

SNICKERS
BRAND

You
could

WIN



**SEASON
TICKETS**

Plus Thousands of Other XBOX Instant Win Prizes

Text SNICKERS to 12345 or Enter at [Facebook.com/Snickers](https://www.facebook.com/Snickers)



CUSTOMER

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Program Highlights:

1. As the **official chocolate of the NFL®**, SNICKERS® and MARS® Chocolate brands will once again team up with the National Football League to leverage the passion around the NFL that enhances in-store presence and maximizes off-take!
2. Innovative packs and displays leverage the passion consumers have for America's #1 sport! Don't miss out on consumer excitement for limited edition SNICKERS NFL Team Wrap Minis!



3. Compelling text to win SNICKERS® promotion offers NFL fans what they crave – NFL prizes! The grand prize winner will win NFL season tickets and all shoppers will have the chance to win thousands of other prizes, including XBOX ONE consoles!

Performance	Last Order	First Delivery	Last Delivery
8/9/15 – 10/4/15	8/28/15	7/13/15	9/4/15



The NFL is one of the most powerful properties in the United States

- 72% of the US is an NFL Fan (that's 185M people!)
- NFL Fans are the most avid fans of any other sport – and the most passionate about their teams!
- The NFL shield makes consumers 35% more likely to buy a product
- The NFL is 3 times bigger than the next largest sports property

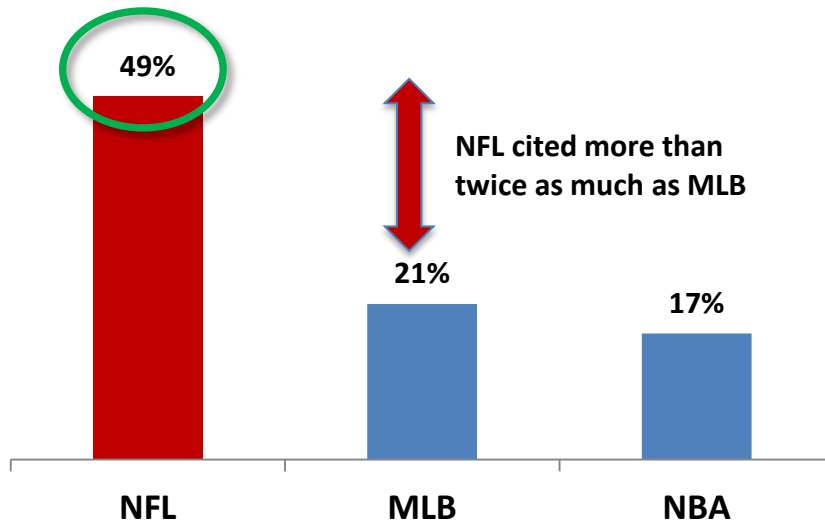


SOURCE: MRSI Database, Bases Snapshot, LOT Test 2009, I-community Qualitative

NFL Sponsorship Insights

- There are over 180 million NFL fans and nearly half of all consumers have tried a product because it was an NFL sponsor ¹
- Consumers are connecting SNICKERS® and M&Ms® as NFL Sponsors! ²

% of the population who have tried a product for the first time because it sponsors...



Chocolate Associated With NFL



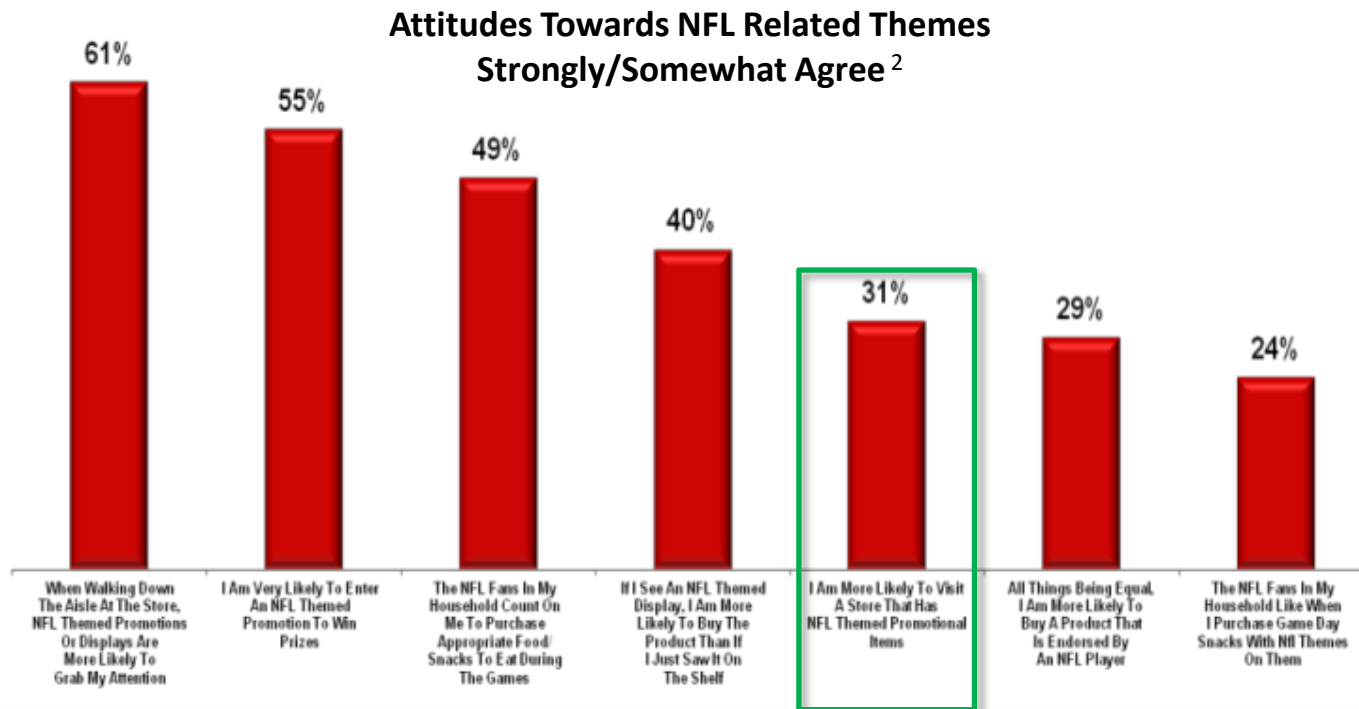
¹NFL ESPN SPORTSP ²Mars SRI Research Aug 2012 OLL 2012



Official Sponsor of the NFL

NFL-theme display and packaging are key to driving purchase!

- Consumers are looking for NFL related-cues in-store -this drives impulse purchases and incremental basket ring! ¹
- Utilize Mars Chocolate NFL Displays to incent purchase and drive engagement!



¹ Mars Snackfood SRI NFL Shopper MOM Study 2011;¹

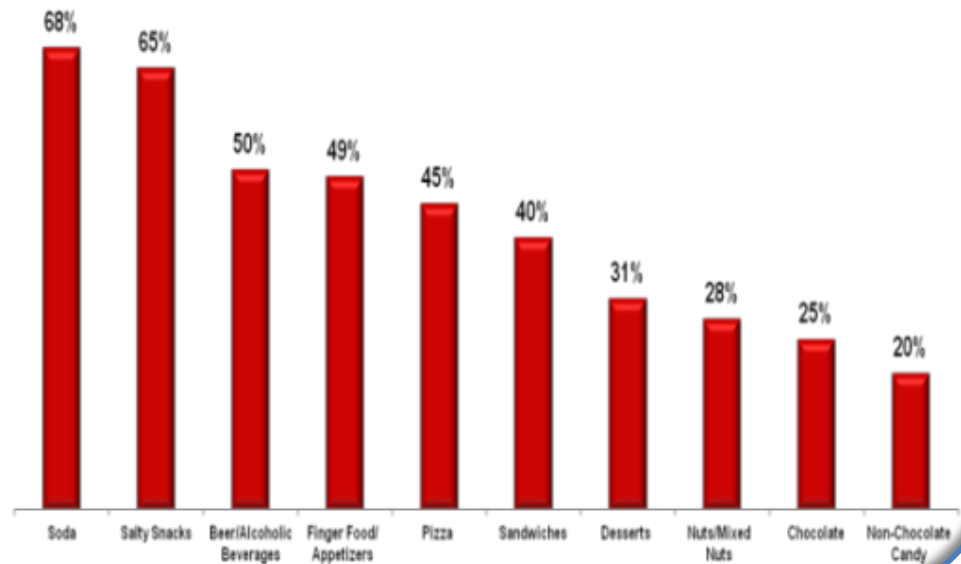
Shopper Moms are spending for game day!

- Shopper moms are spending at least \$20 on average for game day snacks
- They are buying traditional snacks such as chips and soda more than candy – [a great opportunity to display together to drive purchase and increase basket ring!](#)

How Much Are Shopper Moms Spending On Game Day Snacks¹



What type of Game Day Snacks are Shopper Moms Buying¹



¹ Mars Snackfood SRI NFL Shopper MOM Study 2011;¹



The Event, Usage Occasion and Category are a fit with consumers!

NFL SEASON EVENT FACTS

- The #1 sport is watched by 11.5M households per week x 17 weeks and the 3 weeks of playoffs are watched by 22.8M households each week.
- In total, over 264 million household snacking occasions occur during the Regular season and playoffs ²



CONSUMER INSIGHT

- Consumers see chocolate candy as a sweet treat served as a compliment to the main snacking table (salty snacks) or put out toward the end of the event 'fourth quarter as candy time'³
- The average football fan is 35% more likely to purchase a brand with an NFL logo associated with it – setting up the Mars brands for complimentary purchases for game day!

CATEGORY INSIGHT

- A typical consumer spends \$4.96 per chocolate snacking occasion¹
- 84% of NFL fans eat chocolate⁴ and 73% of NFL fans purchased candy in the past 6 months³



ACTION/OPPORTUNITY

- Chocolate is an expandable category – merchandise along other game day categories, especially other NFL sponsors, to increase basket ring.
- 264 Million Households x 4.69 average spent on Chocolate

= \$1.2B opportunity during the Season!!



¹ IRI Panel Report 2012 ² Source: Nielsen N*Power ³ Mars Snackfood Party Snacks Exploration ⁴ Source: Experian-Simmons-OneView, Spring 2012 NHCS Adult Survey 12-Month, Base: P18+

What's New in 2015:

1. SNICKERS® and MARS® chocolate are giving away exciting instant win prizes such as NFL season tickets, XBOX consoles, and EA Sports Madden games!
2. SNICKERS® NFL Team Wrap Minis laydown bag
3. All new innovative displays with new attention-grabbing graphics!
4. News America In Store Media Support
5. Increased SNICKERS® NFL Media



Singles Program Details



**TEXT TO WIN NFL
SEASON TICKETS!
(On IC Displays)**

- The Mars NFL program will utilize a two-pronged value offer incenting consumers to make Mars iconic chocolate brands part of their **impulse basket ring!**
- Consumers can text to win NFL Season Tickets and thousands of other XBOX prizes!
- In addition, to further stimulate consumer purchase, select Singles displays will ship with a coupon tear pads pre-assembled on the display.

Item #	Display Description	Expiration Date	# of sheets per tear pad	# of tear pads per display	Total # sheets
300285	192 Count Snickers Sharing Size RTA	1/9/2016	50	1	50
300040	144 Count Bites Sharing Size Floorstand/Powerwing	1/9/2016	50	1	50



Consumers will be encouraged to text 'SNICKERS' to enter to win!

Sweepstakes Grand Prize: Season Tickets to Team of Winner's Choice (2016 Season)

Instant Win Prizes:

NFL Merchandise

XBOX One Consoles

XBOX Live Memberships

Coupons redeemable for FREE SNICKERS® (1.76 – 1.86 oz.)



Header Card on all Game Day Satisfaction displays

Lead with SNICKERS® in NFL Programs

SNICKERS® is the lead brand in the NFL sponsorship and **invests significantly in media support**, including NFL television, to drive awareness and velocity!

SNICKERS® increases its NFL media investment by \$8.9 Million!

- 72% more behind new advertising, including YNY TV featuring an NFL celebrity for the first time ever!

Consumers have told us that **SNICKERS® has a role on game day**

- 47% of consumers say they are open to bringing SNICKERS to game day¹.
- Consumers openness to bringing SNICKERS® to game day parties because of its slightly more “hearty” impression and its fit with football, specifically the NFL².

Capitalize on the SNICKERS® brand spend by ensuring both immediate and future consumption items are on the floor for game day!



Sharing Size Display Vehicles



**PRIORITY
DISPLAY**



SNICKERS® Brand 2-To-Go Bars Ready to Assemble (RTA) with Tear Pad

192 Count

ZREP: 300285

FERT: 10119163



RTA contains:

192 Count SNICKERS® 2-To- Go Bars, 3.29 oz.



**PRIORITY
DISPLAY**



Mixed BITES Sharing Size Floorstand/Powerwing with Tear Pad

144 Count

ZREP: 300040

FERT: 10118993



TEAR PAD
\$.75 off 2
1-50ct sheet

Power Wing Contains:

72 Count SNICKERS® Brand BITES Sharing Size, 2.83 oz.

48 Count TWIX® Brand BITES, 2.83 oz.

24Count MILKY WAY® Brand BITES Sharing Size, 2.83 oz.





Mixed Sharing Size Quarter Pallet

360 Count

ZREP: 301071

FERT: 10120032

Pallet contains:

120 Count SNICKERS® Bar 2-To-Go, 3.29 oz.

72 Count M&M'S® Brand Peanut Chocolate Candies
Sharing Size, 3.27 oz.

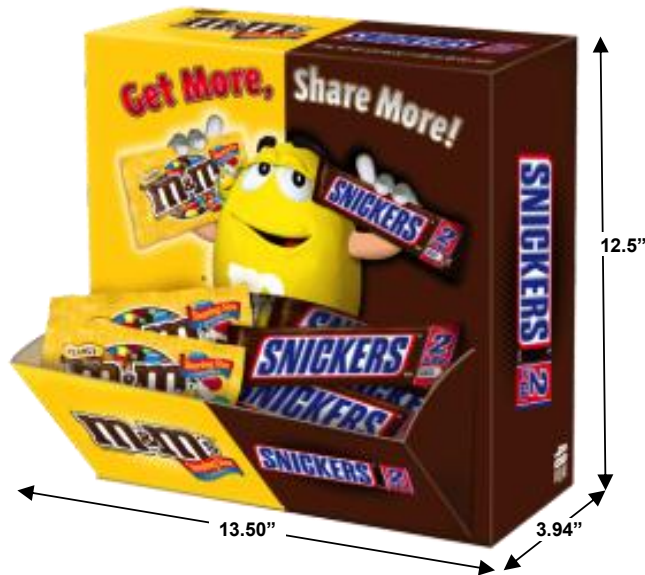
72 Count TWIX® Caramel Cookie Bars 4-To-Go, 3.02 oz.

48 Count M&M'S® Brand Milk Chocolate Candies
Sharing Size, 3.14 oz.

48 Count MILKY WAY® Bars 2-To-Go, 3.63 oz.



Program Merchandising Tools



Mixed Sharing Size Counter Unit

48 Count (2/Case)

ZREP: 252224

FERT: M4097100

Counter Unit Contains:

24 Count M&M'S® Brand Peanut Chocolate Candies, 3.27 oz.

24 Count SNICKERS® Bar 2-To-Go, 3.29 oz.

Mixed Bites Sharing Size Counter Unit

48 Count 2/Case

ZREP: 286385

FERT: 10119901

Counter Unit contains:

24 Count SNICKERS® Brand Bites, 2.83oz

24 Count TWIX® Brand Bites, 2.83oz



Program Merchandising Tools



Mixed Sharing Size PDQ Tray

96 Count

ZREP: 286217

FERT: 10119794

Tray contains:

24 Count SNICKERS® 2-To-Go Bars, 3.29 oz.

24 Count M&M'S® Brand Peanut Chocolate Candies 24 Count 3.27 oz.

24 Count M&M'S® Brand Milk Chocolate Candies 3.14 oz.

24 Count TWIX® Caramel Cookie Bars 4-To-Go 3.02 oz.



Lay Down Bag Display Vehicles



Lay Down Bags Minis

**PRIORITY
DISPLAY**



SNICKERS® Brand Team MINIS Quarter Pallet

120 Count

ZREP: 287069

FERT: 10120019

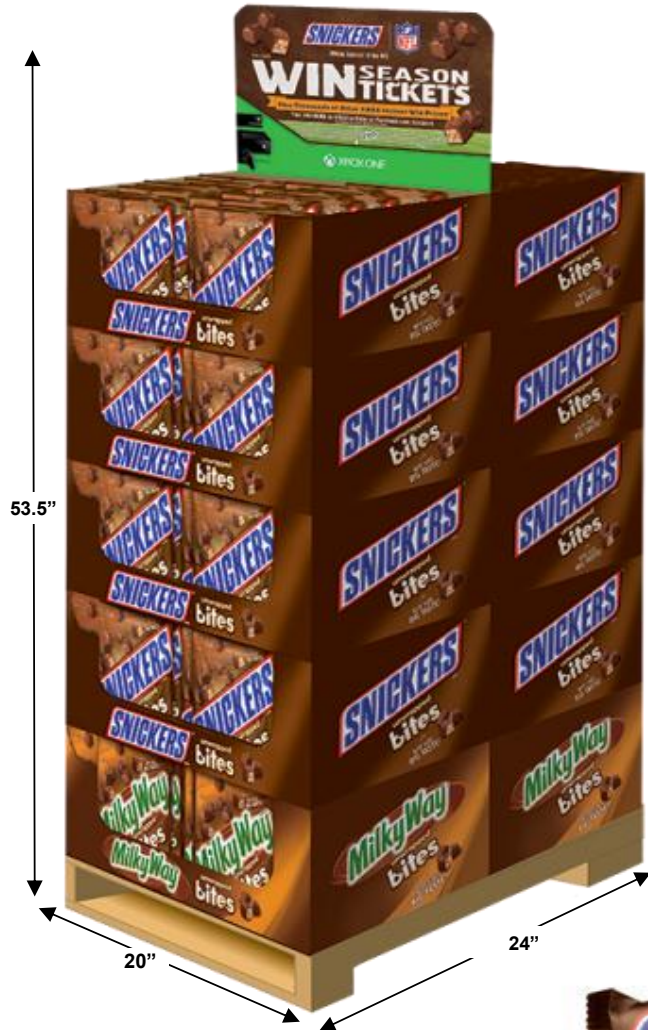
Pallet Contains:

90 Count SNICKERS® Brand NFL Team Miniatures, 19.5 oz
30 Count SNICKERS® Brand Peanut Butter Squared NFL
team Miniatures, 19.5 oz.



**NFL
Exclusive
Items!!**





Mixed Bites SUP Quarter Pallet

180 Count

ZREP: 286435

FERT: 10120006

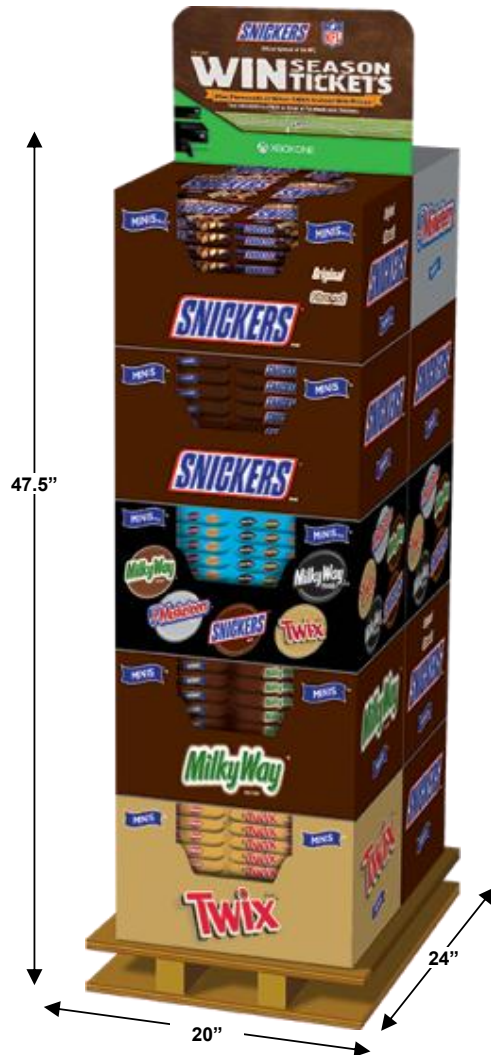
Pallet contains:

72 Count SNICKERS® Brand Bites 8.0 oz.

36 Count MILKY WAY® Brand Bites, 7.0 oz.

72 Count TWIX® Brand Bites, 7.0oz





Mixed Filled Bar Quarter Pallet

156 Count

ZREP: 277186

FERT: 10119856

Pallet Contains:

48 Count SNICKERS® Brand Miniatures 11.5 oz.

32 Count SNICKERS® Brand MINIS MIX™ 10.5 oz.

32 Count MINIS MIX™ 10.5 oz.

16 Count TWIX® Brand Miniatures 11.5 oz.

16 Count MILKY WAY® Brand Miniatures 11.5 oz.

12 Count 3 MUSKETEERS® Brand Miniatures 10 oz.





Mixed Bites SUP Shipper

60 Count

ZREP: 301076

FERT: 10120038

Shipper contains:

24 Count SNICKERS® Brand Bites 8.0 oz.

24 Count TWIX® Brand Bites, 7.0oz

12 Count MILKY WAY® Brand Bites, 7.0 oz.





M&M'S® Brand Mixed Quarter Pallet

288 Count

ZREP: 301073

FERT: 10120034

Pallet Contains:

144 Count M&M'S® Brand Peanut Chocolate Candies, 12.6 oz.

72 Count M&M'S® Brand Milk Chocolate Candies, 12.6 oz.

72 Count M&M'S® Brand Peanut Butter Chocolate Candies, 11.4 oz.



**M&M'S® Brand Milk Chocolate
Medium Bag Display Ready Case
36 Count**
ZREP: 199587
FERT: 10120015



**M&M'S® Brand Peanut Chocolate
Medium Bag Display Ready Case
36 Count**
ZREP: 199739
FERT: 10119714



Program Merchandising Tools

**M&M'S® Brand Peanut Butter
Chocolate Candies Medium Bag
Display Ready Case**

36 Count

ZREP: 266444

FERT: 10119713



**M&M'S® Brand Pretzel Chocolate
Candies Medium Bag
Display Ready Case**

36 Count

ZREP: 301061

FERT: 10120022



Game Day Sections Drive Basket Ring!

- By including SNICKERS® in areas with other game day snacks, retailers can capitalize on impulse purchases, increasing basket size.
- Consumers told us they are more likely to...
 - buy game day items when they are all in one place
 - buy more on game day if its near something they were already planning on purchasing
 - Host parties because a game day section would inspire them



Source: The Candy Dish i°Community: Snickers® NFL Exploration
Sept 2013