

## Case Study – ethel's chocolate lounge

### The Client

Ethel's Chocolate Lounge, a division of MARS Inc., launched its new brand of high end chocolate in the Chicago market. Women love to gather. They love to build relationships while doing activities. They want and crave girlfriend time and ethel's gives them not only a great location to share time with their friends, but gives them great chocolate in an approachable, comfortable setting.

### The Problem

In order to lay the foundation for ethel's as a fun, approachable member in the communities where the lounges are located, *Interpret-Her* was asked to develop a creative solution to build community buzz among the local chocolate lovers and identify businesses which target ethel's same market, and who might represent a good "partner" for cross promotion and referral.

The goal of the Community Building Program was to:

- Stimulate word-of-mouth customer buzz for ethel's.
- Develop a database of both customers and local businesses which could be tapped for future promotions and lounge event rental.
- Provide a strategy which could be duplicated at each new store location.

### The Solution

Ethel's PJ Party – a night of chocolate, chit-chat, pampering and fun! *Interpret-Her* developed a "Women's, Adult Only" pajama party. To make sure the evening was all about *her*, massages and spa offerings were incorporated into the evening event. *Influence-Her* mapping clearly defined consumer targets and business community targets. In-store promotion and personal business invitations drove interested party goers to a registration site which gathered data and word-of-mouth referral patterns.

### The Result

Within 5 days of launching the registration site, the party was "full". On a rainy, February evening, pajama clad moms, daughters and even some grandmothers descended on ethel's. Chocolate samples, complimentary drinks and fun ensued. The chair massages and spa experiences, delivered by the new home division of The Body Shop kept the female customers and business owners in chocolate and relaxation heaven!

Days after the event, local businesses called to inquire about utilizing the lounge for their own events and an analysis of the word-of-mouth and referral patterns, provided a clear picture of new customer patterns.

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