of his mouth.

Cookie Monster: "Me eating chocolate chip cookies, it my favorite kind of cookie!"

Elmo: "Do you know where the chocolate chips came from?"

Cookie Monster: "Uh, Me thinks they're from the bag."

Elmo: "No Cookie Monster, Elmo means farther back."

Cookie Monster: "The store?"

Angela walks in and listens in on the conversation.

Elmo: "Elmo means a lot farther back. Elmo just learned about kids super far away in Africa that collect cocoa for chocolate."

Cookie Monster: "Me loves kids, and chocolate, this is a nice story."

Cookie Monster continues eating

Elmo: "Elmo loves kids too, but these kids have to do terrible things! They have to work super hard and miss school! Farms even cut down super important forests. It makes Elmo sad"

Cookie Monster spits out the chocolate and gasps

Cookie Monster: "Kids doing things that feel bad? But Me loves chocolate... How can thing so good be so sad?"

Angela steps forward and puts a hand on Cookie Monster's shoulder in a comforting manner.

Angela: "All hope isn't lost Cookie Monster! Even though it's true people, even children, work in terrible conditions, this doesn't have to be the case. People just love chocolate so much, the farms in Africa can't keep up."

Cookie Monster: "Me loves chocolate!"

Elmo: “Elmo too! But Elmo doesn’t want to make kids sad either.”

Angela: “Well guys, I have good news for you! No one is asking you to stop eating chocolate, but there definitely needs to be another way to get some because current methods are hurting so many people.”

** Elmo and Cookie Monster nod excitedly. **

Angela: “There are some super smart people in California who are using science to make a chocolate bar in a lab. It’s just like regular chocolate and super tasty too! If people make chocolate bars with science, the farms in Africa won’t have to work so hard to keep up.”

Cookie Monster: “Just like real chocolate? But no kids sad and trees saved? Me thinks this cool!”

Elmo: “Elmo loves science! Is it safe? I thought they grew gross stuff in labs like tomatoes with fish fins?”

**Angela chuckles and shakes her head. **

Angela: “Of course it’s safe Elmo, the scientists know their stuff and made it almost identical to a chocolate bar made from cocoa plants. California Cultured helped provide a sustainable solution to problem that big chocolate companies were struggling with.”

Elmo: “So they’re helping the world, the big companies, and they’re providing yummy chocolate for Elmo to eat?”

Cookie Monster: “Me too! Me eats cool chocolate too!”

Angela: “Exactly! Let’s try some!”

**Angela pulls out the California Cultured chocolate bar and gives a piece to Elmo and Cookie Monster, who eat it greedily. **

-End-

CONCLUSION

The California Cultured chocolate bar offers a promising future to an industry in crisis. The promise is wrapped in sustainable packaging and decorated with natural colors to represent a more stable and

equitable production method. The promise is rooted in quality and upholds a commitment to bring the taste of indulgence to a more sustainable space. The marketing strategy takes a unique approach to use guilt as a tool that puts chocolate consumption in a favorable light, while revealing the ways in which it sheds the burden of association with environmental and socio-economic atrocities. By focusing on core values of taste, quality, indulgence, and sustainability, the California Cultured chocolate bar will reach the younger generation through popular media channels and ignite a consumer-led movement that instills new confidence in chocolate corporations.

Many solutions to the deep-rooted problems of the chocolate industry have been offered in the form of community investment, sustainability certifications, and systematic changes. Unfortunately, these initiatives have failed to address the root of the problem: chocolate's reliance on traditional cocoa farming. The California Cultured chocolate bar is the first of its kind to deliver a solution to the environmental and socio-economic destruction that cocoa farming has been driving for decades. The marketing strategy highlights the novelty of this product, which holds true for the time being as the only company filling this gap in the United States. As the technology behind cultured chocolate becomes more accessible for other companies, it may reduce the novelty and thus the effectiveness of the outlined strategy. However, the approach to infiltrate pop culture platforms associated with the target demographic will assure the product makes a household name for itself before any other company comes to market. In this way, it will secure the brand association granted to a first-of-its-kind product. Backlash of consumer perception has been addressed in previous sections, as discussion of an "alternative" or "sustainable" label could push a large consumer base away who have strong values associated with the taste and quality of traditional chocolate. Taste, quality, and indulgence are core themes that are intrinsic to our message, campaigns, and partnerships to circumvent doubts that you need to choose between these characteristics. Nevertheless, promoting educational discussions could consume attention on the science and process related to cultured cocoa and distract from the sensory values of the products, especially considering that about 40% of Americans are skeptical about

lab-grown foods (Siegener. 2019). However, younger consumers are much more receptive to these products and recognize the necessity of technology to revolutionize the food system. Committing to the established marketing strategy to gain traction with this demographic will help alleviate major skepticism associated with the novelty of cultured products. Approaching consumer education will continue to be a balancing act, but market research and human experience tell us one thing for sure: when it comes to chocolate, the taste buds will do most of the decision-making.

The California Cultured chocolate bar revolutionizes chocolate production from the source and provides consumers a product that will meet a diversified set of expectations for the first time. “Keep the pleasure in your guilty pleasure” is not just a slogan, but a commitment to the customer for a fully pleasurable experience with this type of chocolate bar.

APPENDIX

Figures 1-8: Proposed advertising posts for social media. Created on Canva

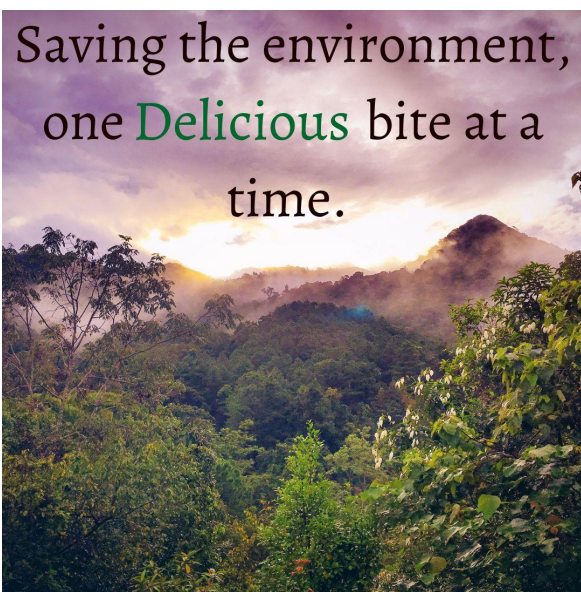




The right kind of
guilty pleasure



Chocolate with no
secrets



Saving the environment,
one **Delicious** bite at a
time.


NOTES

- ✓ *Made without slavery*
- ✓ *Environmentally friendly*
- ✓ *Delicious*

YOU CAN HAVE IT ALL

A chocolate bar with a grid pattern, brown in color. The bottom edge is torn, revealing a blue and white landscape underneath.

The right kind of
guilty pleasure

A scenic view of a lake surrounded by green hills under a dramatic, cloudy sky. The text "Chocolate is something you shouldn't have to overthink" is overlaid on the image.

Chocolate is something you
shouldn't have to overthink

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