

## Objective

By targeting people at a time when we know they are more likely to be influenced by a Snickers message, this would allow us to deliver Intelligent Reach through a tailored message based on their online signals, and deliver Intelligent Conversion by providing a compelling offer when they are most susceptible. Given our findings that light buyers are even more susceptible to purchase when in an excited mood state, if we can identify and target these buyers we can use digital implementation to improve brand penetration.

## Insights

Snickers turned **61,318** consumers into Brand Advocates

Snickers creative content received a total of **42,888,113** impressions

"Excited" content drove the highest level of impressions and engagement

The campaign reached the **25-34** demographic the most, while the **35-44** demographic engaged the most with the content

## Content



