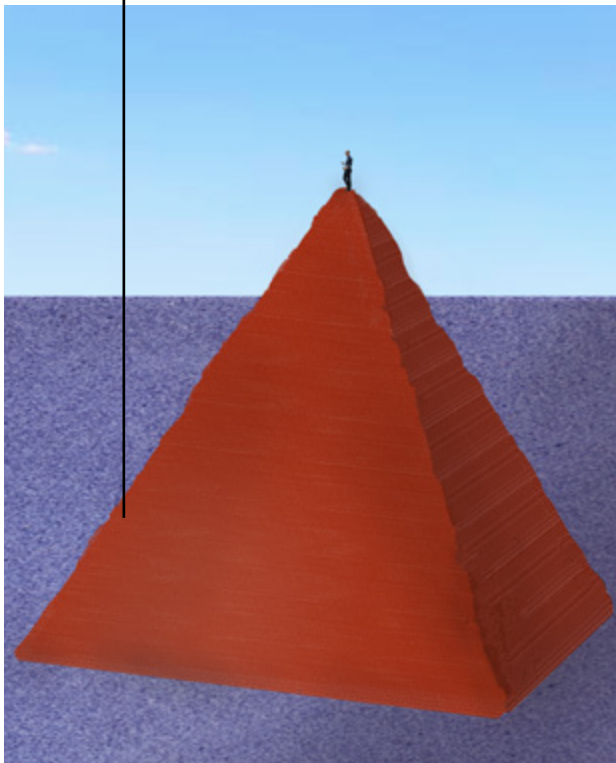
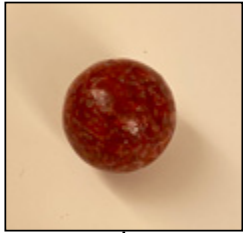


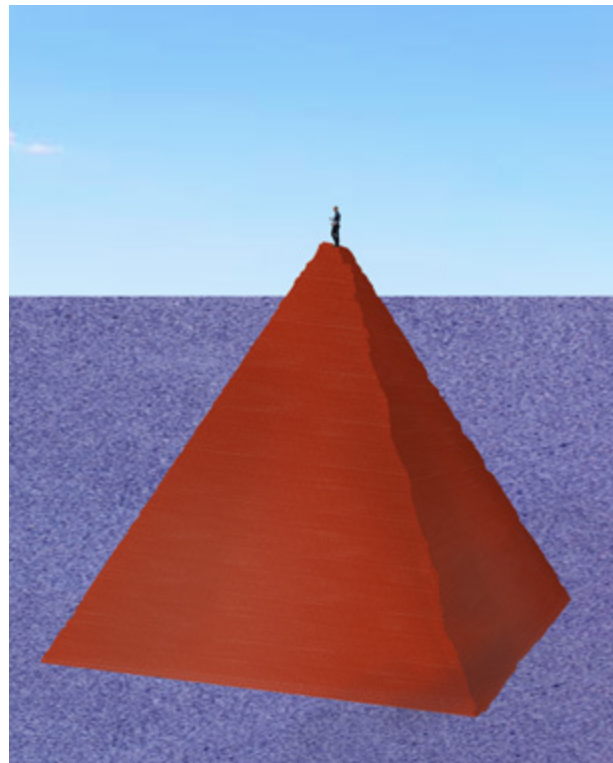
# EXPERIMENTATION

# 2020 AVERAGE DAILY REVENUES VISUALIZATION



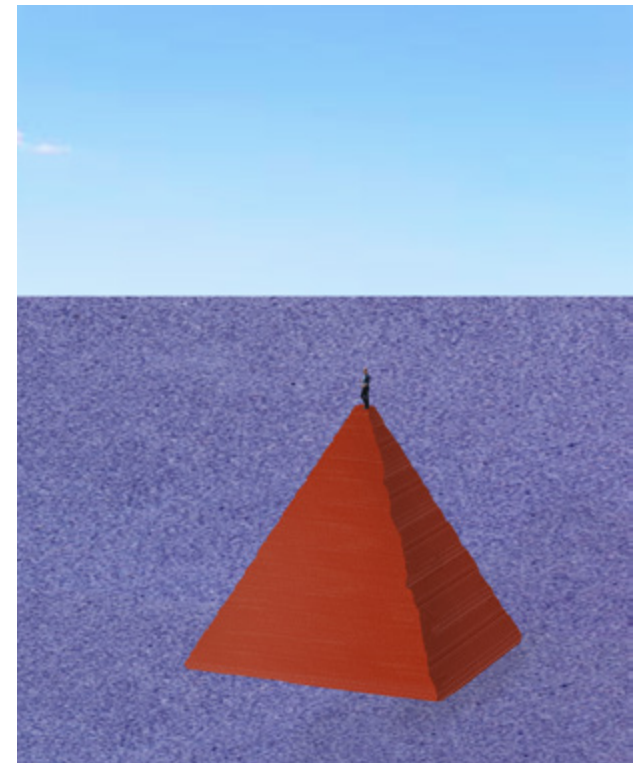
FACEBOOK

405 M candies  
133 M euros  
mountain height: 26 meters



INSTAGRAM

154 M candies  
50 M euros  
mountain height: 19.32 meters



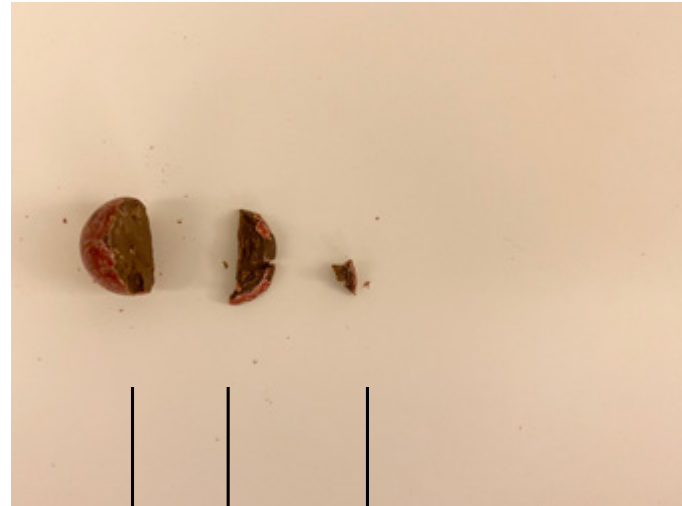
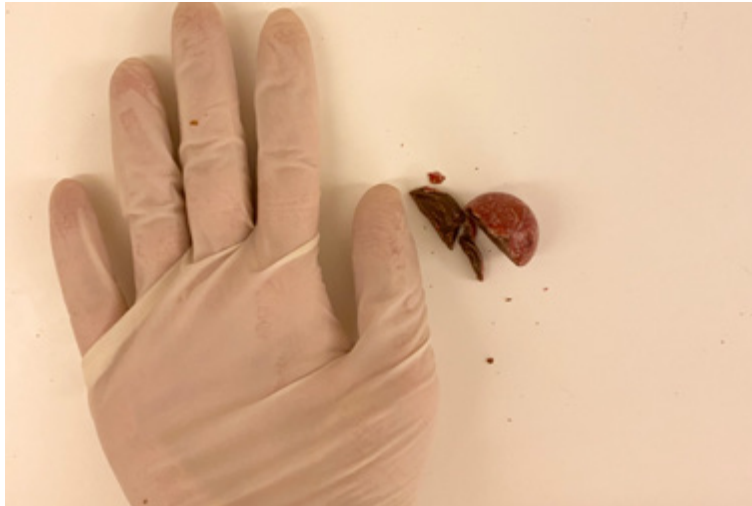
WHATSAPP

34 M candies  
11 M euros  
mountain height: 11.76 meters

**MULTICOLOR**

# EXPERIMENTATION

# THALIA'S MOM: DAILY CONSUMPTION



140 mins on  
Facebook:  
0.53 candy  
0.176 euros

12 mins on  
Whatsapp:  
0.023 candy  
0.008 euros

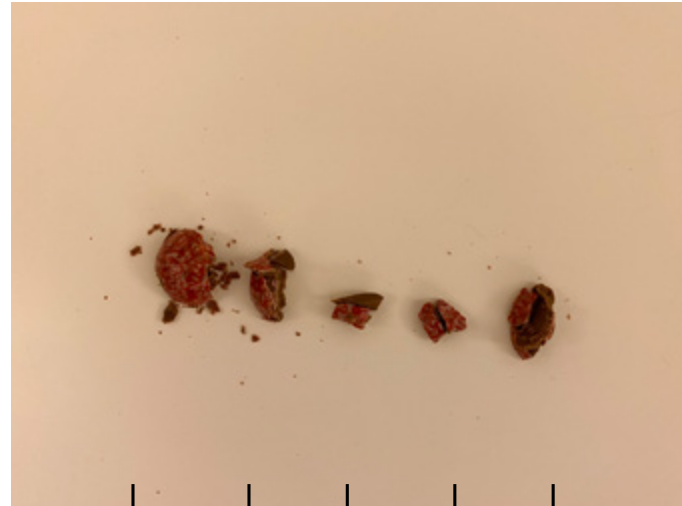
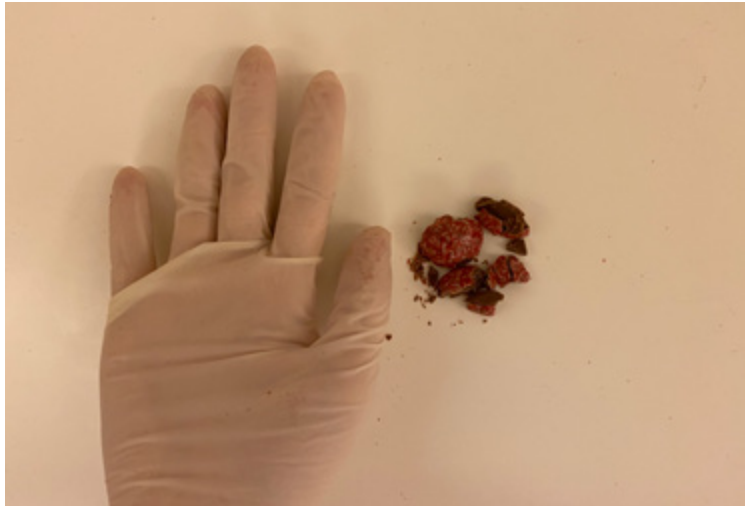
95 mins on  
Instagram:  
0.14 candy  
0.0475 euros

**Total daily consumption**  
0.693 candies  
0.24 euros

**MULTICOLOR**

# EXPERIMENTATION

# AVERAGE USER: DAILY CONSUMPTION



**Total daily consumption**  
0.5 candy  
0.18 euros

58 mins on  
Facebook:  
0.2 candy  
0.07 euros

28 mins on  
Whatsapp:  
0.05 candy  
0.02 euros

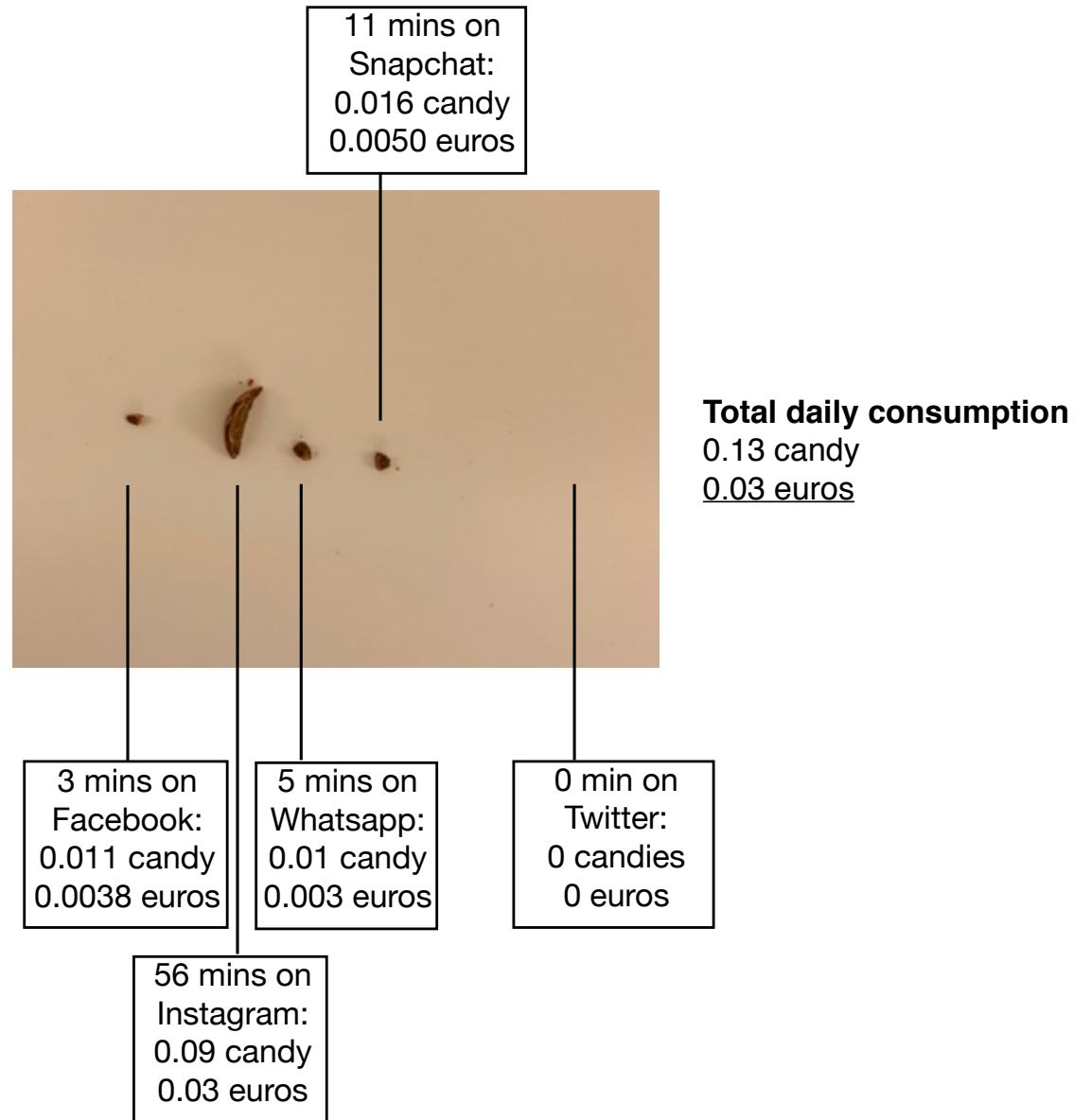
13 mins on  
Twitter:  
0.16 candy  
0.05 euros

53 mins on  
Instagram:  
0.08 candy  
0.02 euros

49 mins on  
Snapchat:  
0.069 candy  
0.02 euros

# EXPERIMENTATION

# THALIA: DAILY CONSUMPTION



# EXPERIMENTATION

# BAG SIZES



20 X 30 CM



30 X 40 CM



20 X 30 CM



30 X 40 CM



20 X 30 CM

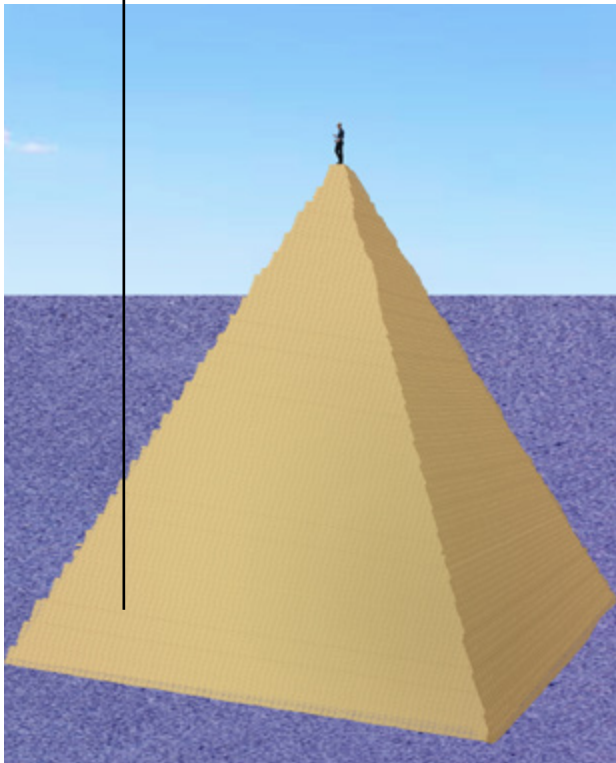


30 X 40 CM

# MULTICOLOR

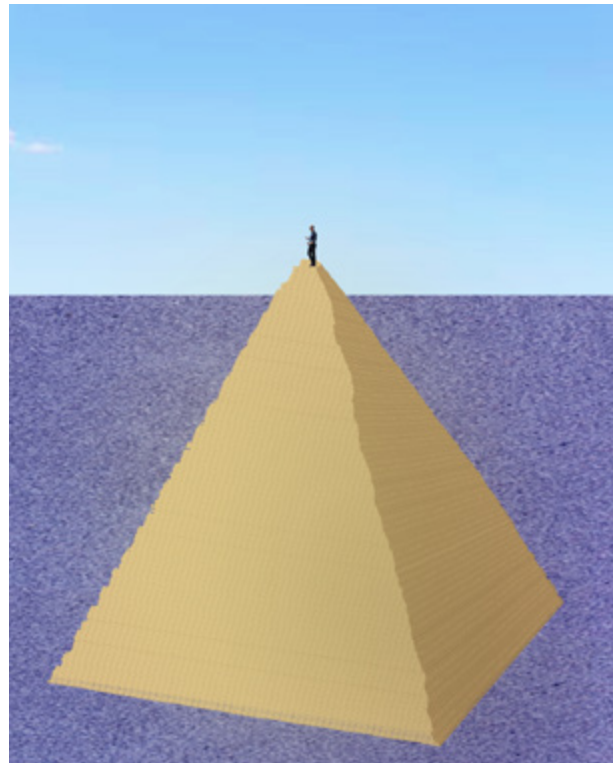
# EXPERIMENTATION

# 2020 AVERAGE DAILY REVENUES VISUALIZATION



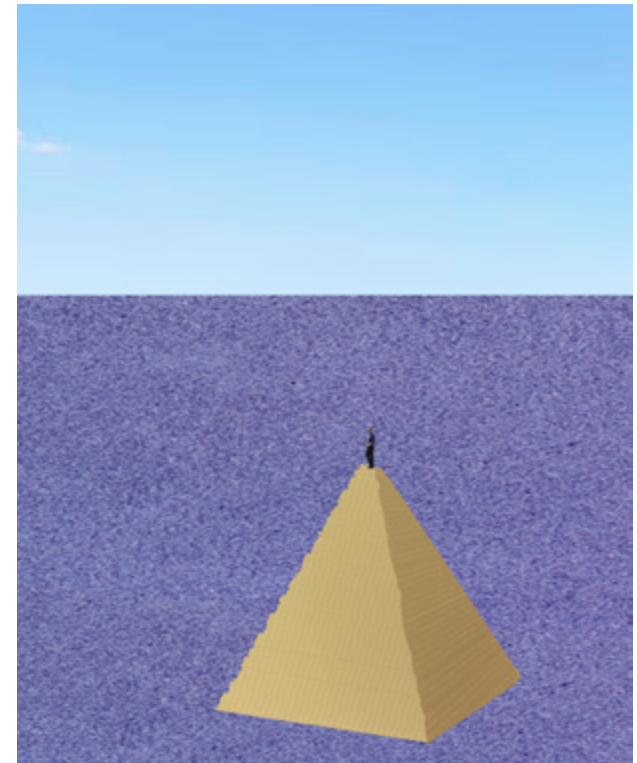
FACEBOOK

335 M candies  
133 M euros  
mountain height: 28.01 meters



INSTAGRAM

127 M candies  
50 M euros  
mountain height: 20.28 meters



WHATSAPP

28 M candies  
11 M euros  
mountain height: 12.34 meters

**CHOCO RECTANGLE**

# EXPERIMENTATION

# AVERAGE USER: DAILY CONSUMPTION



49 mins on  
Snapchat:  
0.06 candy  
0.02 euros

58 mins on  
Facebook:  
0.18 candy  
0.07 euros

28 mins on  
Whatsapp:  
0.04 candy  
0.02 euros

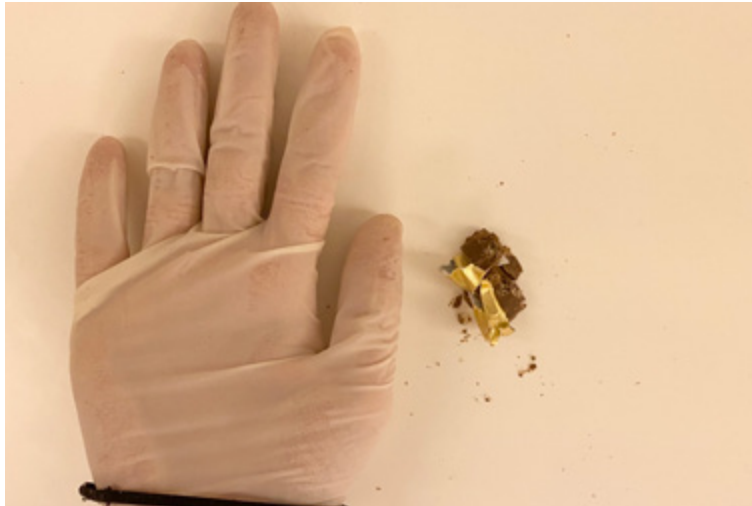
13 mins on  
Twitter:  
0.1 candy  
0.05 euros

53 mins on  
Instagram:  
0.06 candy  
0.02 euros

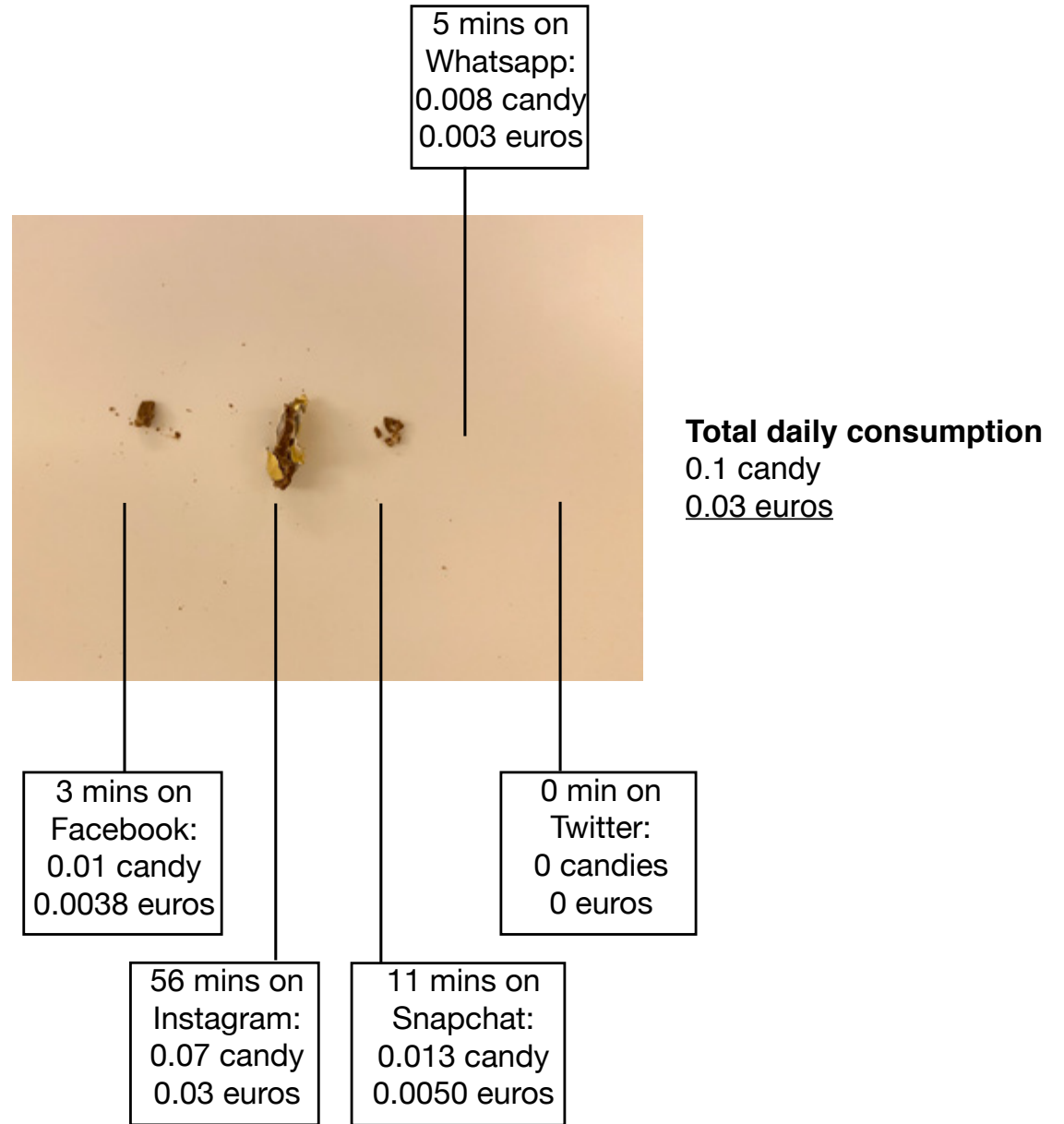
**Total daily consumption**  
0.44 candy  
0.18 euros

# RECTANGLE CHOCOLATE

# EXPERIMENTATION



# THALIA: DAILY CONSUMPTION

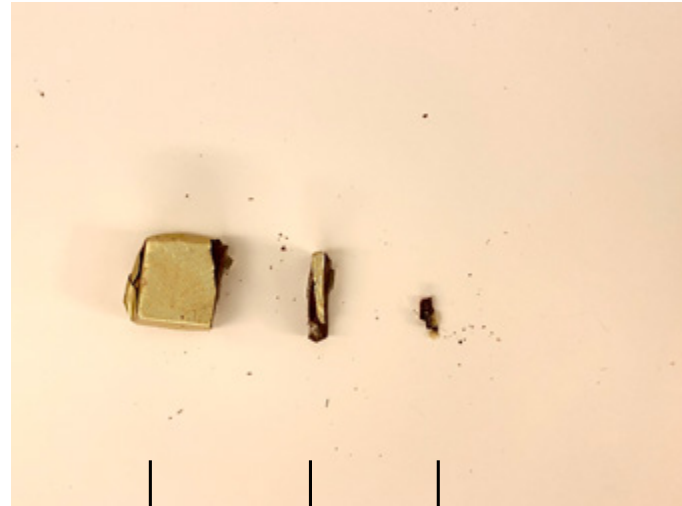


# RECTANGLE CHOCOLATE



# EXPERIMENTATION

# THALIA'S MOM: DAILY CONSUMPTION



**Total daily consumption**  
0.57 candy  
0.24 euros

140 mins on  
Facebook:  
0.44 candies  
0.176 euros

12 mins on  
Whatsapp:  
0.01 candy  
0.008 euros

95 mins on  
Instagram:  
0.12 candies  
0.0475 euros

**RECTANGLE CHOCOLATE**

# EXPERIMENTATION

# BAG SIZES



20 X 30 CM



30 X 40 CM



20 X 30 CM



30 X 40 CM



20 X 30 CM

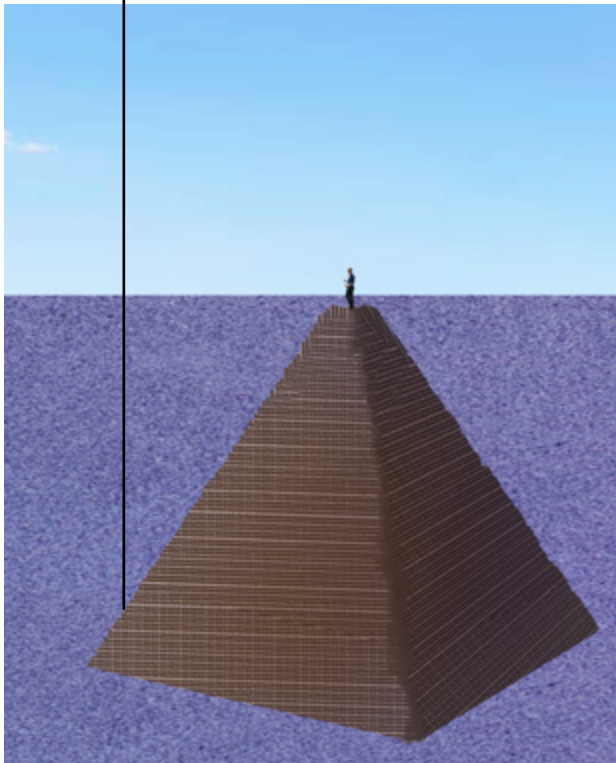


30 X 40 CM

# RECTANGLE CHOCOLATE

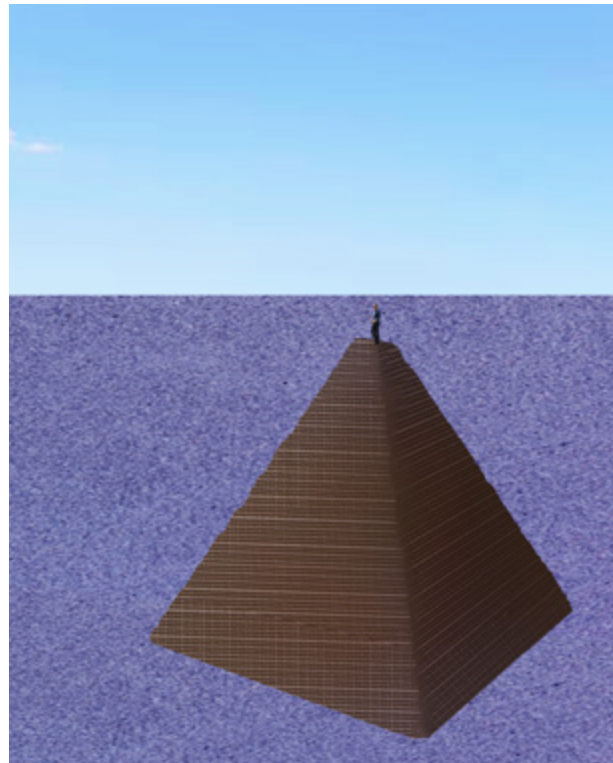
# EXPERIMENTATION

# 2020 AVERAGE DAILY REVENUES VISUALIZATION



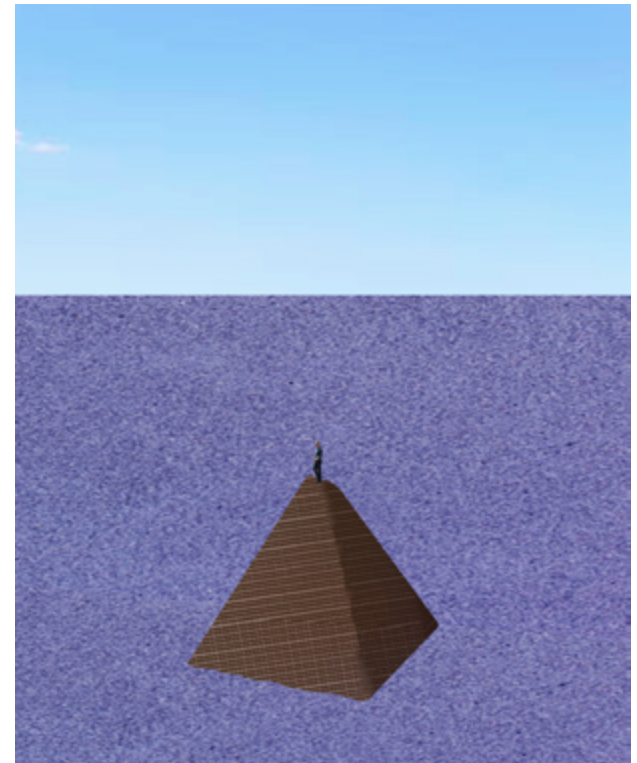
FACEBOOK

420 M candies  
133 M euros  
mountain height: 15.4 meters



INSTAGRAM

159 M candies  
50 M euros  
mountain height: 11.16 meters

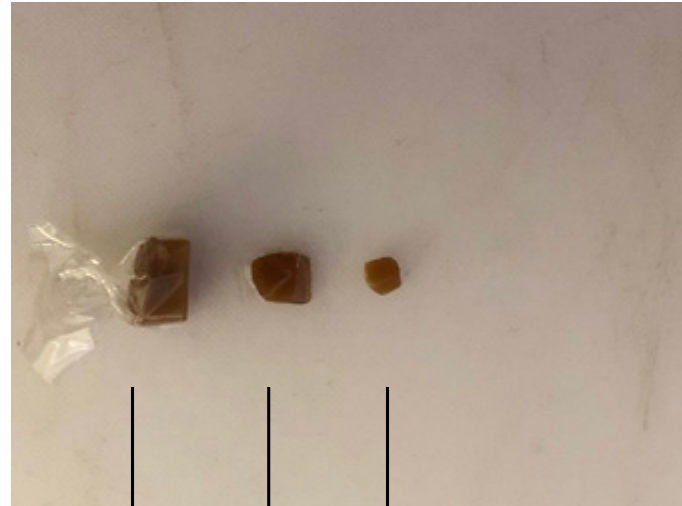


WHATSAPP

36 M candies  
11 M euros  
mountain height: 6.79 meters

# EXPERIMENTATION

# THALIA'S MOM: DAILY CONSUMPTION



140 mins on  
Facebook:  
0.55 candy  
0.176 euros

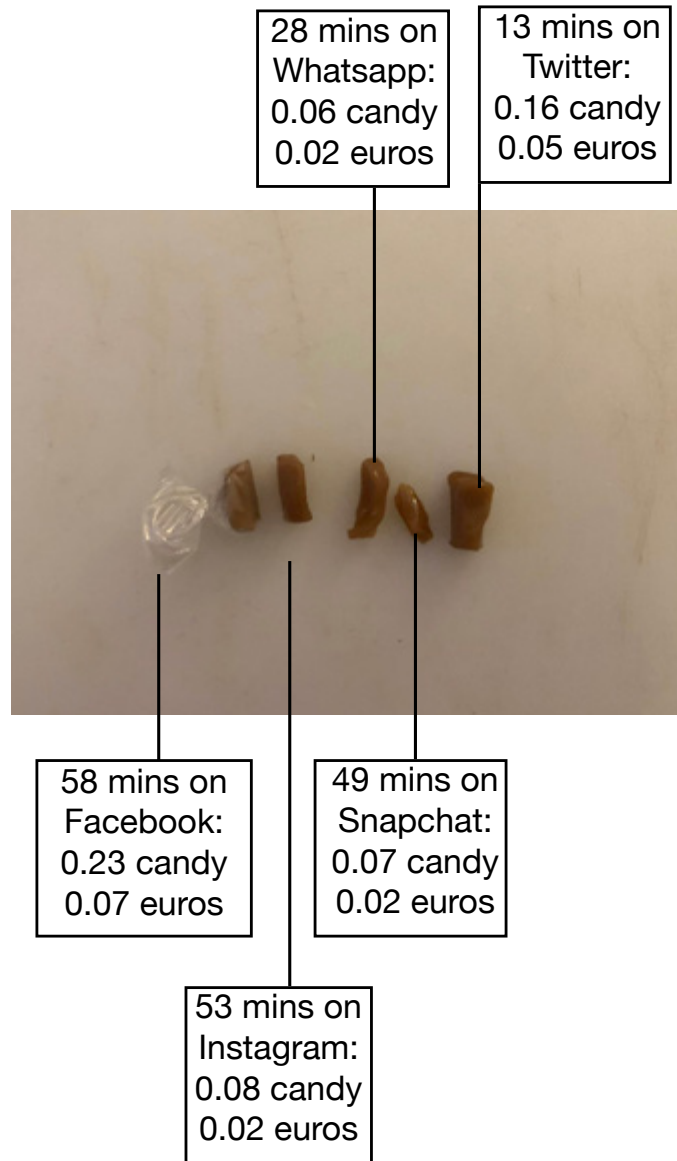
12 mins on  
Whatsapp:  
0.024 candy  
0.008 euros

95 mins on  
Instagram:  
0.15 candy  
0.0475 euros

**Total daily consumption**  
0.724 candies  
0.24 euros

# EXPERIMENTATION

# AVERAGE USER: DAILY CONSUMPTION

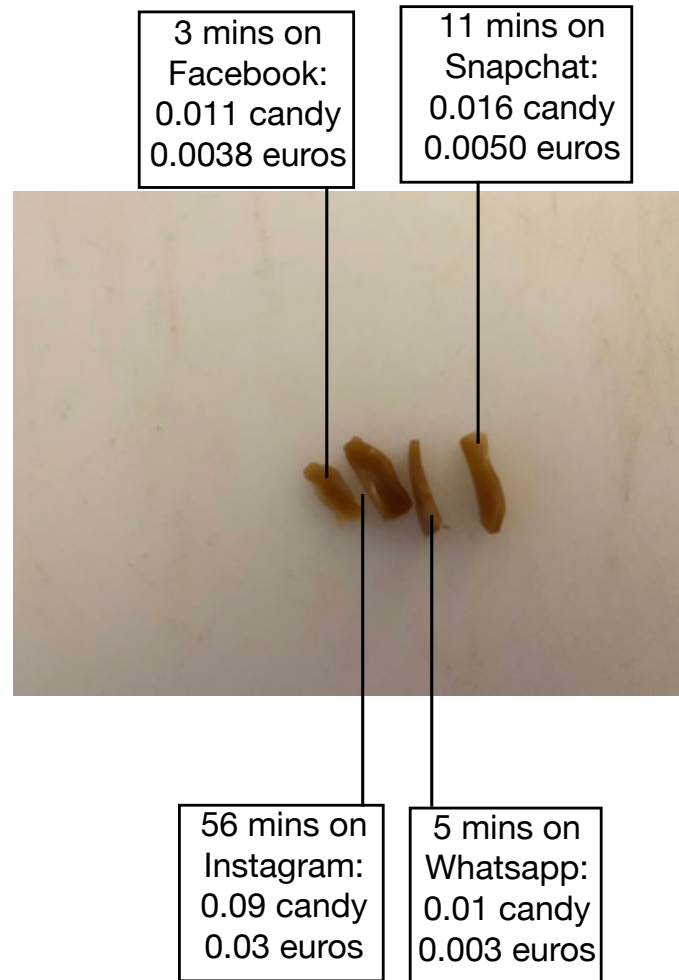


**Total daily consumption**  
0.6 candy  
0.18 euros

# EXPERIMENTATION



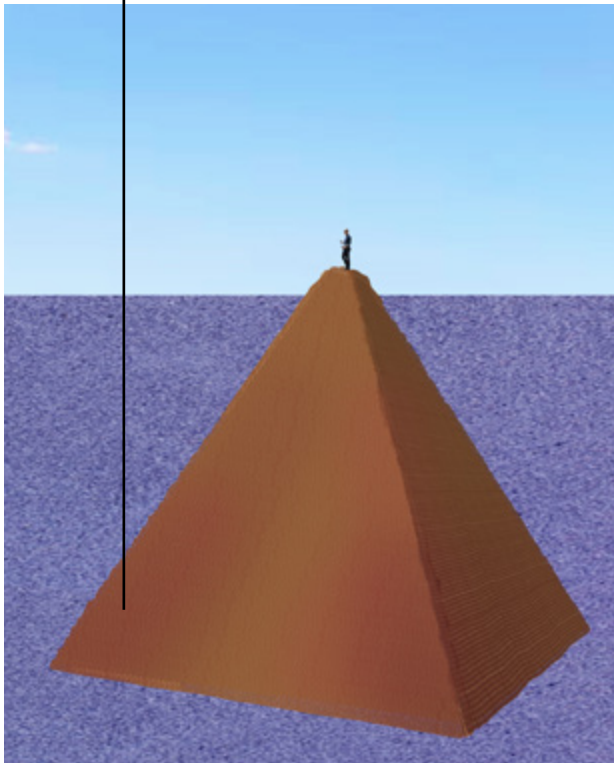
# THALIA: DAILY CONSUMPTION



**Total daily consumption**  
0.584 candy  
0.03 euros

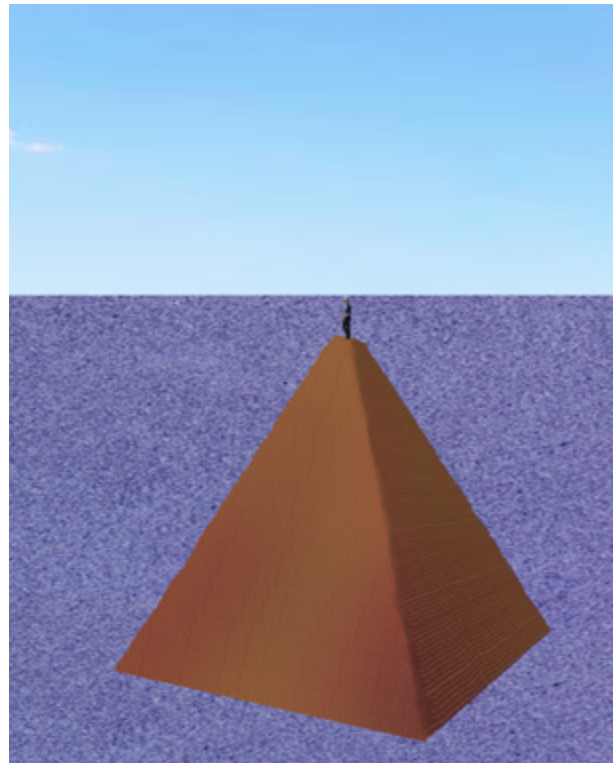
# EXPERIMENTATION

# 2020 AVERAGE DAILY REVENUES VISUALIZATION



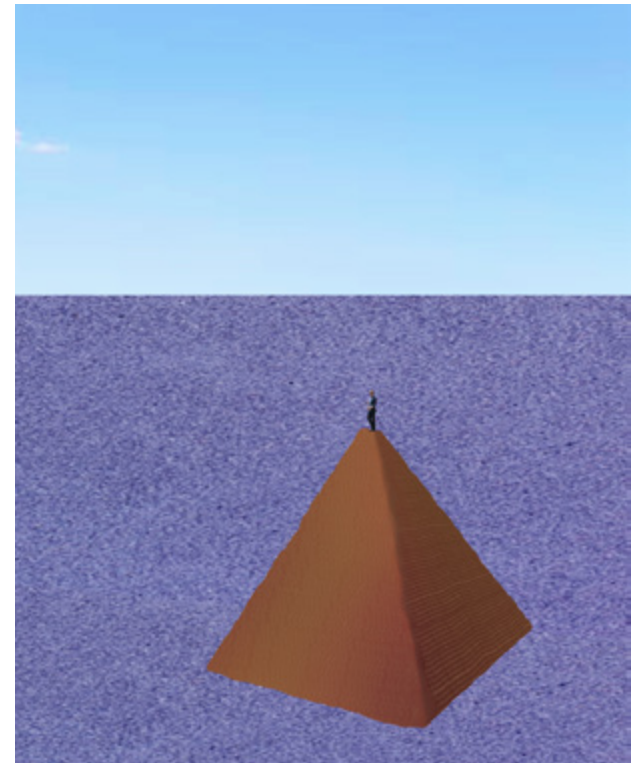
FACEBOOK

1B candies  
133 M euros  
mountain height: 20.4 meters



INSTAGRAM

382 M candies  
50 M euros  
mountain height: 14.77 meters



WHATSAPP

86 M candies  
11 M euros  
mountain height: 8.99 meters

**BONBONS GOMME**

# EXPERIMENTATION

# THALIA'S MOM: DAILY CONSUMPTION



140 mins on  
Facebook:  
1.33 candy  
0.176 euros

12 mins on  
Whatsapp:  
0.058 candy  
0.008 euros

95 mins on  
Instagram:  
0.35 candy  
0.0475 euros

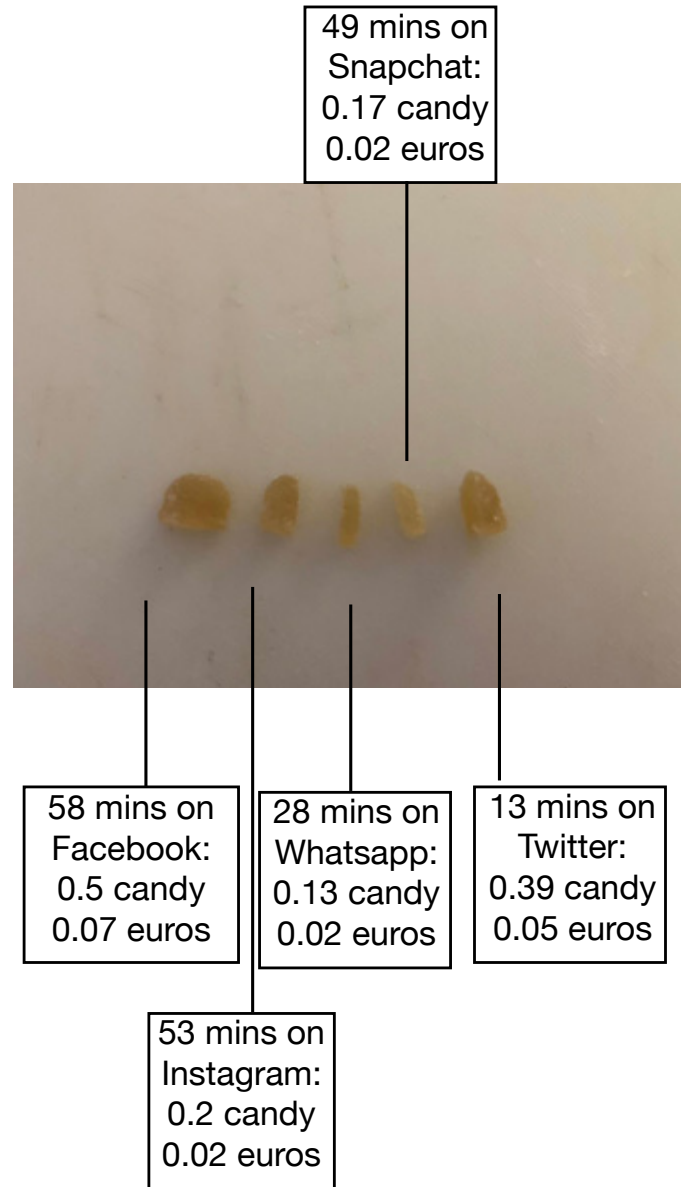
**Total daily consumption**  
1.738 candies  
0.24 euros

**BONBON GOMME**



# EXPERIMENTATION

# AVERAGE USER: DAILY CONSUMPTION



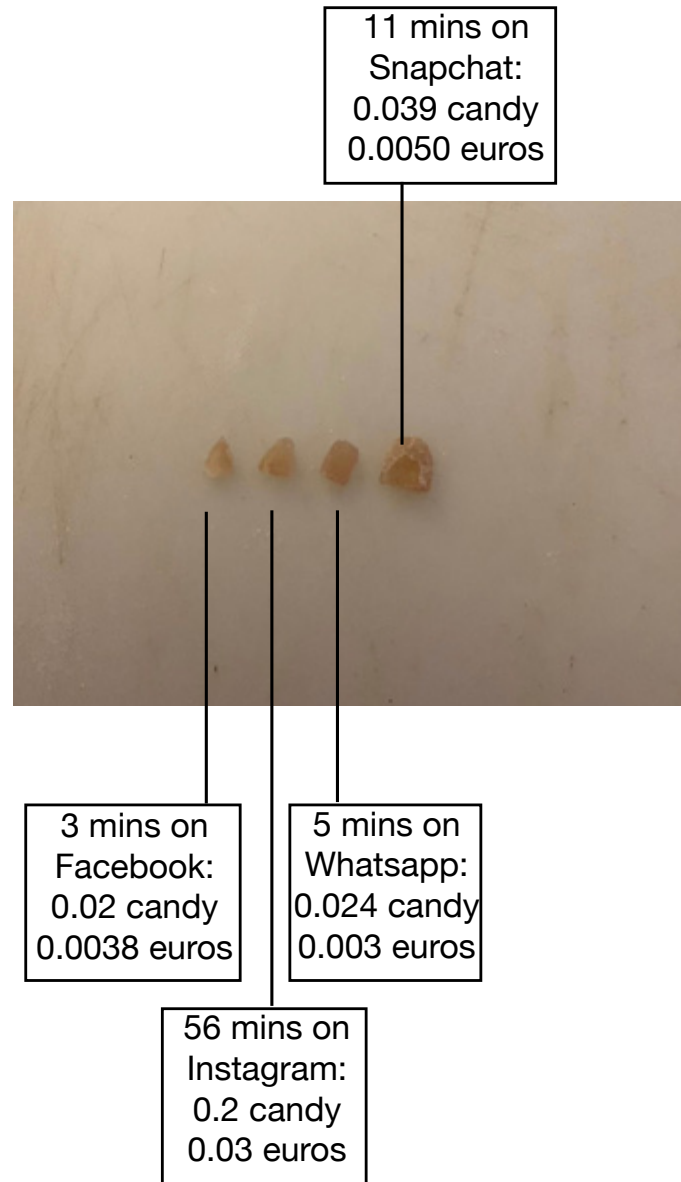
**Total daily consumption**  
1.38 candies  
0.18 euros

**BONBON GOMME**

# EXPERIMENTATION



# THALIA: DAILY CONSUMPTION

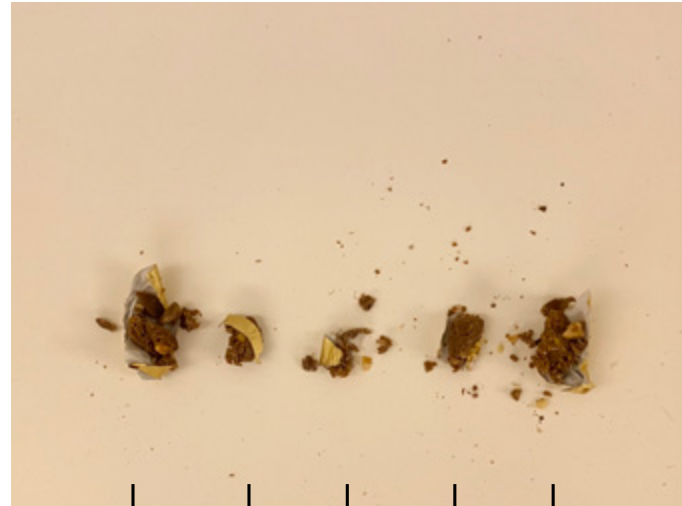


**Total daily consumption**  
0.26 candy  
0.03 euros

**BONBON GOMME**

# EXPERIMENTATION

# AVERAGE USER: DAILY CONSUMPTION



**Total daily consumption**  
0.41 candies  
0.18 euros

58 mins on  
Facebook:  
0.16 candy  
0.07 euros

28 mins on  
Whatsapp:  
0.04 candy  
0.02 euros

13 mins on  
Twitter:  
0.11 candy  
0.05 euros

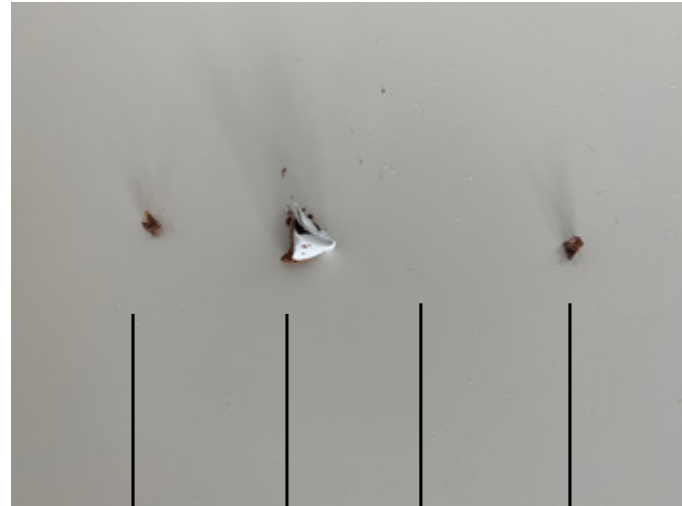
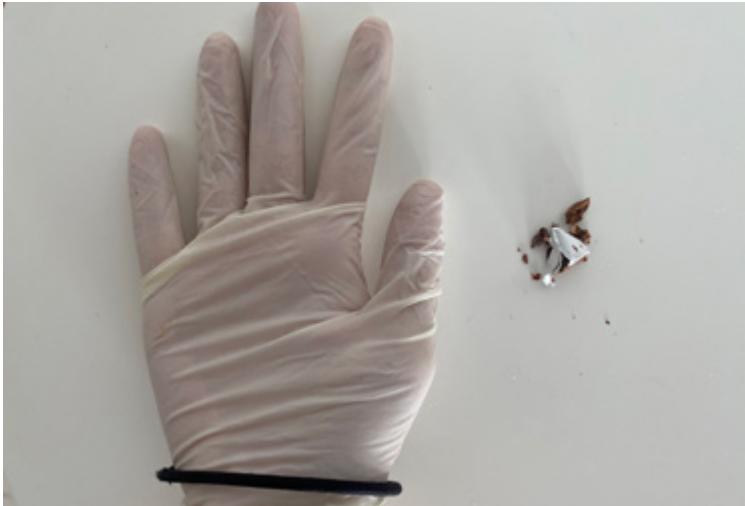
53 mins on  
Instagram:  
0.05 candy  
0.02 euros

49 mins on  
Snapchat:  
0.05 candy  
0.02 euros

**ROUNDED CHOCOLATE**

# EXPERIMENTATION

# THALIA: DAILY CONSUMPTION



3 mins on  
Facebook:  
0.01 candy  
0.0038 euros

5 mins on  
Whatsapp:  
0.008 candy  
0.003 euros

56 mins on  
Instagram:  
0.07 candy  
0.03 euros

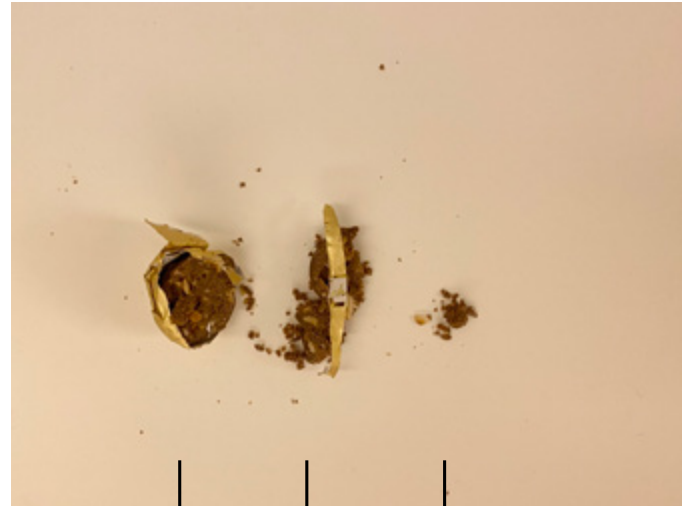
11 mins on  
Snapchat:  
0.013 candy  
0.0050 euros

**Total daily consumption**  
0.1 candy  
0.03 euros

## ROUNDED CHOCOLATE

# EXPERIMENTATION

# THALIA'S MOM: DAILY CONSUMPTION



**Total daily consumption**  
0.52 candy  
0.24 euros

140 mins on  
Facebook:  
0.4 candies  
0.176 euros

95 mins on  
Instagram:  
0.1 candy  
0.0475 euros

12 mins on  
Whatsapp:  
0.02 candy  
0.008 euros

**ROUNDED CHOCOLATE**

# EXPERIMENTATION

# BAG SIZES



20 X 30 CM



30 X 40 CM



20 X 30 CM



30 X 40 CM



20 X 30 CM



30 X 40 CM

# ROUNDED CHOCOLATE

# EXPERIMENTATION



# THALIA'S MOM: DAILY CONSUMPTION



140 mins on  
Facebook:  
0.27 candy  
0.176 euros

12 mins on  
Whatsapp:  
0.011 candy  
0.008 euros

95 mins on  
Instagram:  
0.072 candy  
0.0475 euros

**Total daily consumption**  
0.353 candy  
0.24 euros

## CROUSTIBOULES

# EXPERIMENTATION

# AVERAGE USER: DAILY CONSUMPTION



49 mins on  
Snapchat:  
0.034 candy  
0.02 euros

58 mins on  
Facebook:  
0.11 candy  
0.07 euros

28 mins on  
Whatsapp:  
0.03 candy  
0.02 euros

53 mins on  
Instagram:  
0.04 candy  
0.02 euros

13 mins on  
Twitter:  
0.08 candy  
0.05 euros

**Total daily consumption**  
0.294 candies  
0.18 euros

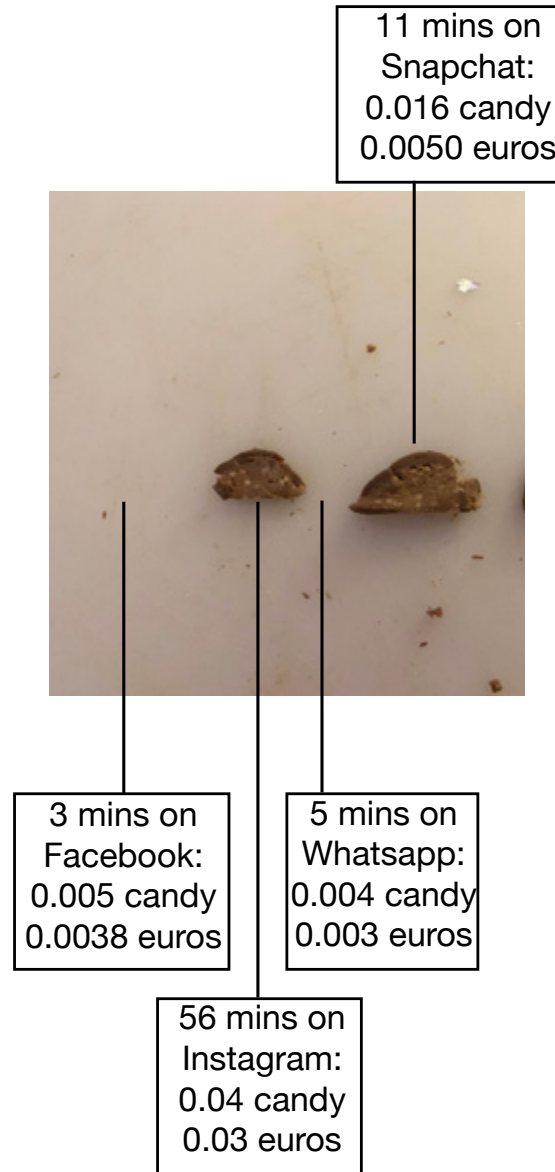
# CROUSTIBOULES



# EXPERIMENTATION



# THALIA: DAILY CONSUMPTION



**Total daily consumption**  
0.065 candies  
0.03 euros

**CROUSTIBOULES**

# EXPERIMENTATION

# THALIA'S MOM: DAILY CONSUMPTION



140 mins on  
Facebook:  
2.37 candy  
0.176 euros

12 mins on  
Whatsapp:  
0.1 candy  
0.008 euros

95 mins on  
Instagram:  
0.64 candy  
0.0475 euros

**Total daily consumption**  
3.11 candies  
0.24 euros

**DRAGET (BLUE)**

# EXPERIMENTATION

# AVERAGE USER: DAILY CONSUMPTION



**Total daily consumption**  
2.57 candies  
0.18 euros

58 mins on  
Facebook:  
0.98 candy  
0.07 euros

28 mins on  
Whatsapp:  
0.24 candy  
0.02 euros

53 mins on  
Instagram:  
0.36 candy  
0.02 euros

13 mins on  
Twitter:  
0.69 candy  
0.05 euros

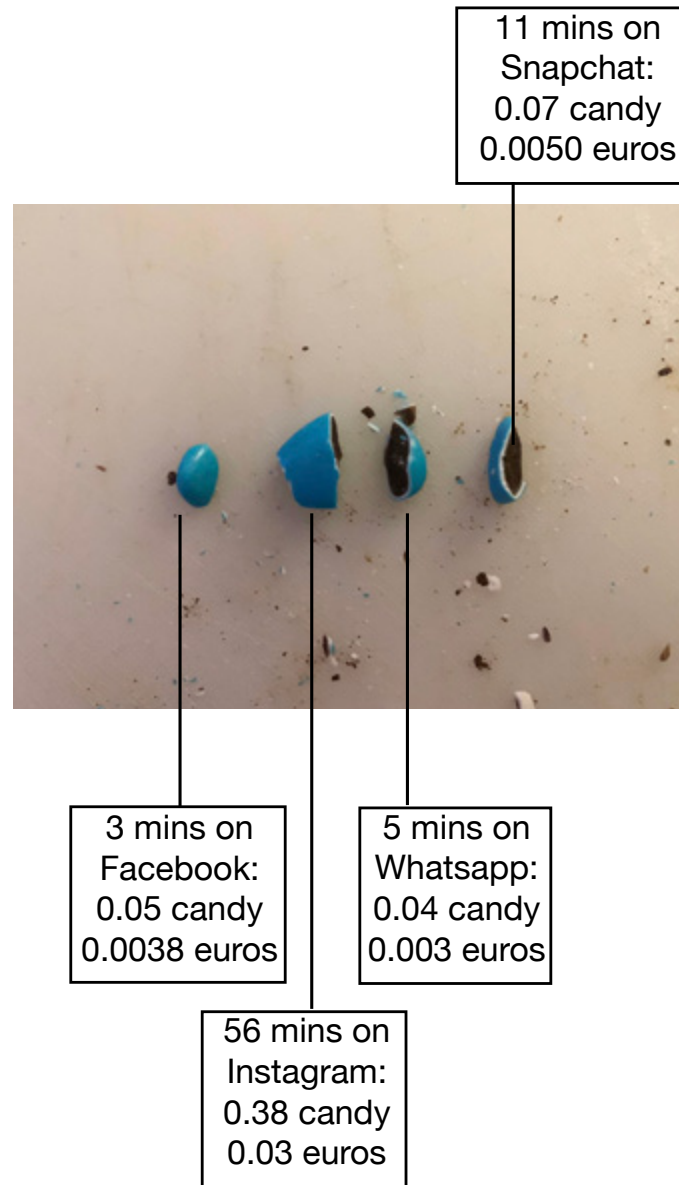
49 mins on  
Snapchat:  
0.3 candy  
0.02 euros

**DRAGET (BLUE)**

# EXPERIMENTATION



# THALIA: DAILY CONSUMPTION



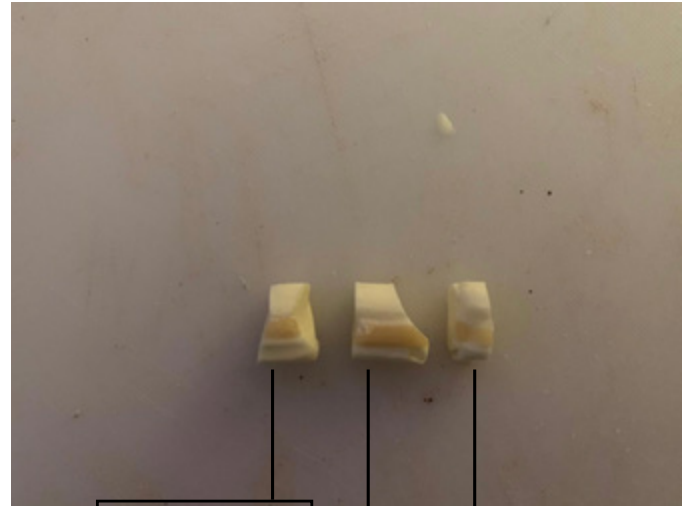
**Total daily consumption**  
0.54 candies  
0.03 euros

**DRAGET (BLUE)**

# EXPERIMENTATION



# THALIA'S MOM: DAILY CONSUMPTION



140 mins on  
Facebook:  
0.4 candy  
0.176 euros

12 mins on  
Whatsapp:  
0.018 candy  
0.008 euros

95 mins on  
Instagram:  
0.11 candy  
0.0475 euros

**Total daily consumption**  
0.53 candies  
0.24 euros

# EXPERIMENTATION

# AVERAGE USER: DAILY CONSUMPTION



**Total daily consumption**  
0.44 candies  
0.18 euros

58 mins on  
Facebook:  
0.17 candy  
0.07 euros

28 mins on  
Whatsapp:  
0.04 candy  
0.02 euros

13 mins on  
Twitter:  
0.12 candy  
0.05 euros

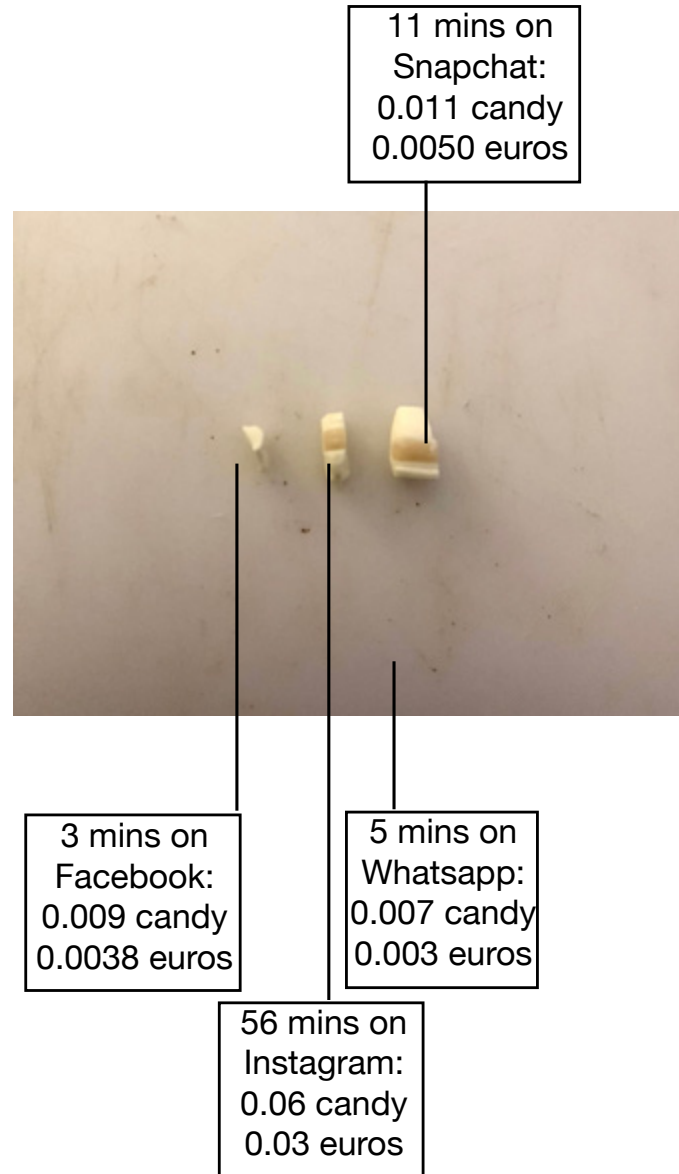
53 mins on  
Instagram:  
0.06 candy  
0.02 euros

49 mins on  
Snapchat:  
0.05 candy  
0.02 euros

# EXPERIMENTATION



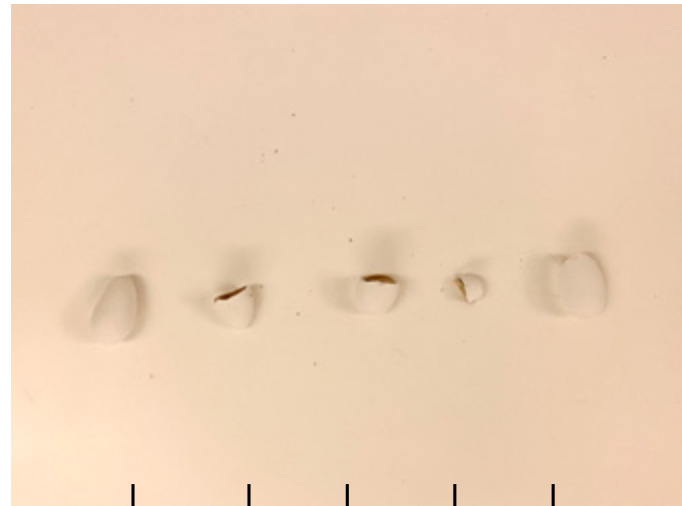
# THALIA: DAILY CONSUMPTION



**Total daily consumption**  
0.087 candies  
0.03 euros

# EXPERIMENTATION

# AVERAGE USER: DAILY CONSUMPTION



**Total daily consumption**  
2.91 candies  
0.18 euros

58 mins on  
Facebook:  
1 candy  
0.07 euros

28 mins on  
Whatsapp:  
0.3 candy  
0.02 euros

13 mins on  
Twitter:  
0.84 candy  
0.05 euros

53 mins on  
Instagram:  
0.4 candy  
0.02 euros

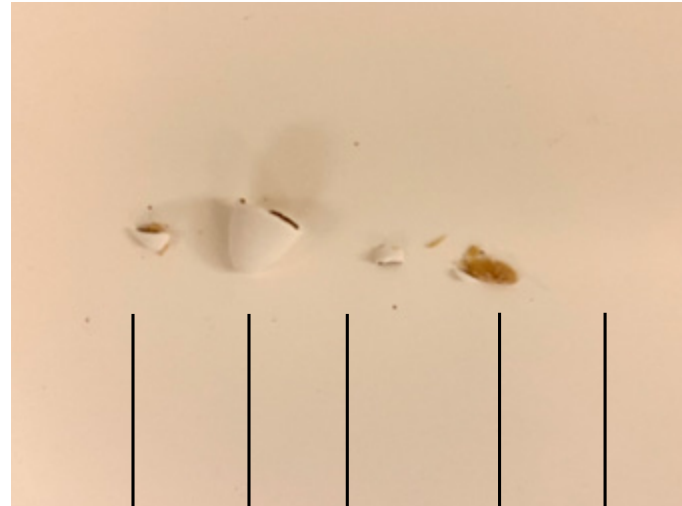
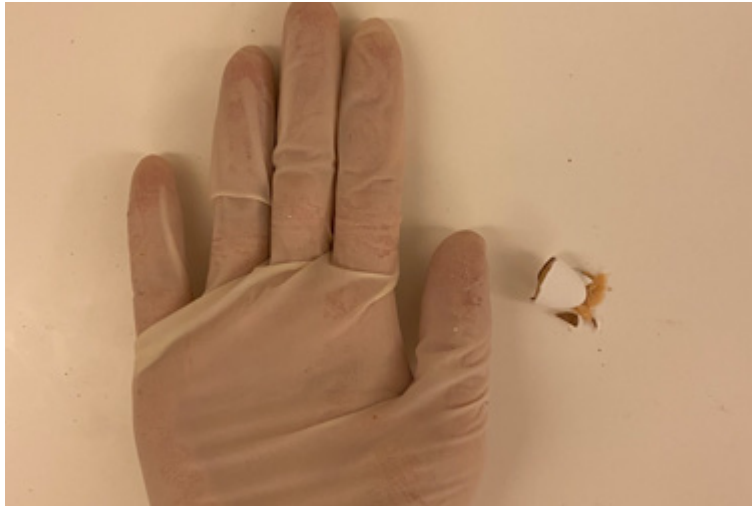
49 mins on  
Snapchat:  
0.37 candy  
0.02 euros

**DRAGETS (WHITE)**



# EXPERIMENTATION

# THALIA: DAILY CONSUMPTION



**Total daily consumption**  
0.64 candies  
0.03 euros

3 mins on  
Facebook:  
0.06 candy  
0.0038 euros

5 mins on  
Whatsapp:  
0.05 candy  
0.003 euros

0 min on  
Twitter:  
0 candies  
0 euros

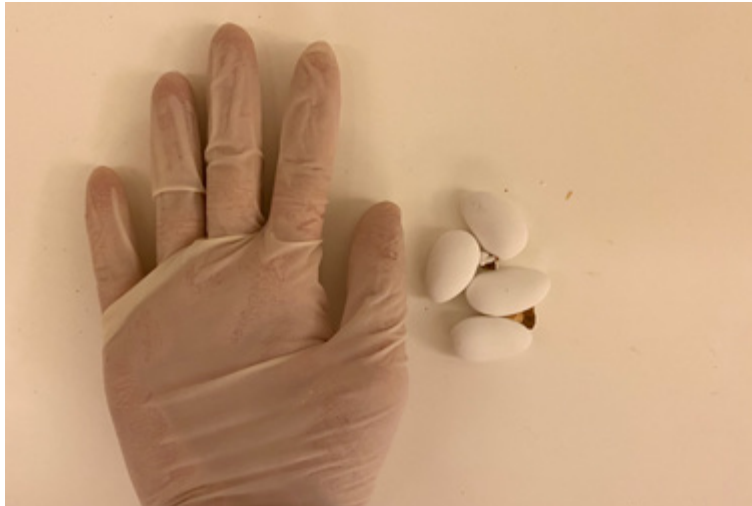
56 mins on  
Instagram:  
0.45 candy  
0.03 euros

11 mins on  
Snapchat:  
0.08 candy  
0.0050 euros

**DRAGETS (WHITE)**

# EXPERIMENTATION

# THALIA'S MOM: DAILY CONSUMPTION



140 mins on  
Facebook:  
2.8 candy  
0.176 euros

95 mins on  
Instagram:  
0.77 candy  
0.0475 euros

12 mins on  
Whatsapp:  
0.13 candy  
0.008 euros

**Total daily consumption**  
3.7 candies  
0.24 euros

**DRAGETS (WHITE)**

# EXPERIMENTATION

# BAG SIZES



20 X 30 CM



30 X 40 CM



20 X 30 CM



30 X 40 CM



20 X 30 CM



30 X 40 CM

# DRAGEE

# EXPERIMENTATION

# AVERAGE USER: DAILY CONSUMPTION



**Total daily consumption**  
3.25 candies  
0.18 euros

58 mins on  
Facebook:  
1.2 candy  
0.07 euros

28 mins on  
Whatsapp:  
0.31 candy  
0.02 euros

13 mins on  
Twitter:  
0.9 candies  
0.05 euros

53 mins on  
Instagram:  
0.45 candy  
0.02 euros

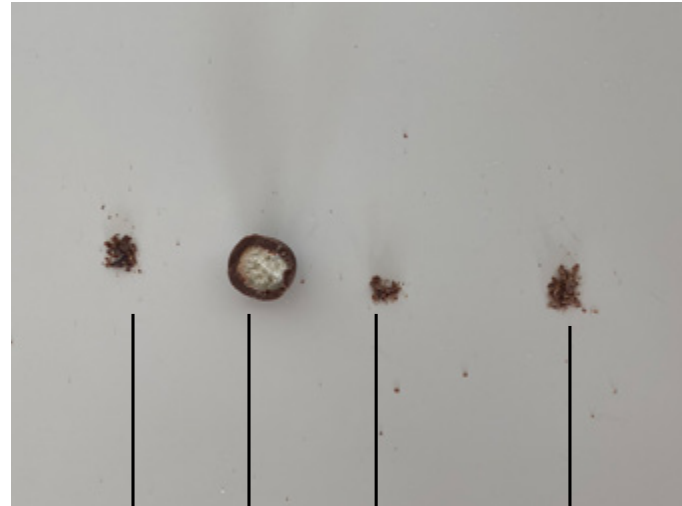
49 mins on  
Snapchat:  
0.39 candy  
0.02 euros

**CHOCOLATE BALLS**

# EXPERIMENTATION



# THALIA: DAILY CONSUMPTION



**Total daily consumption**  
0.69 candies  
0.03 euros

3 mins on  
Facebook:  
0.065 candy  
0.0038 euros

5 mins on  
Whatsapp:  
0.056 candy  
0.003 euros

56 mins on  
Instagram:  
0.48 candy  
0.03 euros

11 mins on  
Snapchat:  
0.089 candy  
0.0050 euros

# CHOCOLATE BALLS

# EXPERIMENTATION

# THALIA'S MOM: DAILY CONSUMPTION



140 mins on  
Facebook:  
3 candies  
0.176 euros

12 mins on  
Whatsapp:  
0.13 candy  
0.008 euros

95 mins on  
Instagram:  
0.8 candy  
0.0475 euros

**Total daily consumption**  
3.93 candies  
0.24 euros

**CHOCOLATE BALLS**

# EXPERIMENTATION

# BAG SIZES



20 X 30 CM



30 X 40 CM



20 X 30 CM



30 X 40 CM



20 X 30 CM



30 X 40 CM

# CHOCOLATE BALLS

# EXPERIMENTATION



20 X 30 CM



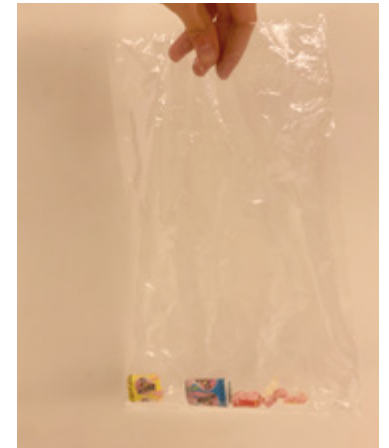
30 X 40 CM



20 X 30 CM



30 X 40 CM



20 X 30 CM



20 X 30 CM



30 X 40 CM



20 X 30 CM



30 X 40 CM



30 X 40 CM




# PREVIOUS CANDIES BAG SIZES

**AVERAGE USER**



# LABEL

## INGREDIENTS PER CANDY:

-  **251 MINUTES OF SOCIAL COMPARISON, POTENTIAL STRESS, FEAR OF MISSING OUT, PASSIVE SCROLLING, EXPOSURE TO BLUE LIGHT, POOR POSTURE.**
-  **659 MINUTES OF SOCIAL COMPARISON, POTENTIAL STRESS, FEAR OF MISSING OUT, PASSIVE SCROLLING, EXPOSURE TO BLUE LIGHT, POOR POSTURE.**
-  **206 MINUTES OF SOCIAL COMPARISON, POTENTIAL STRESS, FEAR OF MISSING OUT, PASSIVE SCROLLING, EXPOSURE TO BLUE LIGHT, POOR POSTURE.**