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Among the many chocolate brands, some positioned themselves as romantic, and some on “High Class”, they have formed a fairly mature market structure, and the market has been seized by these major brands. It will be difficult to enter this market for newcomers, it may easily lead to market competition. For new products, in the beginning, the investment in the early stage is huge, and the return rate in the later stage cannot be guaranteed, so the most sensible choice is to

distinguish it from the mainstream of the market today. Snickers have been positioned as "sports", "energy" and "sweeping hunger" since its inception. In its brand and product communication, the company closely centers on this positioning. Today, Snickers has become synonymous with "sports" and "energy". It has been loved by young people for a long time through the combination of sports and contemporary pop culture. The core consumer group is mainly all gender millennials. They are young and active, have a wide range of hobbies, are in a rapid growth period, and consume a lot of energy. Sports are an important part of their lives. They often watch sports programs and very aware of pop culture. This is the main consumer group. Of course, there are also the needs of many elderly people. The purpose of buying chocolate is: to eat when hungry, eat it as a snack, or buy it as a gift. In the first case, customers generally do not pay attention to the product brand, they only concern of it to have a reasonable price or the lowest price, and high-priced chocolate will rarely attract such a crowd, and the third kind of population is more concerned about the name of the brand and quality of the product, this is the main consumer group of Snickers bar.

Snickers' advertisements are mostly based on humor, this is perfectly reflected on this Snickers Ads. This ad is composed in four parts,

Headline: “Luke I am your Mother” -Darth Vader

Tagline: You're not you when you're hungry

, Background and Package of Snickers Bar. Snickers' advertisements and has innovative plots and funny content, it is reflected on the Tagline, Snickers' advertisements have always emphasized its functionality of “satisfying the hunger”. The Tagline here functions as a guide, helping them to identify the essential elements of the scene and the scene itself, guiding the

audience to the intended interpretation. The audience should already acquire the knowledge of the famous film scene and names that have appeared in the headline to be able to understand the message, otherwise, this ad will only speak gibberish to them. For those who have the knowledge, after reading the Tagline, they will have a sense that Darth Vader might be hungry because he is behaving strangely and Vader is not feeling like himself. The tagline here sets an anchor so the audience will only receive the intended message instead of floating around many other possibilities of meaning. The package of the Snickers' bar there to provide a solution as a problem is been created by the headline, now Darth Vader is hungry and what should he do to go back to be the usual Vader and feel himself again? The answer is Snickers' bar, therefore, the only message that the audience will receive is: When hunger strikes, people will lose themselves, and Snickers is the ideal "antidote" that can sweep all kinds of hunger. "You're not you when you're hungry" has become an in-depth brand impression. Snickers closely integrate the brand with the scene of "hungry" and continuously deepens this connection through advertising and marketing activities. When people hungry, the Snickers bar naturally comes into the mind of the audience.

The content of the advertisement must be tied to the interest, and emotional input that consumers care about, and more importantly, there should be novelty and contrast in the expression of the advertisement. This ad makes consumers remember this inadvertently. Whenever people feel hungry and weak, they will think of Snickers' bar, and become themselves again, subtly building confidence in consumers' hearts. The awareness of the product rises to loyalty to the product. At the same time, it also conveyed to consumers that Snickers can solve the problem of hunger. Hunger will be associated with Snickers, and the advertising slogan also

informs consumers of their own characteristics. This is truly a clever and interesting advertisement

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Adteachings Adteachings -
<https://www.adteachings.com/post/130613892945/fun-spec-contributions-to-bbdos-famous-snickers>

Case Study: How Fame Made Snickers' 'you're Not You When You're Hungry' Campaign a Success Campaign -
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