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FACT SHEET

WHAT: 2017 SNICKERS® Hunger Bar Promotion

DESCRIPTION:



SNICKERS® Brand Hunger Bars are back and better than ever in 2017. As part of the “Who Are You When You’re Hungry” campaign, SNICKERS® Brand Original Singles are joined by SNICKERS® Almond, SNICKERS® Peanut Butter Squared, and SNICKERS® Crisper -- all boasting a new range of hunger symptoms!

After tremendous success in 2015, SNICKERS® Hunger Bars Are Back with a fun, new spin -- “Your Friends Aren’t Your Friends When They’re Hungry.” Consumers are encouraged to call them out with #EATASNICKERS.

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

WHEN: June – August 2017

WHY: The “Hunger Bar” promotion extends the successful SNICKERS® Brand “You’re Not You When You’re Hungry” and “Who Are You When You’re Hungry?” campaigns. 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