Reese’s Halloween Vending Machine Lets You Exchange Trash Candy for the Good Stuff

In the hierarchy of Halloween candy, there are generally three tiers: At the top, obviously, are full bars, the Holy Grail of trick or treating. Then there are the mid-range favorites, like snack-size Snickers, the fancier M&M’s and generally all things Reese’s. At the bottom are the bargain filler candies—store-brand lollipops, hard candies from Grandma’s… https://www.adweek.com/brand-marketing/reeses-halloween-vending-machine-lets-you-exchange-trash-candy-for-the-good-stuff/