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I01 - Snickers More Nuts “Squirrels”
advertising campaign

Objectives

Snickers planned to launch temporary variety - chocolate bars containing more nuts than standard Snickers. The limited edition was called Snickers More Nuts. Main advertizing objective was to build awareness of the news and generate trial.



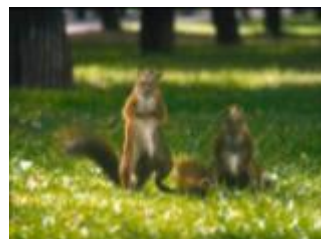
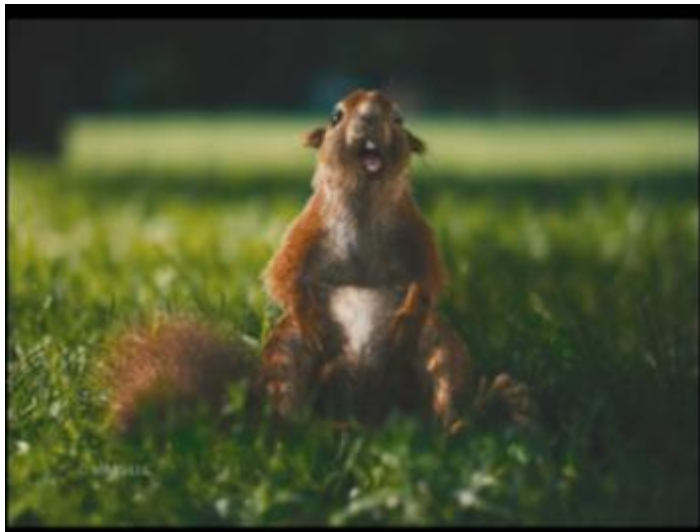
Strategy

Though TV and outdoor provide huge coverage, it was crucial for us not to get limited by these standard ATL channels. With teenage boys being the TA, we aimed to create buzz around the new variety to maximize the campaign effect, keep up high level of TA involvement and increase message relevance for youngsters. For that purpose we've decided to go into one of the modern digital channels highly popular among our TA.

The advertising idea developed is “there are so many nuts in Snickers More Nuts that squirrels being great nuts lovers freak out with astonishment”.

Campaign structure – Stage 1

We opened the campaign with the 20" TVC and cityformats at bus shelters. The TV ad was extremely popular among people.



Campaign structure – Stage 2

Then viral activity was launched. We started with the street activities: for 2 week-ends the teams in the squirrels' costumes (produced for this event) played tricks around/with the Snickers cityformats around Moscow. 12 “self-made” videos of the squirrels reacting to the Snickers posters were shot and thrown into Internet.



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Results

The results of the campaign were amazing:

- original commercial was a big hit among teens and provoked them into making their own versions to be shared through Internet
- 1.000.000 viewers of the viral videos in Internet (500.000 only on YouTube)
- 135.000 people actually witnessed the stunt
- the films were posted, commented and re-uploaded in at least 150 other sites
- the report about the squirrels' tricks was shown on one of the most popular national TV channels (we got 19.000.000 viewers for free!)