

MARS

chocolate
north america

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



MEDIA CONTACT:

Ampy Vasquez
(973) 691-3536

FACT SHEET

WHAT: 2017 SNICKERS® Brand NFL® Hunger Bar Promotion

DESCRIPTION: SNICKERS® Brand extends its popular “Who Are You When You’re Hungry?” campaign into the NFL® season with the line “Grab a SNICKERS® and Get Back on Your Game.”



To further support its partnership with the NFL, SNICKERS® Brand is rolling out 27 NFL-themed Hunger Bars, giving fans a wide range of ways to express themselves this football season with fun football-related “symptoms” like “SACKED.” 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.

Adding more excitement to game day celebrations, crowds will go wild for the limited-edition SNICKERS® NFL® Team Wrap Minis laydown bag, available in two sizes: 11.5-ounce and 19.5-ounce. Peanut butter fans will go nuts for SNICKERS® Peanut Butter Team Minis in a 19.5-ounce laydown bag.

WHEN: June – December 2017

- WHY:**
- 72 percent of the U.S. population is NFL fans.¹
 - The #1 sport is watched by 11.5M households per week x 17 weeks. The 3 weeks of playoffs are watched by 22.8M households each week.²
 - In total, over 264 million household snacking occasions occur during the NFL regular season and playoffs.³
 - 84 percent of NFL fans eat chocolate and 47% of people would consider SNICKERS® for their game day parties.^{4,3}

¹ ESPN Sports Poll 2012, (P12+)

² The Nielsen Company, P2+ Average Audience

³ Nielsen N*Power

⁴ Mars Snackfood Party Snacks Exploration