

MARS

chocolate
north america

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FACT SHEET

WHAT: NASCAR 2017 – “Celebrate Race Day with M®”

DESCRIPTION:



Mars Chocolate North America continues its 25+ year NASCAR® sponsorship with the “Celebrate Race Day with M” campaign reminding fans to include irresistible and colorful chocolate to their race day rituals -- at home or on the track.

Throughout 2017, Mars will feature M&M’S® Brand Candies as well as SNICKERS®, MILKY WAY®, 3 MUSKETEERS® and TWIX® brands on NASCAR-themed displays to build excitement around the season and drive sales.

Mars revs up “Celebrate Race Day with M®” with a major marketing campaign. Highlights include paid and earned social media support; public relations with activations on- and off-track to support; and national radio.

WHEN: February - November 2017

WHY:



M&M’S® Brand is the Official Chocolate of NASCAR®, and Kyle Busch and the M&M’S® Racing Team are top-tier within the sport. In 2015, the M&M’S® Brand #18 Team brought home the NASCAR® Championship trophy.

More than one-third of all U.S. adults are NASCAR® fans, and these loyal fans are sure to take a pit stop on race day and every day for M&M’S®, SNICKERS®, MILKY WAY®, 3 MUSKETEERS® and TWIX® brands.

NASCAR® continues to resonate with sports fans through TV, digital, and social media. NASCAR® is the #2 sport on television with some six million viewers tuning in to each Monster Energy NASCAR® Cup Series event.