

MARS

chocolate
north america

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



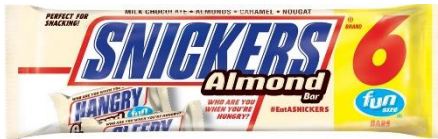
MEDIA CONTACT:

Ampy Vasquez
(973) 691-3536

WHAT: 2017 SNICKERS® “Hunger Bars”

DESCRIPTION:

SNICKERS® Brand is bringing back “Hunger Bars” with 29 total hunger symptoms, and 25 of them are new.



Hunger Bars replaces the iconic SNICKERS® parallelogram on select packaging with symptoms that are popular manifestations of hunger. This year, fans can choose from even more hunger symptoms; there’s one for everyone to identify with, including Hangry, Hot Mess, Cray Cray and more.

This year, SNICKERS® Original is joined by SNICKERS® Almond, SNICKERS® Peanut Butter Squared, and SNICKERS® Crisper as part of the promotion. The 29 hunger symptoms are across pack types – singles, share size and FUN SIZE® and include: Befuddled, Bored, Comical, Confused, Crabby, Cranky, Cray Cray, Edgy, Ferocious, Hangry, Hot Mess, Klutz, Know-It-All, Knucklehead, Mischievous, Naughty, Oddball, Pouty, Princess, Rowdy, Sawft, Sarcastic, Scatterbrain, Sleepy, Snarky, Space Cadet, Spunky, Stubborn, and Troublemaker. There are also two Spanish-language symptoms, Dramático and Rebelde.

This promotion builds on the iconic “You’re Not You When You’re Hungry” campaign by asking consumers “Who Are You When You’re Hungry?” Consumers are encouraged to call out their friends for who they become when they’re hungry with the hashtag #EATASNICKERS.

The SNICKERS® Hunger Bar promotion is backed by a major marketing campaign that features online video, displays with tear pads, social media coupons, in-store promotions and displays, print advertising, public relations and social media support on Twitter, Facebook and Instagram.

WHEN: June 2017

WHY: The “Hunger Bar” promotion brings the successful SNICKERS® Brand “You’re Not You When You’re Hungry” advertising campaign in store. Product personalization and customization continue to drive relevancy among millennials and Gen Z¹ consumers, and sales of SNICKERS® Original Singles increased significantly during the promotion period.²

DISPLAYS: Mixed SNICKERS® Brand Singles Floorstand/Powerwing (156 Count)
ZREP: 347956

- 96 Count SNICKERS® Bar Singles, 1.86 oz.

- 24 Count SNICKERS® Almond Bar Singles, 1.76 oz.
- 36 Count SNICKERS® Crisper Bar Singles, 1.41 oz.

Mixed SNICKERS® Brand Singles RTA (204 Count)

ZREP: 334694

- 144 Count SNICKERS® Bar Singles, 1.86 oz.
- 24 Count SNICKERS® Almond Bar Singles, 1.76 oz.
- 36 Count SNICKERS® Crisper Bar Singles, 1.41 oz.

Mixed SNICKERS® Brand Singles Skinny Tower (120 Count)

ZREP: 334695

- 60 Count SNICKERS® Bar Singles, 1.86 oz.
- 24 Count SNICKERS® Almond Bar Singles, 1.76 oz.
- 36 Count SNICKERS® Crisper Bar Singles, 1.41 oz.

Mixed Filled Bar FUN SIZE® 6-Pack Quarter Pallet (408 Count)

ZREP: 334693

- 168 Count SNICKERS® Brand FUN SIZE® Bars 6-Pack, 3.4 oz.
- 72 Count TWIX® Brand FUN SIZE® Bars 6-Pack, 3.28 oz.
- 112 Count MILKY WAY® Brand FUN SIZE® Bars 6-Pack, 3.36 oz.
- 56 Count 3 MUSKETEERS® Brand FUN SIZE® Bars 6-Pack, 2.93 oz.



¹Nielson UpFRONT PERSPECTIVES Study

²Nielson Scan Data, SNICKERS® Original Singles, 10/04/15 – 11/28/15