

An Advertising Campaign

Snickers



Prepared by:

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Advertising Procedures, MCJ 142

Fall 2012

Client: Mars Corporation
Product: Snickers
Agency: Fifth Ave Media
Medium: Survey Analysis

Survey Analysis

585 participants were surveyed in our snickers campaign for the fall of 2012. Our main audience was 18-34 year old participants and 71 percent were 18-24 years old. Of the participants surveyed 92 percent of them enjoyed chocolate candy bars.

Out of the surveyed participants 18 percent enjoyed Twix, 23 percent preferred Reese's Peanut Butter Cup, and 27 percent craved Snickers.

When asked what the favorite part of their favorite chocolate bar is, 50 percent replied they enjoyed the chocolate covering, and then 40 percent preferred the caramel. The remaining 2 sub- categories were peanut butter and peanuts, which led to 50 percent of those surveyed to grab a Snicker to satisfy their hunger.

The top three most favorable times to eat a candy bar are as an afternoon snack, an evening snack, and as a power boosting study break snack.

The preferred medium our surveyed participants was split fairly evenly between television, Internet websites, and social media.

Client: Mars Corporation
Product: Snickers
Agency: Fifth Ave Media
Medium: Copy Platform

Copy Platform

Advertisement Objective: Portray the irresistible satisfaction of Snicker's candy bar with the allure of zombie's irresistible craving for brains (snickers).

Target Market: 18-32 year old zombie-minded college students/adults

Key Selling Benefit: Capture the interest of the growing zombie trend

Other Supporting Benefits: Rich chocolate, silky caramel, crunchy roasted peanuts, fewer than 300 calories with five grams of protein

Tone or Personality: Parody, fun-spirited, comedic

Theme Line: Even the Undead Can't Resist

Slogan: Bite into a Snicker's

Client: Mars Corporation
Product: Snickers
Agency: Fifth Ave Media
Medium: Outdoor
Unit: Billboard 14' x 48'

Ad Title: Undead can't resist a Snickers

Headline: BITE INTO A SNICKERS

Illustration: The illustration consists of a vending machine with a Snickers logo depicted clearly on it and a Zombie hand reaching for it out of the darkness. A single light exists above the machine, covering it and the hand in light while the rest of the image fades into shadow. Most of the image is in shades of gray and black except the Snickers logo and its background (which is in red to connect the image with the text). The image is situated on the left hand side of the layout while the headline and logo are centered to the right.

Body Copy: None

Logo: Product Logo is on the Package

Client: Mars Corporation
Product: Snickers
Agency: Fifth Ave Media
Medium: Print
Unit: 9in x 11in

Ad Title: Undead can't resist a Snickers

Headline: BITE INTO A SNICKERS

Illustration: The illustration depicts a Snickers Bar standing with its back turned in an alleyway. The bar itself is decked out as a survivor; the bar has a bandana on its head, has a bandolier strapped from its shoulder to the alternate side and wields a shotgun. Ahead of him, the Zombie horde approaches from the darkness. The entire image is cutoff by two black bars containing the text to the end of the page, simulating a movie reel.

Body Copy: Snickers...the only candy bar that contains the blend of Caramel, Chocolate and Peanuts that makes you crave. When you want something delicious, do like the Undead do and... (leads to the headline).

Logo: Product Logo is on the Package

Advertiser: Mars Corporation
Run Date: October 14th 2013
Length: 45 seconds

Television Script Form

Video

Audio

1. OPENS UP WITH A WIDE SHOT OF "SNIQUOR LIQUOR": A CONVIENENCE STORE. A YOUNG LADY APPROACHES FROM THE LEFT.

SFX: HIGH HEELS (SHOES) WALKING

2. CAMERA MOVES MEDIUM SHOT.LADY APPROACHES DOOR ANDKNOCKS. A LOUD THUMP IS HEARD.

SFX: HIGH HEELS (SHOES) WALKING AND STOPS, KNOCK ON DOOR, LOUD THUMP NOISE

3. MEDIUM SHOT OF HANDS BREAKING THROUGH THE GLASS DOOR AND REACHING OUT. THE LADY SCREAMS AND RUNS AWAY.

SFX: SHOES RUNNING, CRASH OF GLASS, UNDEAD GROANS

LADY: (screams)

MUSIC: IN (dramatic)

4. MEDIUM SHOT OF A LADY RUNNING ON THE SIDEWALK AND RUNS INTO A NEARBY ALLEYWAY. SHOE FLIES OFFSCREEN TO THE RIGHT.

SFX: SHOES RUNNING, UNDEAD GROANS

MUSIC: CONTINUED

5.CAMERA FOLLOWS LADY INTO THE ALLEY. SHE STOPS AT A DEAD END AND TUNS AROUND.

MUSIC: CONTINUED

6. MEDIUM SHOT OF THE UNDEAD APPEARING AT THE ENTRANCE OF THE ALLEYWAY. LADY: (frantic screams)

SFX: UNDEAD GROANS

MUSIC: CONTINUED

7. MEDIUM SHOT OF LADY SCREAMING AND CLOSES HER EYES AS THE UNDEAD APPROACH. SUDDENLY SHE OPENS THEM, STOPS SCREAMING AND LOOKS TO HER LEFT.

opening her eyes)

SFX: UNDEAD GROANS

LADY: (frantic screams and closes her eyes but stops suddenly) Wait, what?

MUSIC: ABRUPTLY STOPS (in conjunction with Lady

8. CAMERA PANS TO THE LEFT. THE UNDEAD SWARM AROUND A SNICKERS VENDING MACHINE WITH A STREET LIGHT ABOVE IT.

SFX: UNDEAD GROANS

LADY: (angry voice) Really?!

9. CUTS TO A SHOT OF A BLACK BACKGROUND WITH A SNICKERS BAR QUICKLY APPEARS. ANNOUNCER'S VOICE CUTS IN. AFTERWARDS, FADES TO BLACK.

ANNOUNCER: (like a car salesman)
Snickers, even the undead can't Resist!

Even **THE UNDEAD** Can't Resist...



Snickers...the only candy bar that contains the blend of Caramel, chocolate and peanuts that makes you crave. When you want something delicious, do like the Undead do and...

BITE INTO A SNICKERS





Even **THE UNDEAD** Can't Resist...
BITE INTO A SNICKERS



Client: Mars Corporation
Product: Snickers
Agency: Fifth Ave Media
Medium: Radio
Unit: 60 second

CHARACTER'S NAME: CAMEL SNICKETTES

ANNOUNCER: Darkness falls across the land

The Snicker hour is close at hand

Hunger crawls in search of the nougat bite

To satisfy y'alls appetite

MUSIC: (THRILLER MICHAEL JACKSON'S THRILLER 1982)

LYRICS TO SONGS: It's close to midnight, and cravings start lurking in the dark
Under the moon light you see the chocolate coated candy bar.
Is it the nougat? Or the silky caramel crunchy peanut taste
You start to drool as pleasure looks you right between the eyes
You're satisfied!
Cause this is snickers, Snickers night
And nothings gonna save you but this chocolate, nougat bite
You know its Snicker's, Snicker's night
You're fighting off the hunger in a killer, Snickers tonight!

Client: Mars Corporation
Product: Snickers
Agency: Fifth Ave Media
Medium: Sales Promotion/Viral

SALES PROMOTION

A display will be located in the numerous outlets who sell snickers products. This display will consist of a 'zombie horde' attacking your home, in order to stop the zombie hoard the user will purchase a Snicker's Mini candy bar (\$0.05), and shoot it at the attacking zombies with a mini-slingshot knocking them down and winning prizes.

VIRAL

The viral campaign will consist of snicker lovers uploading a YouTube video of a dance routine to the Carmel Snickettes "Snickers Thriller" theme song. Contestants will dress up in their Halloween costumes with snickers bars incorporated in it and dance their snickers off. All videos will be uploaded Fifth Ave Media's YouTube channel, once entered various prizes will be distributed to the winners of each categories. The top winner will win four tickets to Super Bowl 2013 XLVII.