

I'M HERSHEY 

HERSHEY 

Celebrating remarkable people

“Home possesses the rare and artful ability to meld brilliant strategy with magical, creative execution, resulting in campaigns that truly catch our employees’ attention. Their work has been loved and lauded by our employees around the world.

The Home team - our “homies”- are a delight to work with both professionally and personally.”

Kate Paine
Internal Communications Manager
The Hershey Company

Bringing goodness to the world

Well-loved confectionery company Hershey is on an exciting, transformational journey to become a global snacking business. In 2014 they rebranded and introduced their new, ambitious purpose: ‘Bringing Goodness to the World’.

Hershey’s small Internal Comms team asked Home to partner on a long-term engagement plan, wrapped with playful, provocative creative sparkle.

a long-term engagement plan, wrapped with playful, provocative creative sparkle

The aim was to connect employees to Hershey’s purpose and demonstrate how each individual contributes to it every single day.

I'M

MICHELE SIMPSON
U.S. SUPPLY CHAIN SOLUTIONS,
HERSHEY, PA
Michele dedicated time and energy to finding a carrier solution to maximize transportation efficiencies under a very tight production schedule. Next time you eat a caramel kiss, know that Michele had a big impact in making that delicious bite possible!
ONE HERSHEY - SMILE 9/25/14

MARK BRITTON
GO TO MARKET EVERYDAY & PROMOTIONS, CANADA
Mark used muscles of persistence and innovation to develop a new Yammer tool that captures insights from retail. The new system greatly improves tracking and efficiency and will benefit many folks across the organization!
OPEN TO POSSIBILITIES - SMILE 9/16/14

WEST HERSHEY SYRUP TEAM
MANUFACTURING, HERSHEY, PA
The West Hershey Syrup Team rolled up their sleeves and worked hard to trial a new glue pattern on our syrup display cases. Their willingness to explore and support change could result in significant savings to the company!
OPEN TO POSSIBILITIES - SMILES 9/17/14

BRINGING GOODNESS

JOHN MEYER
GLOBAL SHARED SERVICES,
HERSHEY, PA
A team player in helping to achieve the CVS Vendor of the Year award. John's knowledge, insights and experience with our CVS customer is a driving force in our great teamwork and collaboration to respond to requests and deliver exceptional results!
MAKING A DIFFERENCE - SMILES 9/12/14

GIAS B
SUPPLY CHAIN, INDIA
Speaking up makes a big difference! Gias provided valuable suggestions and guidance in helping our India Chitour plant carry out significant improvements including rework reduction, quality improvement, productivity, continuous improvement projects, DMS implementation and more!
MAKING A DIFFERENCE - SMILE 8/30/14

MELANIE RODGERS
MANUFACTURING, LANCASTER, PA
Melanie gives of her time to train co-workers to meet machine operator qualifications. Her special gifts of patience and knowledge are key to helping our new operators achieve success. Thanks for always going the extra mile to make our Y&S plant the best it can be!
MAKING A DIFFERENCE - SMILE 9/12/14

JOSE MARTIN VAZQUEZ
OUTBOUND SHIPPING
CLERK, MEXICO
A solutions oriented team player, Jose shares alternatives to challenges and makes clear decisions. Jose is always seeking what is possible and engaging our logistics team as active participants to improve our operations together.
OPEN TO POSSIBILITIES - SMILE 9/3/14

SEAN BARKER
REGIONAL SALES, SOUTH EAST,
UNITED STATES
Way to go above and beyond executing Fall Football Tailgating at Publix! Sean worked with great ingenuity to leverage resources and partner with Coca Cola - driving immediate results and opening opportunities for future accounts. Most importantly, he shared this experience with the South East Retail team to inspire ideas and new learnings.
MAKING A DIFFERENCE - SMILE 9/26/14

YOU ARE THE NEXT CHAPTER
Together, we're making Hershey even bigger and better - launching new products, expanding into new regions and new countries. We've made a promise - to bring goodness to the world through our iconic brands, remarkable people and by helping children in need.
I'm bringing goodness to the world. I'm Hershey.

I'M HERSHEY
THE HERSHEY COMPANY

HERSHEY 

Celebrating
remarkable people

They needed to build connections across all Hershey locations... from Mexico, to India, to China and Brazil. Hershey people are remarkable people and they all have a story to tell. We wanted to put them right at the heart of the campaign, showing how individual employees bring goodness to the world in their own special way wherever they are.

showing individual employees bringing goodness to the world

We wanted to build pride and create authentic, organic, advocacy, with real personality. Our answer: to start a movement with 'I'm Hershey' as the central creative idea. 'I'm Hershey' has the scope to recognise every remarkable person's individuality and the individual brands they work for. At the same time it unites all employees as part of the wider Hershey group.



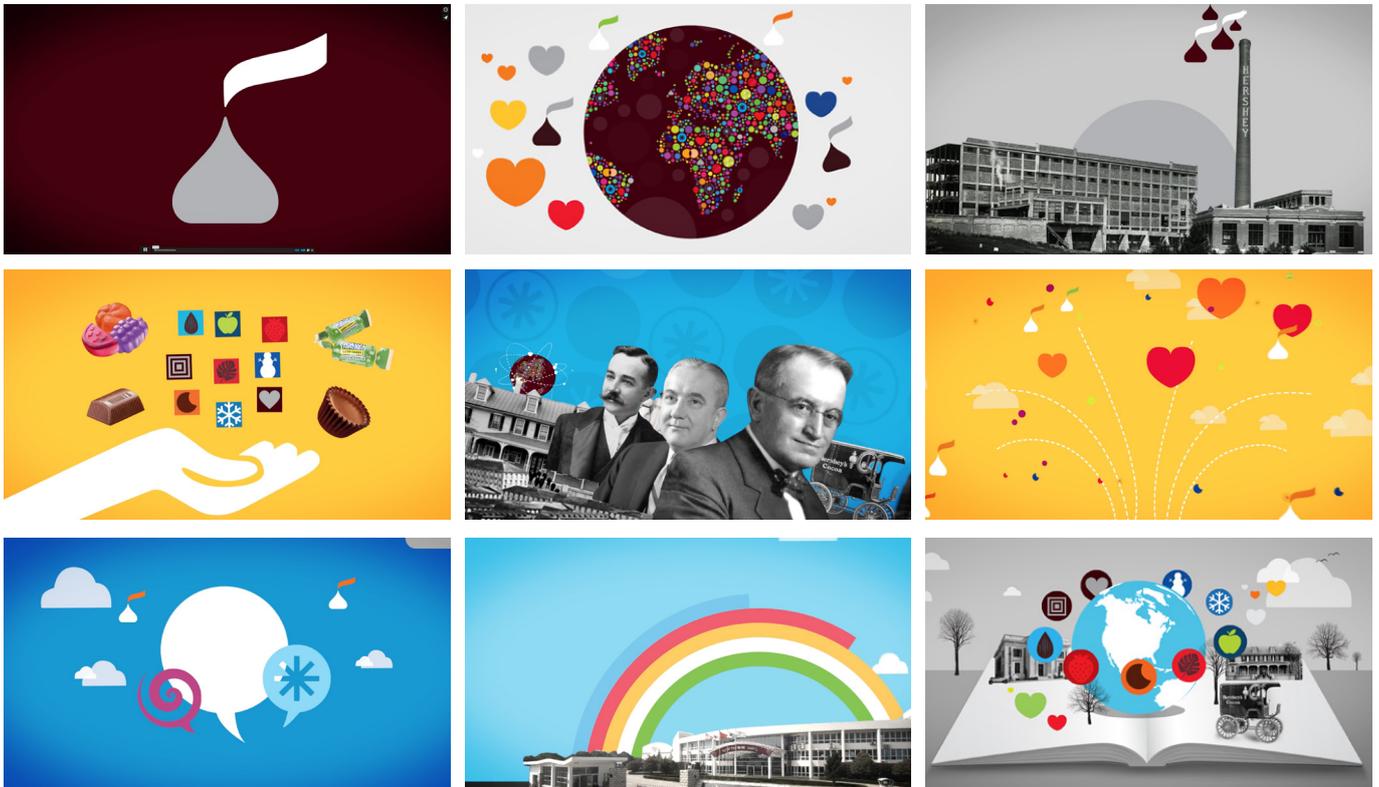
Celebrating remarkable people



Images from left to right:
 - Campaign T-shirts
 - Visual Thinking Map
 - Leadership Purpose Activation Posters
 - Campaign Badges

'I'm Hershey' launched in September 2014 and we've seen real impact. We celebrated the individual and team personalities through playful copy on posters, t-shirts and badges, and used Hershey's logo prominently on everything to build the connection to the group. We brought to the fore Hershey's deeply inspiring founder's story and shared it with all the business divisions around the world. We highlighted Milton Hershey's innovative and bold decision-making to inspire new behaviours and help drive the company forward. The movement touched everyone through wide reaching channels; social, digital, face-to-face and environmental branding.

The next step was to help colleagues clearly see how they can contribute to the success of the overall strategy. To do this, we created and cascaded a Visual Thinking Map. People managers now have regular 'Hershey Unwrapped' conversation sessions with their teams. They use the Map to facilitate discussions about results, global achievements and local successes. The Map helps leaders bring the big picture to life in bite-sized snacks of knowledge.



HERSHEY

Celebrating
remarkable people

Our relationship with the team at Hershey is something special – a true partnership where we work through challenges together and seek to get the best out of each other.

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This collaborative way of working has helped realise the scope of the Hershey journey. We have huge plans for the future, including making 'I'm Hershey' part of onboarding and their global CSR programme, and threading its values through the whole employee experience.