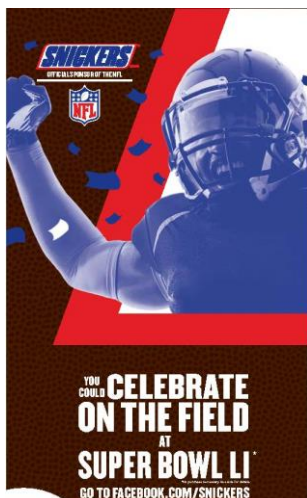


MARS

chocolate
north america

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



MEDIA CONTACT:
Ampy Vasquez
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FACT SHEET

WHAT: Celebrate on the Field with SNICKERS® Brand

DESCRIPTION: Chocolate and football fans score big this season with the newest promotion from Mars Chocolate teaming SNICKERS® Bar and other winning Mars brands with the National Football League (NFL®).



Mars is leveraging the passion fans have for the Super Bowl and for SNICKERS® Bar via promotional displays. Consumers will be encouraged to enter at Facebook.com/Snickers for a chance to Celebrate on the Field with the Super Bowl Champions at Super Bowl LI, plus a chance at other great instant win prizes.

To further support its partnership with the NFL, SNICKERS® Brand is rolling out 15 NFL-themed Hunger Bars, giving fans a wide range of ways to express themselves this football season with fun football-related “symptoms.” Fans have been engaging with SNICKERS® Hunger Bars in a big way, and they’re poised to score “extra points” with consumers for this exciting integration with the NFL.

The 2016 SNICKERS® Brand robust marketing campaign includes a blitz of additional support during the NFL® season. Key elements during the season, which spans July 25 through December 12, 2016, are television advertising with a “You’re Not You When You’re Hungry” commercial, print advertising, online/display content and in-store displays and media for the SNICKERS® Bar/NFL® promotion and SNICKERS® Football Hunger Symptoms.

WHEN: July 25 – December 12, 2016

WHY: In 2016, the promotion leverages the popularity of two powerhouse brands – SNICKERS® Bar, the official chocolate of the NFL®, and the NFL®, the #1 sport in the United States.¹ With over 264 million household snacking occasions during the regular season and playoffs,² Game Day is a big purchase occasion.

Shoppers are looking for NFL® cues in store and an NFL-themed promotional hook is crucial to conversion. The NFL® logo attracts attention and increases purchase intent by 35%, and shoppers are more likely to visit a store that has NFL® promotional items.³

Fans crave a VIP experience to the Crown Jewel of sporting events – the Super Bowl. Very few people will go to a Super Bowl in their lives; far fewer will ever get a chance to celebrate on the field! By leveraging fans’ passion for the NFL® and Mars products, Mars gives fans a once-in-a-lifetime chance to Celebrate on the Field.

SHIPPING/DISPLAY INFORMATION:



Mixed Singles Super Shipper W/ Tear Pad
1,020 Count

- 240 Count SNICKERS® Bar Singles, 1.86 oz.
- 180 Count TWIX® Caramel Cookie Bars Singles, 1.79 oz.
- 72 Count MILKY WAY® Bar Singles, 1.84 oz.
- 72 Count SNICKERS® Brand Almond Bar Singles, 1.76 oz.
- 72 Count 3 MUSKETEERS® Bar Singles, 1.92 oz.
- 144 Count M&M'S® Brand Milk Chocolate Candies Singles, 1.69 oz.
- 240 Count M&M'S® Brand Peanut Chocolate Candies Singles, 1.74 oz.

ZREP: 319786
FERT: 10136449



Mixed Singles Quarter Pallet W/ Tear Pad
1,056 Count

- 144 Count M&M'S® Brand Milk Chocolate Candies Singles, 1.69 oz.
- 192 Count M&M'S® Brand Peanut Chocolate Candies Singles, 1.74 oz.
- 288 Count SNICKERS® Bar Singles, 1.86 oz.
- 108 Count 3 MUSKETEERS® Bar Singles, 1.92 oz.
- 144 Count TWIX® Caramel Cookie Bars Singles, 1.79 oz.
- 108 Count MILKY WAY® Bar Singles, 1.84 oz.
- 72 Count SNICKERS® Brand Almond Bar Singles, 1.76 oz.

ZREP: 320562
FERT: 10137166



Mixed Singles RTA W/Tear Pad
252 Count

- 96 Count SNICKERS® Bar Singles, 1.86 oz.
- 48 Count M&M'S® Brand Peanut Chocolate Candies Singles, 1.74 oz.
- 36 Count M&M'S® Brand Milk Chocolate Candies Singles, 1.69 oz.
- 36 Count TWIX® Caramel Cookie Bars Singles, 1.79 oz.
- 36 Count MILKY WAY® Bar Singles, 1.84 oz.

ZREP: 320788
FERT: 10137283

M&M'S® XL SUP Quarter Pallet
64 Count

- 24 Count M&M'S® Brand Peanut Chocolate Candies XL SUP, 42 oz.
- 24 Count M&M'S® Brand Milk Chocolate Candies XL SUP, 42 oz.



- 16 Count M&M'S® Brand Peanut Butter Chocolate Candies XL SUP, 38 oz.

ZREP: 320066

FERT: 10136787

Mixed Filled Bar Bites SUP Inner/Outer Shipper

60 Count

- 24 Count SNICKERS® Brand Unwrapped Bites SUP, 8 oz.
- 24 Count TWIX® Caramel Cookie Bars Unwrapped Bites SUP, 7 oz.
- 12 Count MILKY WAY® Brand Unwrapped Bites SUP, 7 oz.

ZREP: 301076

FERT: 10136792



Mixed Filled Bar Bites SUP Quarter Pallet (not shown)

180 Count

- 72 Count SNICKERS® Brand Unwrapped Bites SUP, 8 oz.
- 36 Count MILKY WAY® Brand Unwrapped Bites SUP, 7 oz.
- 72 Count TWIX® Caramel Cookie Bars Unwrapped Bites SUP, 7 oz.

ZREP: 286435

FERT: 10136633



Filled Bar Team Wraps Large Bag Quarter Pallet

120 Count

- 90 Count SNICKERS® Brand NFL Team Miniatures, 19.5 oz.
- 30 Count SNICKERS® Brand Peanut Butter Squared NFL Team Miniatures, 19.5 oz.

ZREP: 287069

FERT: 10136621



Mixed Filled Bar Minis/DOVE® Promises Laydown Bag Quarter Pallet

176 Count

- 24 Count DOVE® PROMISES® Milk Chocolate Laydown Bag, 8.87 oz.
- 24 Count DOVE® PROMISES® Dark Chocolate Laydown Bag, 8.87 oz.
- 48 Count SNICKERS® Brand Miniatures Medium Laydown Bag, 11.5 oz.
- 32 Count MINIS MIX™ Medium Laydown Bag, 10.5 oz.
- 32 Count SNICKERS® Brand MINIS MIX™ Medium Laydown Bag, 10.5 oz.
- 16 Count MILKY WAY® Brand Miniatures Medium Laydown Bag, 11.5 oz.

ZREP: 320289

FERT: 10136958

¹. The Harris Poll® Dec. 2015

². Source: Nielsen N*Power

³. Mars SRI NFL Study