

Sweet Success: how Snickers dominated the Easter season amidst fierce competition.

Brand: Snickers (Mars)

Agency: EssenceMediacom Global (WPP)

Product: Snickers – snack bar

Snickers is one of the most popular candy bars in the whole world and there's no surprise why. With the strategic partnership of Adlook and global agency EssenceMediacom, Snickers rolled out a creative, multi-channel awareness campaign that significantly enhanced their brand's presence, and increased their share of voice during the period of most chocolate consumption.

Campaign type: Awareness campaign with display banners and video

The campaign's mission:

Main goal was to boost awareness, ignite interest, and deeply engage with Snickers audience during the Easter rush. Simultaneously, we aimed to captivate the long-lasting attention, ensuring Snicker's presence extended across diverse interest spheres.

Our challenge:

Despite Snickers' widespread global acclaim, the Easter season poses a unique challenge as consumers are overloaded with sweets coming from all directions. The primary objective of the campaign was to proactively enhance brand awareness during Easter, ensuring that Snickers remains a prominent presence in consumers' minds amidst the fierce competition of the season.

Results:

85%
Viewability

72%
Video Completion
Rate (Video 15s)

24s
In-view time

85.9%
On-screen rate
(16,2% above the benchmarks)

Target audience:

Snickers and Adlook implemented a multichannel strategy, targeting both the Open Web and in-game environments to engage users at their peak attentiveness. Snickers utilized Deep Context targeting solution provided by Adlook to appear on top premium Brazilian publishers, specifically targeting Easter recipes, homemade chocolate eggs, chocolate, sweets and candies.

The strategy:

Adlook multichannel platform enabled Snickers to test and optimize audiences and multiple ad formats, aiming for maximum engagement and awareness. The message was shared across channels, including placements blended into gaming environment, resulting in exceptionally high attention metrics, surpassing market benchmarks, especially during the intense Easter period.

Key optimization tactics:



Inventory:

Adlook curated top-tier publishers and placements, prioritizing brand suitability.



Creative:

Rigorous testing identified high-engagement creatives using Adlook's Deep Learning algorithm.



Targeting:

Adlook fine-tuned contextual targeting using Deep Learning capabilities.

"Adlook's strategic partnership proved to be a game-changer for Snickers, lifting our recognition among Brazilian internet users during the Easter period. Their groundbreaking multi-channel campaign and cookieless solution surpassed our expectations, securing a remarkable surge in our share of voice during the prime time of chocolate consumption. Their innovative approach delivered exceptional results."

Gustavo Varandas,
Marketing Manager, Snickers

"Adlook's extraordinary service and outstanding campaign performance have propelled Snickers' brand visibility, while cultivating a positive and enduring brand image across multiple channels. With their cutting-edge omnichannel approach driven by Deep Learning and their expertly honed contextual targeting, they have seamlessly positioned Snickers at the forefront of consumers' minds during the peak chocolate consumption period, ensuring a powerful and resonant voice that deeply connects with our target audience."

Willie Taminato,
CEO, EssenceMediacom (WPP)