

# Holler

Snickers Case Study

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Sept 2019

# Snickers

## The Challenge

Snickers wanted to take their “You’re not you when you’re hungry” campaign and extend the concept of the Snickers “mood states” into messaging to allow people to share the brand when they were feeling a certain emotion.

## The Solution

Holler created spoke characters for Snickers designed to bring to life the various emotional states frequently expressed in messaging that naturally linked to the advertising campaign.

Holler was then able to target consumers in real-time with contextual based targeting against various mood states; Excited, Hungry, Sad, Bored, etc

## The Success

Snickers content was shared **over 81,000 times** and people were **2x more likely** to share Snickers content in “Excited” based conversations.

## 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
- Ages **25-34** were the largest viewers of the content, while ages 35-44 had the highest engagement with the Snickers content



# Conversation

When people talk about “candy”, what brands are mentioned?

- 1 Snickers
- 2 Skittles
- 3 Kit Kat
- 4 Twix
- 5 Milky Way
- 6 Sour Patch Kids
- 7 Starburst
- 8 Reese's
- 9 Hershey's
- 10 M&M's

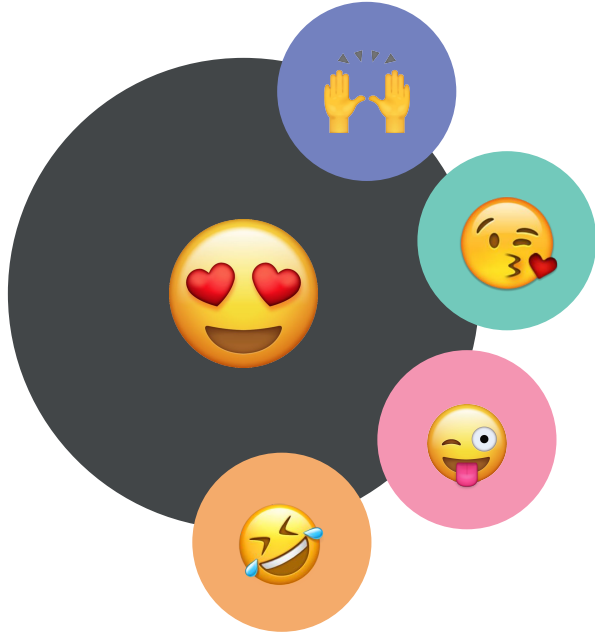


In Addition, when Snicker's is mentioned, what other brands are also mentioned?

- 1 Twix
- 2 Skittles
- 3 Oreo
- 4 Starburst
- 5 Kit Kat

# Sentiment

When Snickers branded content was shared from one consumer to another, what was the reaction shared back from the reciever?



The sentiment analysis also shows

**12% more positive** conversation elements within Snickers conversation than with the average

# Mood

What type of mood are people in when they are talking about Snickers?



# Action

When people are talking about Snickers, what actions are mentioned?

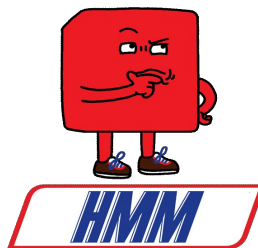
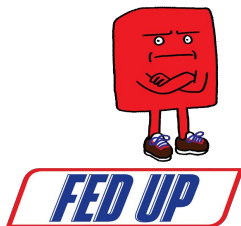


# Snickers Content

# Excited



# Angry





# Sad

