

MARS

chocolate
north america

800 High Street • Hackettstown, NJ 07840 • (908) 852-1000



MEDIA CONTACT:

Ampy Vasquez
(973) 691-3536

3 MUSKETEERS® Brand – Fact Sheet

An American favorite, the iconic 3 MUSKETEERS® bar offers a light and fluffy chocolate nougat center wrapped in delectable chocolate. 3 MUSKETEERS® bars are available in several formats: as a Single Size bar, Share Size bar, FUN SIZE®, Minis, and in limited edition seasonal flavors for the holidays.

Brand Insights and Communications:

In 2017, 3 MUSKETEERS® brand support will continue to focus on a grassroots, all-digital program to bring to life its “feel good fun” brand positioning by asking consumers to #ThrowShine. The #ThrowShine campaign brings to life the brand position of creating small moments of joy by promoting a positive, pay-it-forward mentality and asking consumers to share a bar. Through the digital and social platform, the brand will target Gen Z (teen) consumers and households with teens to improve brand relevancy and to drive brand meaning.

- 3 MUSKETEERS® creative testing demonstrated that teens’ perceptions can be positively impacted by the right advertising.¹
- Brand repertoire consumption largest during teen years and preferences made then last!²

Activation

- Brand will continue to create engaging all-digital support that’s authentic to teen content to influence consumers and drive relevancy.
- New packaging was launched at the end of 2016 and includes unique, feel good messages to engage shoppers at shelf and encourage sharing.
- New tools will be available Q3 2017 to drive awareness in store, including updated metallic POP/POS and a new Everyday Filled Bar Mixed Display with BOGO tearpad.

¹Digital Teens: Looking at How Technology pervades their lives, EMarketer, March 2015

²Marketing to Generation Z, Havas People White Paper, December 2014