

# MARS

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## FACT SHEET

**WHAT:** “Marvel® Guardians of the Galaxy Vol. 2” Promotion

**DESCRIPTION:** In summer 2017, the galaxy’s most unexpected heroes return to costar with M&M’S® Brand in an epic “Marvel® Guardians of the Galaxy Vol. 2” promotion.

The blockbuster promotion begins when consumers purchase specially marked packages of M&M’S® Brand products and text or upload a picture of the receipt for a chance to instantly win movie tickets and other prizes.

Behind the scenes, Mars Chocolate is backing the “Guardians of the Galaxy Vol. 2” promotion with major marketing support. Tactics include online video, print advertising and on-pack promotion, as well as in-store signage and movie ticket giveaways. Cinema support nationwide will also strengthen the movie alignment.

**WHEN:** March 2017

**WHY:** M&M’S® Brand continues its top billing with filmed entertainment by associating with movie-related rituals – both at home and in the theater.

M&M’S® Brand and Marvel® are an award-winning duo. Movies are the #1 snacking and sharing occasion,<sup>1</sup> and M&M’S® Brand – the “Official Chocolate Candies of the Movies” -- is the #1 chocolate snack for movies and is an AND purchase.<sup>1</sup> Additionally, M&M’S® is the #2 Brand overall associated with movies behind Orville Redenbacher.<sup>1</sup> Some 92 percent of consumers prefer bite-sized pieces for movies, and M&M’S® is the #1 bite-sized candy.<sup>2</sup>

The Marvel® franchise has massive reach with 10 films averaging \$700 million in profits.<sup>3</sup> “Guardians of the Galaxy Vol. 2” is expected to be a box office success as “Guardians of the Galaxy Vol. 1” grossed \$775 million in box office sales globally.<sup>3</sup>

<sup>1</sup>. Community Survey, May 2014 – at home movie watching

<sup>2</sup>. Nielson AOD 2015

<sup>3</sup>. MARVEL® Box Office Sales Reporting