

# Valentine's Day Marketing & Economic Impact Study



**A case study of three companies –  
Tiffany & Co., Hallmark, and Godiva Chocolate  
that capitalize on Valentine's Day**

BUSINESS EDUCATION WITH *Denise Leigh*

The background of the slide is a light pink color with a pattern of various-sized, semi-transparent pink hearts and petals scattered across it. The hearts and petals are in different shades of pink, creating a soft, romantic aesthetic.

**A Google Slide file that easily  
converts to Microsoft PowerPoint**

**Includes Teacher's Key**

# Engage, Explore, Analyze, Discover!

## Prompts Critical Thinking.



Students learn of the history of three companies that capitalize on the economic impact of the February 14<sup>th</sup> holiday.

**Hallmark**  
**Tiffany and Co.**  
**Godiva Chocolate**

Godiva Chocolate is one of the world's most famous chocolate for Valentine's Day and year round! This (almost 100 year old) chocolate company has over 600 boutiques world-wide and is present in over 100 countries! Half of their annual sales are made during the Valentine's Day Holiday.

Find out more about this famous brand by clicking on **THIS LINK**

Who was the famous chocolatier who started Godiva Chocolates?	
What was the origin of the name "Godiva" and what values are associated with that name?	
What honor occurred in 1968?	
Name two cities in which Godiva opened boutiques in 1972...	

**GODIVA**  
Belgium 1926

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Search the web for Godiva Chocolate Valentine's Day products. If you were on the marketing team for Godiva, where would you advertise these items? Who would be your **TARGET MARKET**?

List 3 demographic descriptors for Godiva's ideal customer during Valentine's Season...

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**NO PREP!**

**Students identify a target market**

**Hallmark**

Hallmark is the leading company for greeting cards. This brand was built by an ambitious teenager's dream and continues to be family owned and operated. Discover how this iconic brand was created and how it has become a household name. Click on **THIS LINK** to discover more about Hallmark's rich family history and ingenious marketing strategies.

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**What's the best way to advertise?**

Using the link on the previous page, answer the following questions to discover how Hallmark became the brand that it is today!

After reading about how <b>Joyce Clyde Hall</b> , an 18 year old, sold his postcards and fulfilled his dream, what entrepreneurial qualities did he most likely have? List at least three...	
What was the <b>company named</b> in the beginning? What did they first sell? The Hall Brothers did not inventing what? Intention.	
How did they get the name "Hallmark"?	
What is "Eye-vision" display...and how did it change card selling forever?	
As Hallmark started really building their brand, what slogan was adopted that is still used today?	

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**Students learn about brilliant entrepreneurs**

...Continued

What is the <b>Hallmark Hall of Fame</b> ?	
Why did Hallmark purchase Crayola in the 1980s? How would this be beneficial to Hallmark as a brand?	
What are the divisions?	1 2 3 4 5
What is a benefit to Hallmark having multiply brand divisions?	

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**Tiffany & Co.®**

The world's most iconic jewelry brand is **Tiffany & Co.** When the unique and stunning robin's egg blue box is presented to a lady, they become weak in the knees knowing that the package contains only the best and most exquisite jewelry.

**Charles Lewis Tiffany**, at the age of 18 years old, opened the first store on Broadway in New York City with a start-up investment of \$1,000 from his father.

Inspired by the iconic Key ring first introduced in 1969, the **Return to Tiffany** collection has become a best seller. Complete a Marketing Mix Matrix for the "Return to Tiffany Bracelet" on the next page.

Return to Tiffany®  
Heart Tag Charm Bracelet

Quantity: 1 +

Bracelet length: Size Guide: 7.5 in

Add Engraving

\$350 Add to Bag

Find in store

Description & Details

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**The Marketing Mix**

<b>Product</b> What is the product?	
<b>Price</b> What is the Price?	
<b>Promotion</b> How could you advertise and promote this item?	
<b>Place</b> Where can you sell this product? List at least 3 places.	

What would be the target market for this exquisite bracelet? (List at least three demographic descriptors)

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# Students create a Marketing Mix

## What's your opinion of Valentine's Day?

What do YOU think?

PREVIEW

What is your opinion of Valentine's Day? Do you believe that it is a holiday with rich historical reference, or do you believe that it is a holiday that is hyped up with marketing for economic gain? Use at least two complete sentences to explain your opinion.

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**NO PREP!**



# Teacher Testimonials



I thought this was a **great** last minute activity to use for Valentine's Day! It was very interesting, everyone learned something new, and it was easy to implement.



This was a **very helpful** resource that my students **loved!** Helped a ton :)



Cute, ready to go lesson on all things Valentine's Day



**My students enjoyed this project** and it was a nice tie in to the holiday. I plan to use this again as they seem to stay engaged with these activities.



My business students were **engaged and interested** in this activity

**Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!**

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

