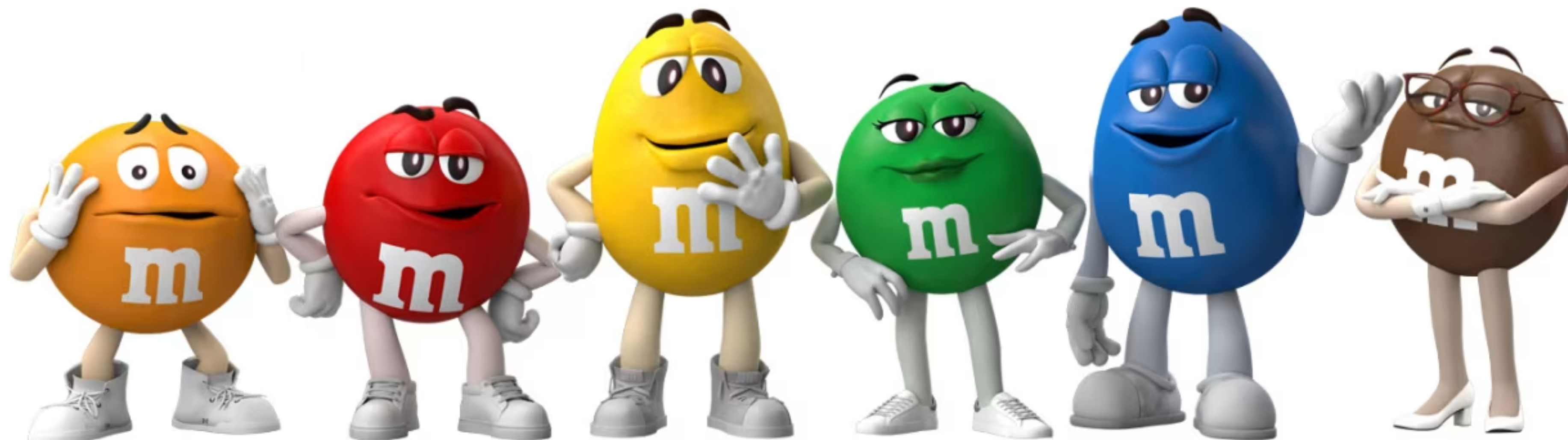


The **m&m's** Spokescandies Controversy





sexist

a nuclear strike in the war on men

pushing intolerance



We are the **m&m's** Brand Management team

Mathea

Elena

Andy





So, what happened?

The M&M's logo is displayed in a stylized, bold, brown font with a white outline and a slight shadow, tilted at an angle. The background is a solid orange color with several M&M's candies scattered throughout, including red, green, yellow, and brown ones.

m&m's

global chocolate brand

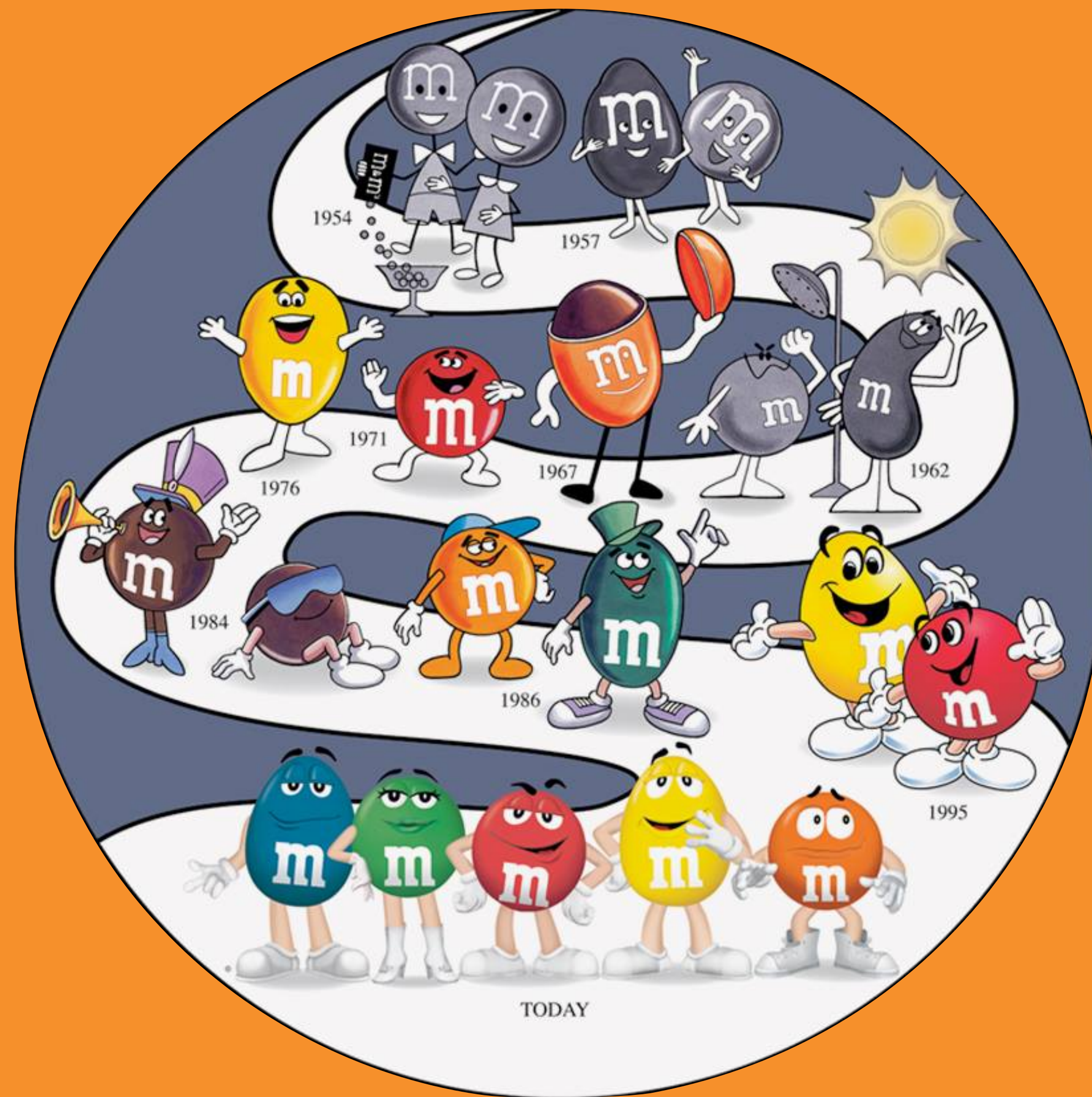
founded in 1941

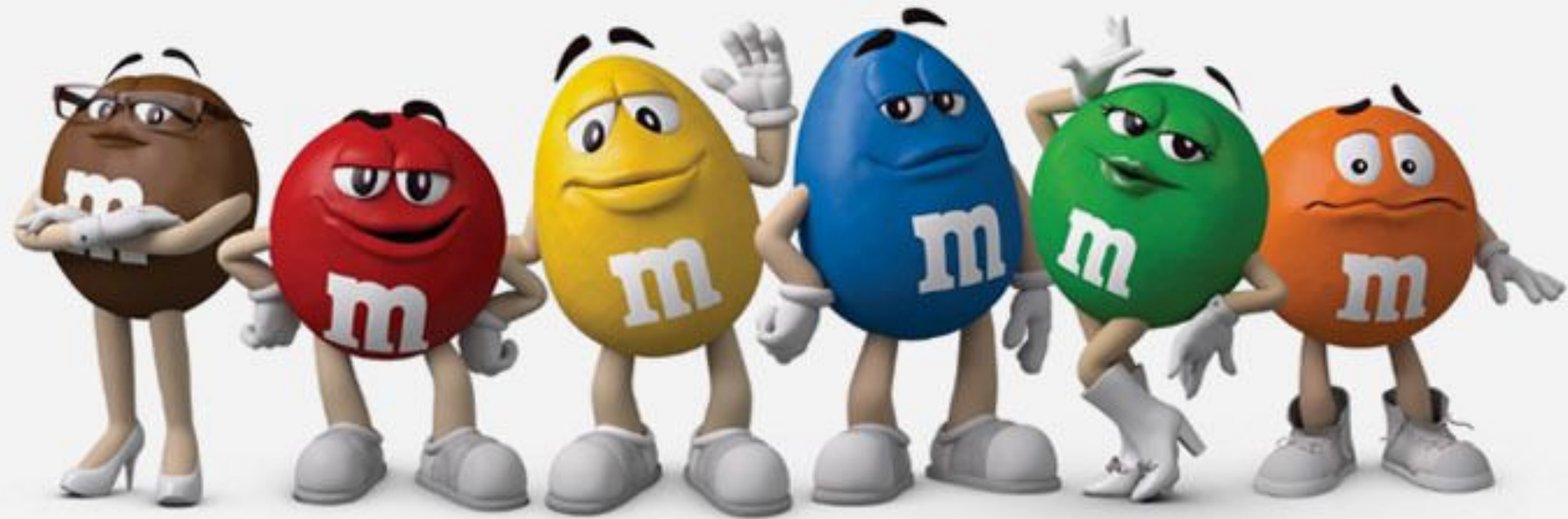
inclusivity, fun & belonging

m&m's



m&m's





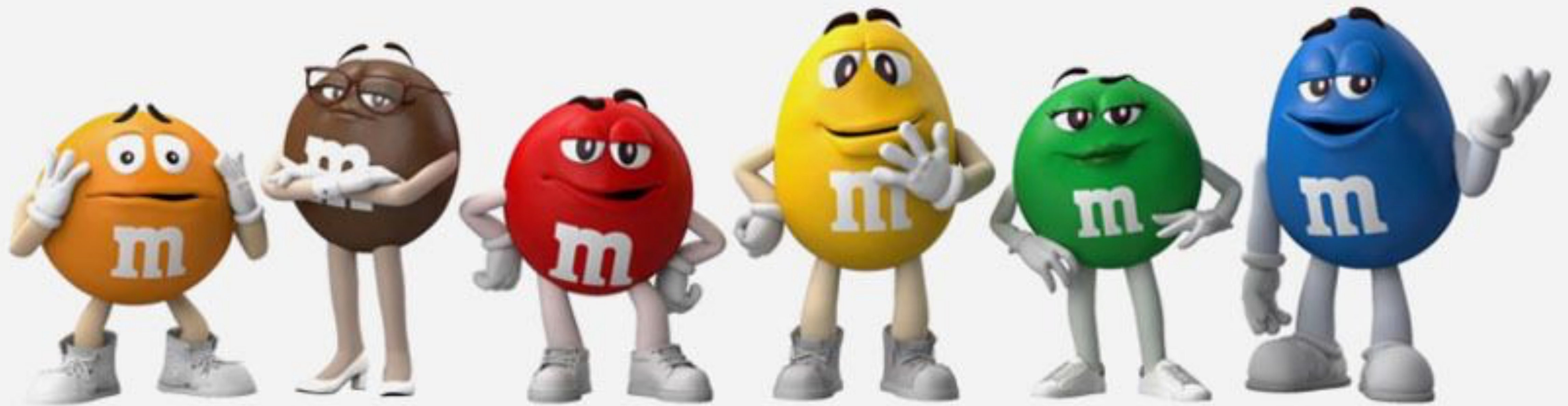
2021



“At Mars we believe that
in the world we want tomorrow, society is inclusive.

And, as one of our most iconic brands,
M&M’S® is announcing a
**new global commitment to create a world where
everyone feels they belong.”**

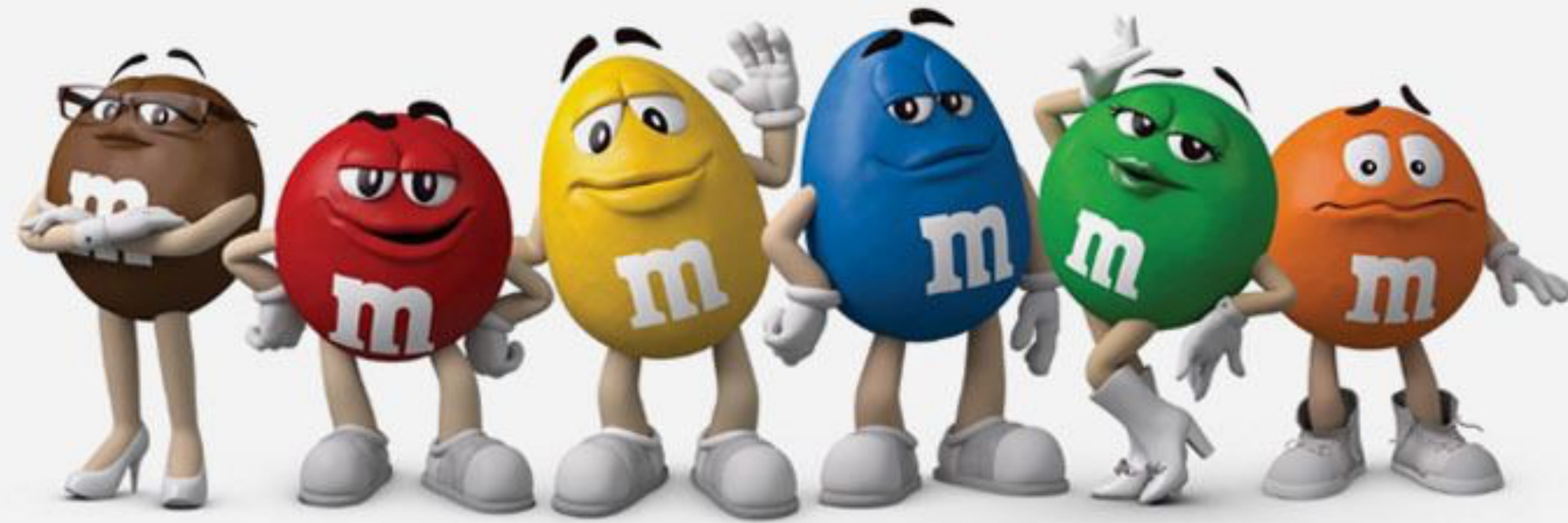




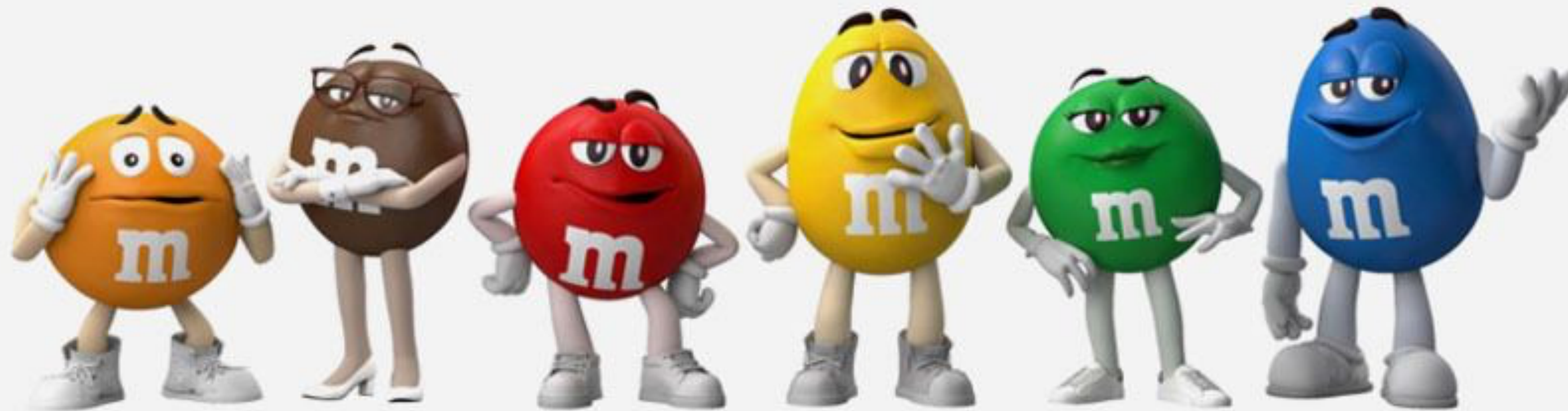
2022



2021



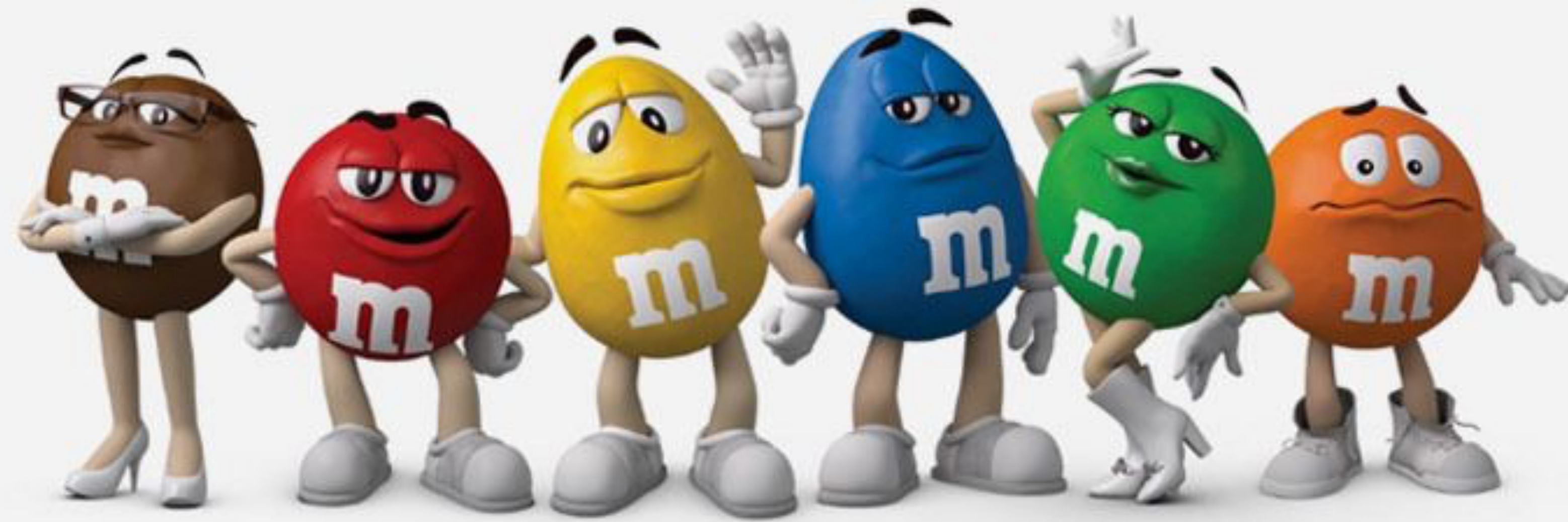
Spot the differences



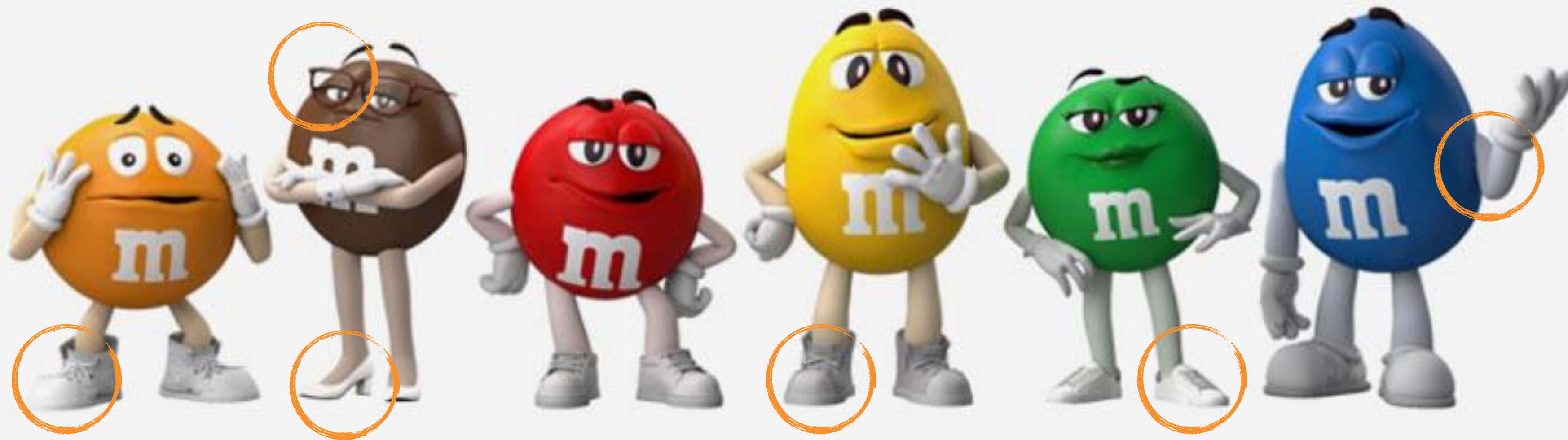
2022



2021



Spot the differences



2022





You might not believe it
but this is where the drama started.



... but who is **TUCKER CARLSON**?



Host of "Tucker Carlson Tonight"
on Fox News Channel

Co-founded & editor-in-chief
of The Daily Caller, a
conservative news and
opinion website

12 million follower on X



His disliking was quickly amplified
online & in other news channels.



WILDFIELD!





decided to...

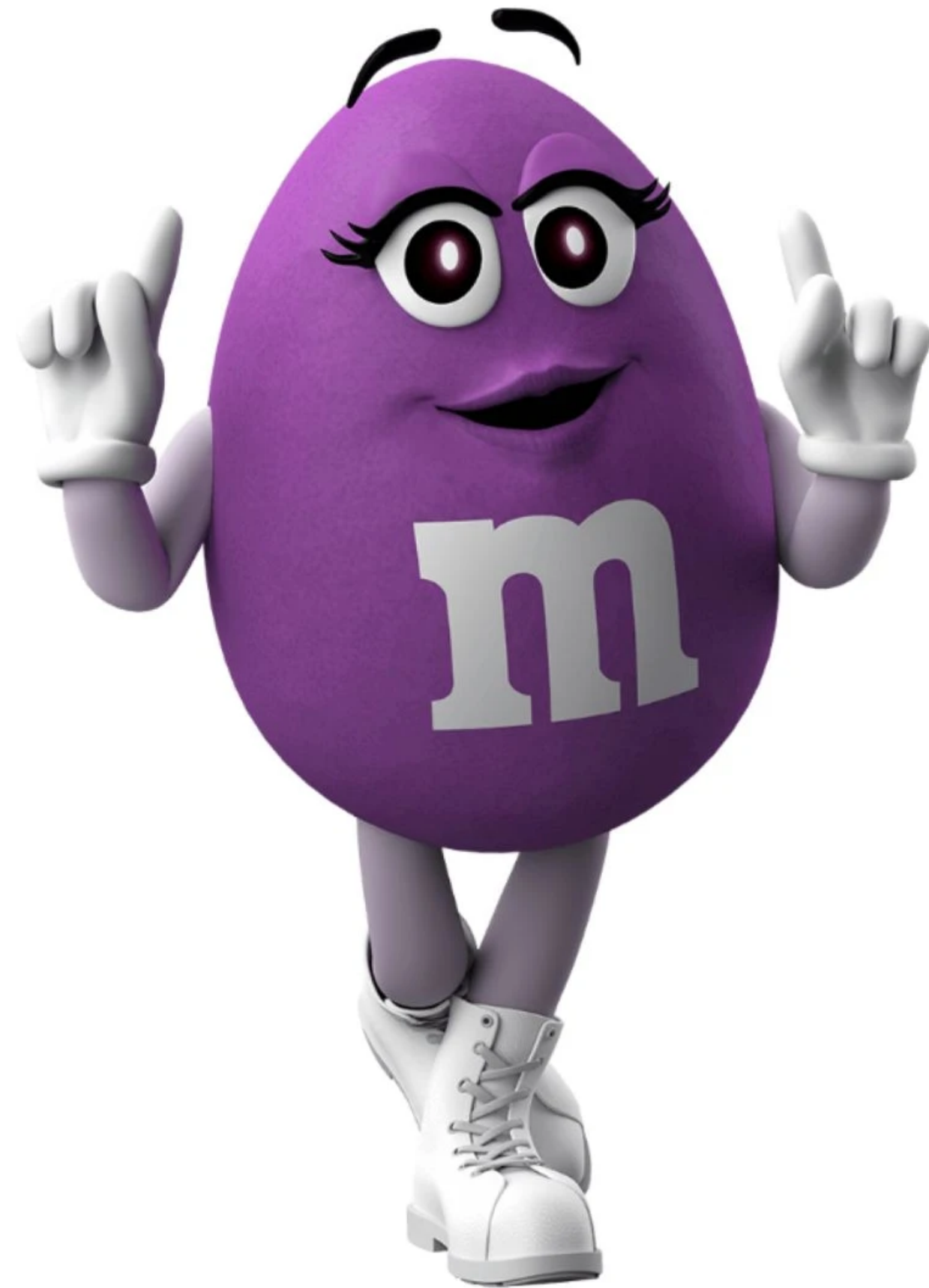
m&m's

decided to... **do nothing.**



Let's fast forward
to 8 months later.

September 2022: two new introductions



Purple spokescandy



Limited all-female packaging

THE WOKE M&M's HAVE RETURNED.

(Tucker Carlson)





**"Stop ramming this down our throats –
go woke, go broke."**

(Twitter user)



"This is the kind of thing that makes China say 'oh good, keep focusing on giving people their own color of M&M's while we take over all the mineral deposits in the entire world.'"

(Martha MacCallum)



Nick Adams (Alpha Male) ✓

@NickAdamsinUSA · [Follow](#)



M&M's have gone WOKE!

Mars, the company behind M&M's, launched a nuclear strike in the war on men by unveiling a package with **ONLY** the female M&M's.

This is sexist and NOT inspirational AT ALL!

We must **BOYCOTT** M&M's until the alpha male M&M's get their own exclusive package.



6:46 PM · Jan 11, 2023



1.1K



Reply



Share

[Read 606 replies](#)





(Alpha Male) ✓

 **Nick Adams (Alpha Male)** ✓
@NickAdamsinUSA · [Follow](#)

Every American with half a brain should be outraged by M&M's going woke.

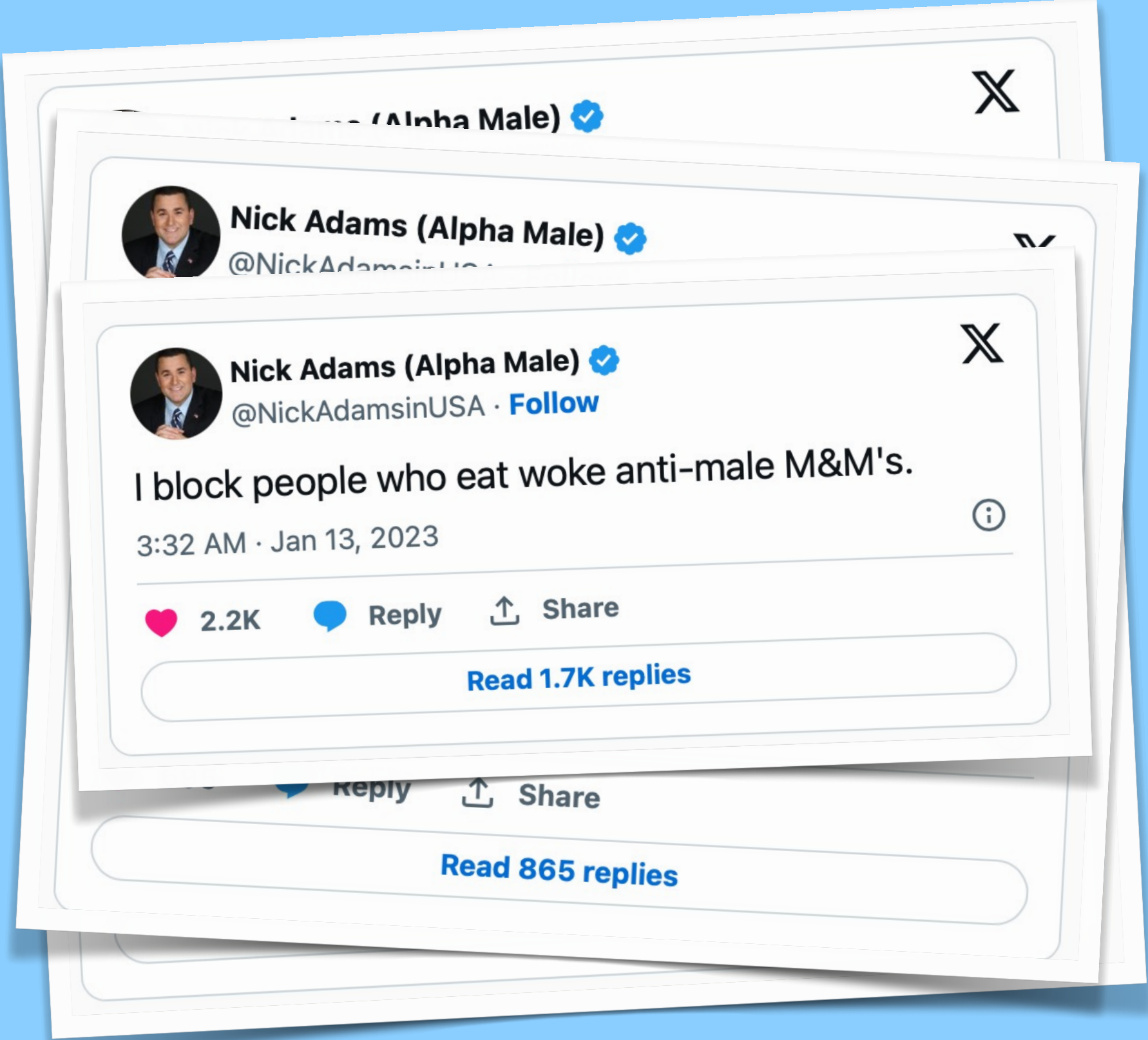
This is no laughing matter, it's a legitimate crisis.

Manhood is under attack like no other time in world history.

11:06 PM · Jan 12, 2023

695 [Reply](#) [Share](#)

[Read 865 replies](#)





→ 13.7 Million views

... but who is **NICK ADAMS?**



Conservative political commentator
and author

Active Trump supporter

550k Followers on X





That's a lot.

So – what are we looking at?

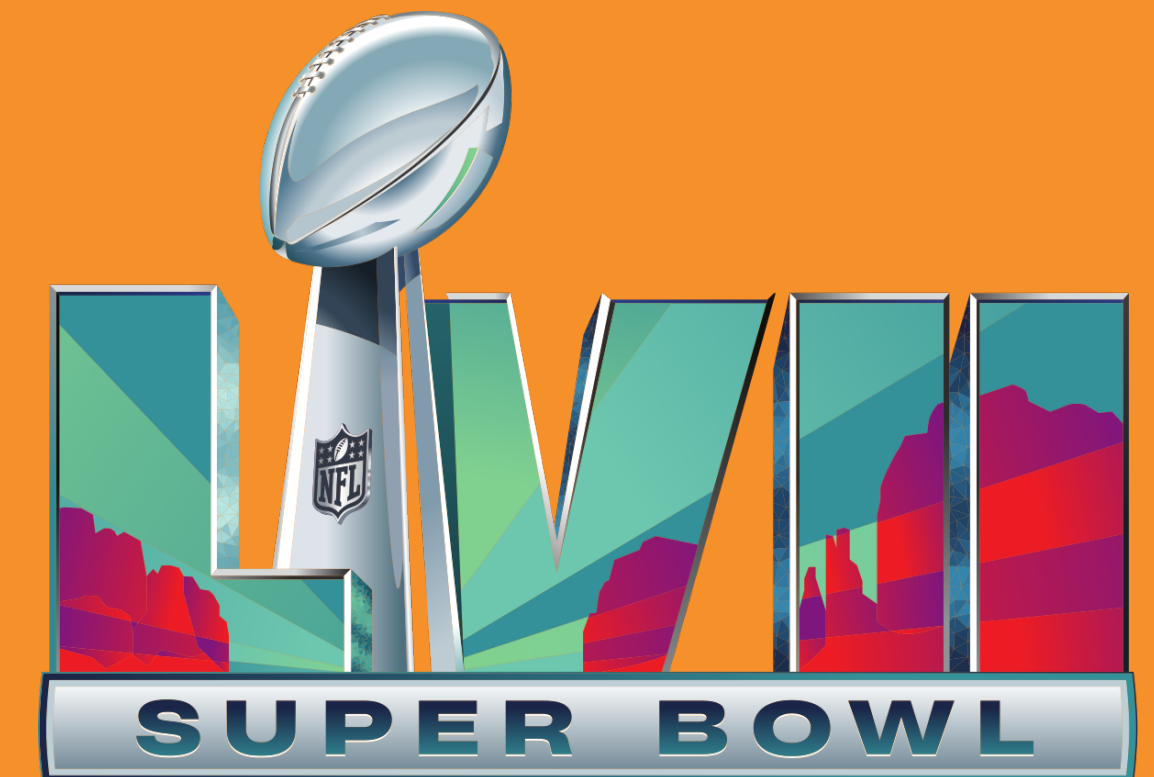
So – what are we looking at?



small changes to brand assets,
intended to display more
inclusiveness



vocal, ongoing right-leaning
backlash spearheaded by
prominent people



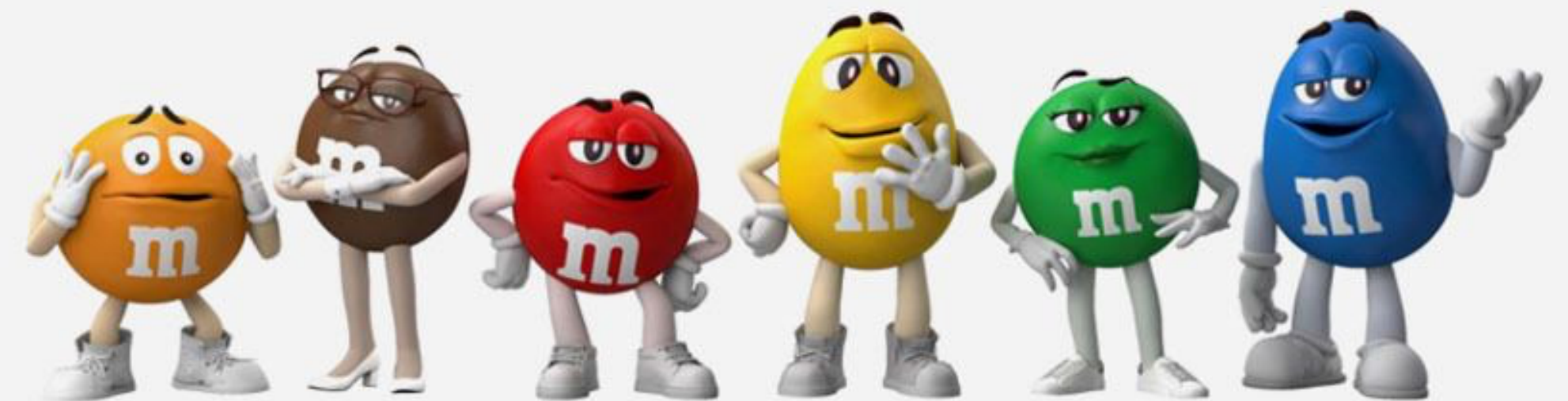
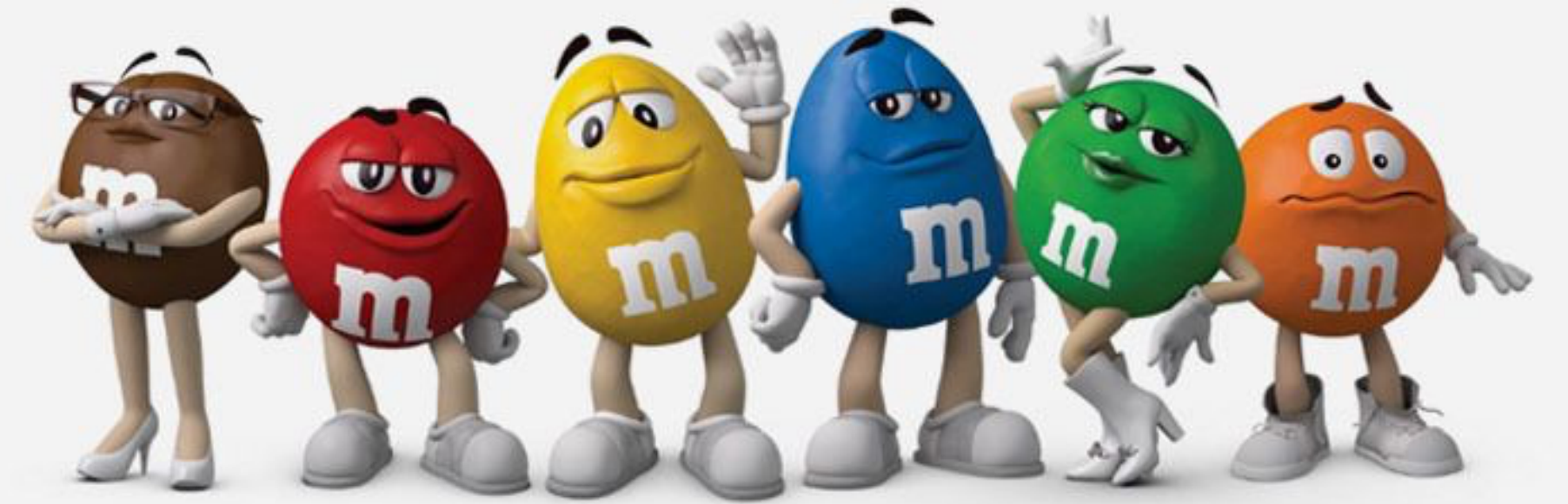
booked ad during the
upcoming Super Bowl
for M&M's

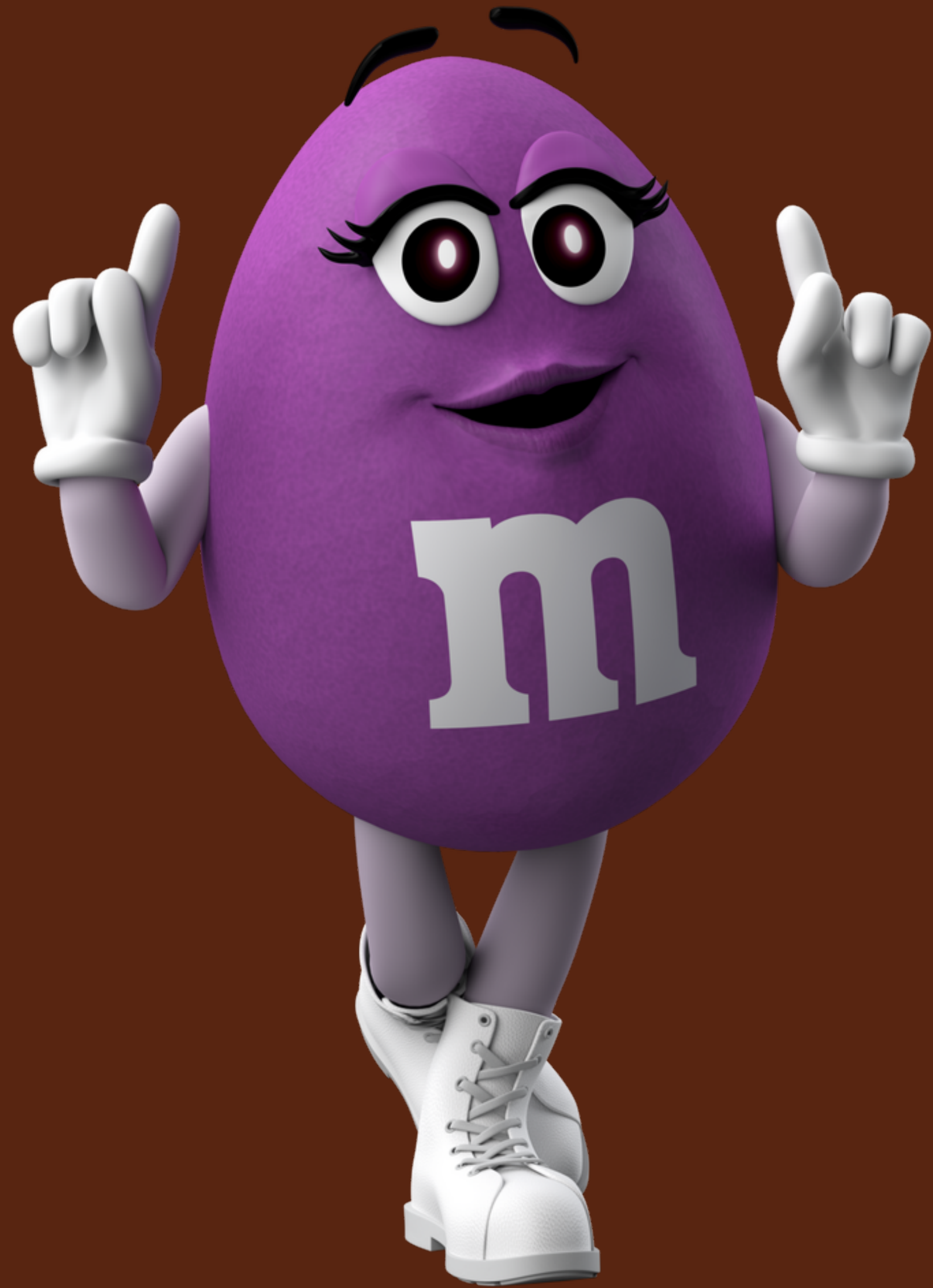


**How should M&M's respond
to the backlash and negative sentiment,
particularly given the affiliations with right-wing groups
and the upcoming Super Bowl ad?**

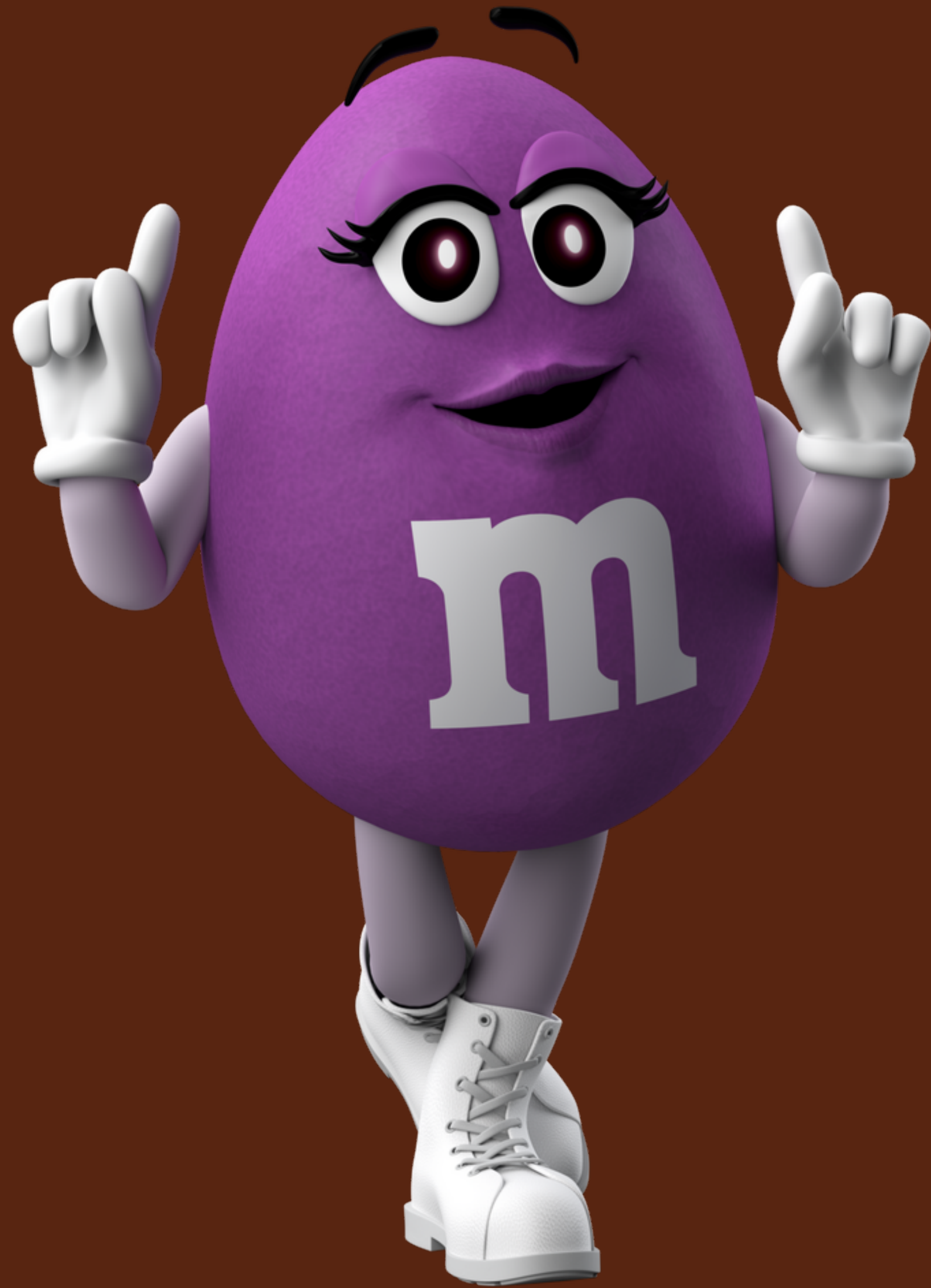


How should M&M's respond to the backlash and negative sentiment, particularly given the affiliations with right-wing groups and the upcoming Super Bowl ad?





Management Decision



Management Decision

Goals

1. Expose ridiculousness of critics
2. Shifting the narrative back to brand

Tactic

Creative campaign, spanning over TV and social media, including multiple brand collaborations

Management Decision

1



Spokescandies take "indefinite pause"

2



Maya Rudolph announced as new chief of fun

3



Satirical Social media campaign leading up to Super Bowl 2023





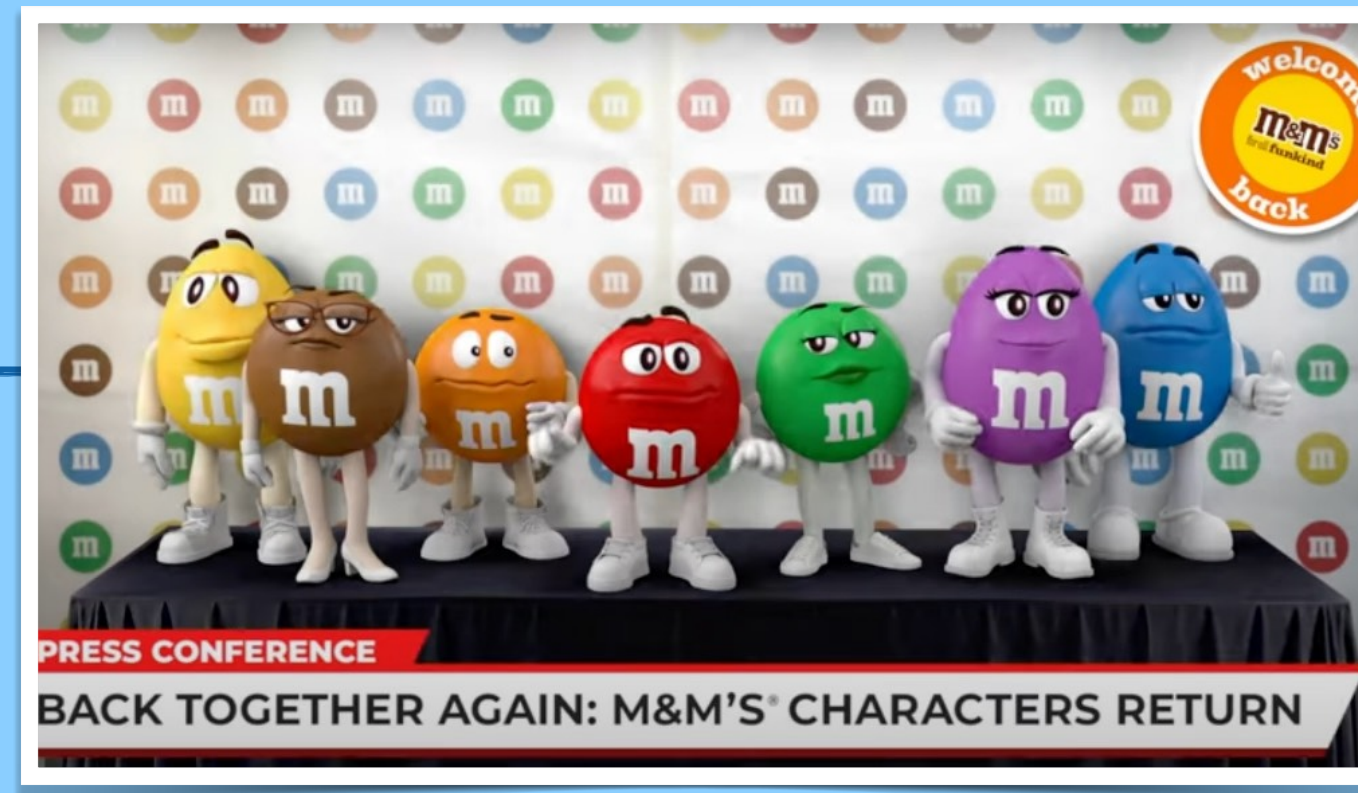
Management Decision

4



Super Bowl commercial:
Maya introduces the „Ma&Ya's
Candy Coated Clam Bites"

5



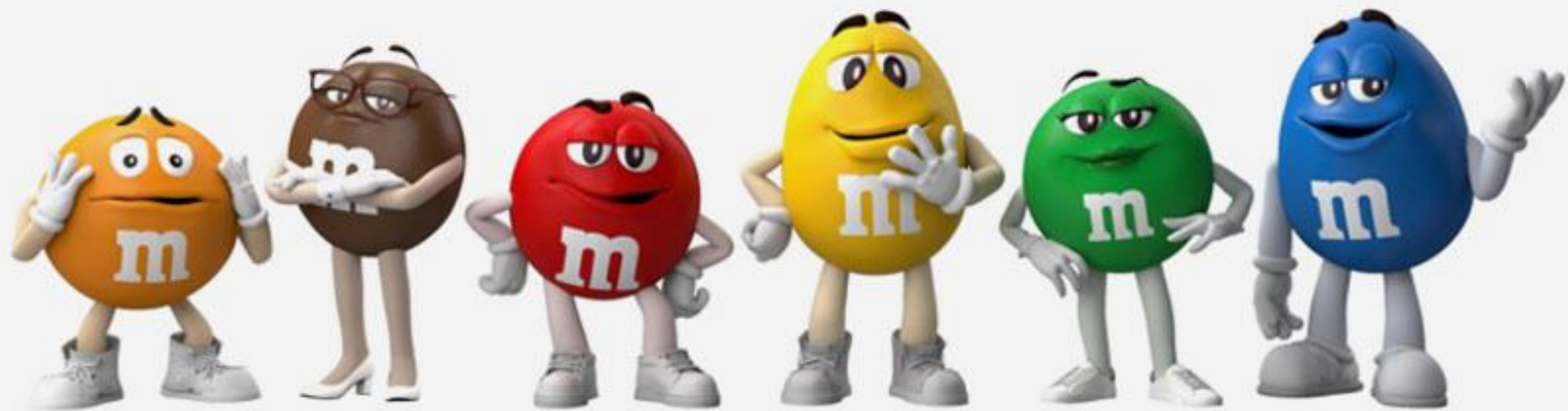
Post-Super Bowl clarification:
Rebranding announcement as
publicity stunt

6

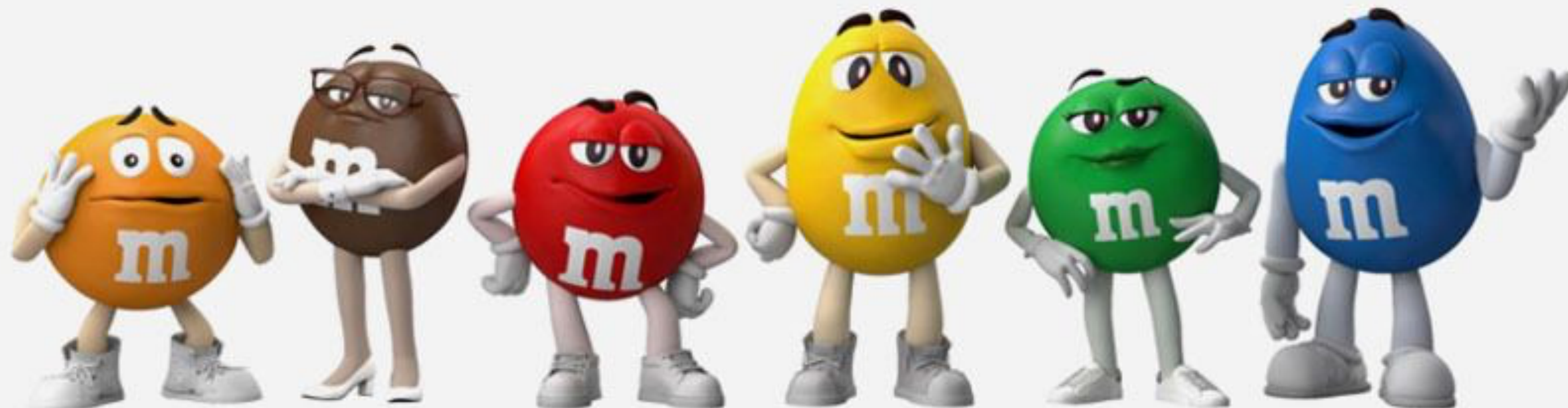


Original spokescandies
return, ending Maya's
role





How do you feel about the decision?



Remember: this is a wild mixture of brand asset backlash and unforeseen outrage of political extremists



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