

Snickers

Problem

How do you recreate awareness for the best-selling candy bar of all time?

Solution

Use a blend of mobile and static media to reach a broad range of consumers.

Background

Snickers, considered to be the best-selling candy bar of all time, was in need of a branding overhaul in 2006. “Snickers Really Satisfies” was the main advertising message used to promote the brand since its original launch in 1930. Snickers wanted to recreate awareness of the brand by unleashing a “words” campaign.

Objective

Snickers wanted to rebrand their product and to make their new “words” penetrate consumer consciousness. The target audience for the campaign was people 18-49.

Strategy

The campaign was launched first with a mix of four to six OOH media placements followed by TV in the top tiered markets. In order to create omnipresence in the OOH market, they purchased a blend of mobile and static media to display the five different creative executions. High impact vehicles such as spectaculars and bus kings were chosen to create the essential buzz factor.

Plan Details

The campaign featured approximately 1000 placements per month in each of the top seven markets including New York, Los Angeles, Chicago, Philadelphia, Boston, San Francisco and Dallas.

The creative was a simple horizontal unit with one of the following words: Satisfectellent, Nougatocity, Substantialiscious, Hungerectomy, and Peanutopolis. The campaign used bulletins, spectaculars, 30 sheets, 2 sheets, phone kiosks, urban panels, bus kings, wrapped busses, ultra super kings and taxi tops.

Results

Sales jumped an average of 10% in the markets where the campaign ran. Snickers also extended the base program for two months with an additional extension into an eighth market, Washington, DC.

