

SNICKERS:

**Hunger for
growth**

08 October 2019



МАРИЯ ЧЕКАНОВА

MARKETING DIRECTOR, MARS CHOCOLATE



АЛЕКСАНДР КУЗНЕЦОВ

CLIENT SERVICES DIRECTOR, BBDO MOSCOW

REACH



14..24

25..34

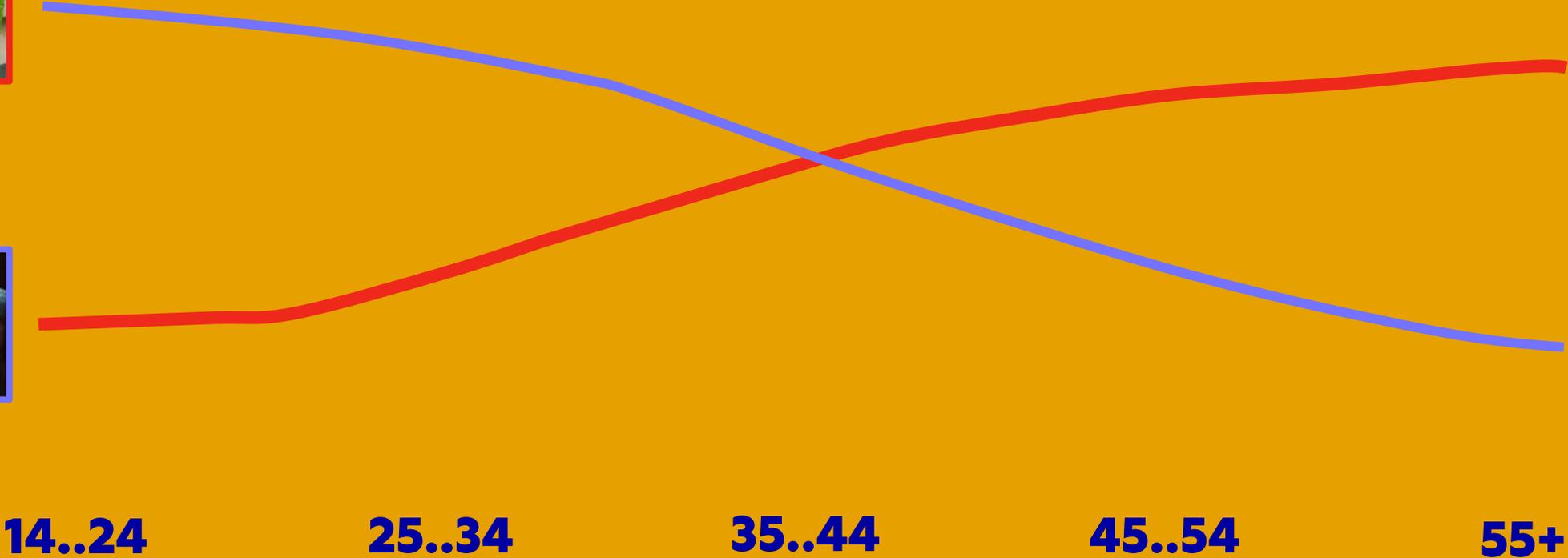
35..44

45..54

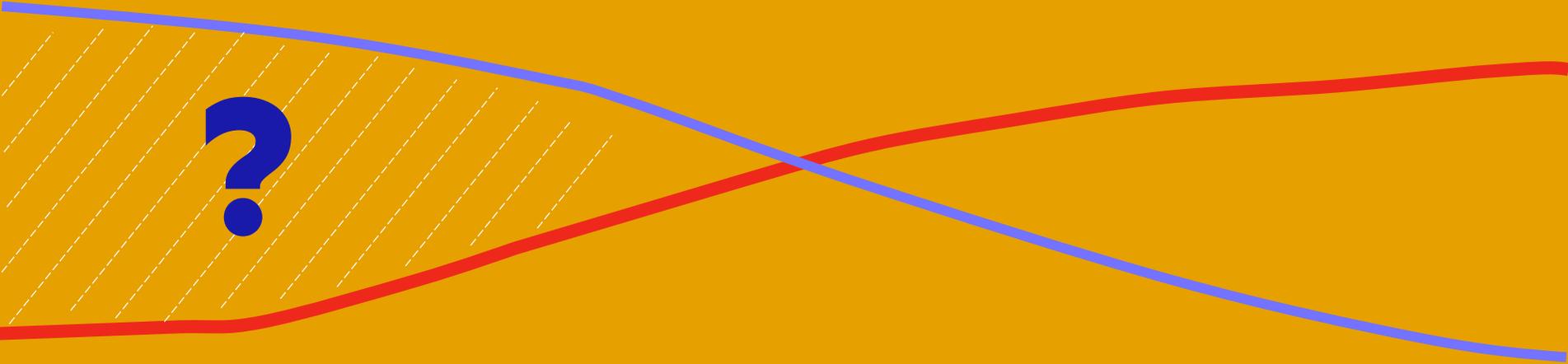
55+



REACH vs CONSUMPTION



REACH vs CONSUMPTION



14..24

25..34

35..44

45..54

55+

BRAND FOR ME?



■ Completely agree ■ Rather agree ■ Neither agree, nor disagree ■ Rather disagree ■ Completely disagree

AREAS FOR IMPROVEMENT



**physical
availability**

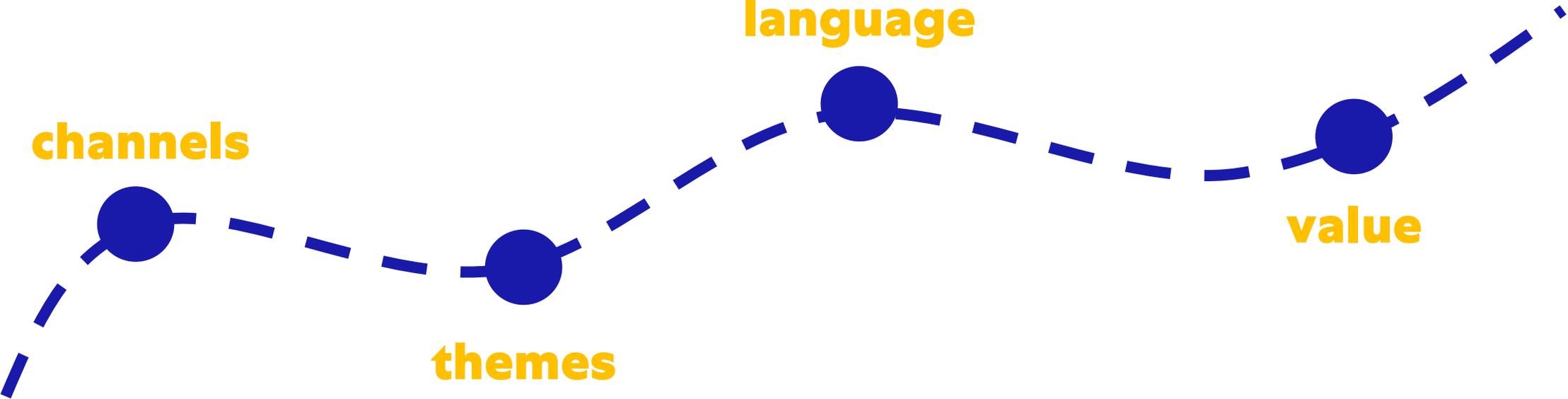


**inspirational
content**



**competitive
offer**

OUR JOURNEY



AUDIENCE 1: YOUNGSTERS

VALUE:
EXCLUSIVE
CONTENT



AUDIENCE 2: GAMERS

VALUE:
EXCLUSIVE
ACCESS



AUDIENCE 3: STUDENTS

VALUE:
USEFUL
FOR ALL



THANK YOU.