

ADVE 709 – ASSIGNMENT #1

# Deconstruction Ad Campaign

Professor Reginald Harrison

Presents by



Brand:

**Snickers**

Campaign:

**You're not you  
when you're hungry**

Category:

**Chocolates**

Sub Category: Energy Bar



## Problem statement

At the time, Snickers was already a well-known brand, but research showed that people typically purchased a Snickers bar only once a year. Additionally, the chocolate market was highly competitive, crowded with other brands. Snickers wanted to carve out a unique position in consumers' minds. However, targeting a niche audience of young men who eat chocolate—proved to be an ineffective strategy.



Lack of  
Recall Value



Competitive  
Market



Under Value  
Performance



**Snickers needed  
some magic here!**

Here it comes the most successful campaigns of the decade

# You're not you when you're hungry

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In 1st year  
Sales increased by  
**15.9%**



After 2 years  
Sales increased by  
**\$376 M**



30 Sec Ad got the  
media coverage of  
**91 Days**

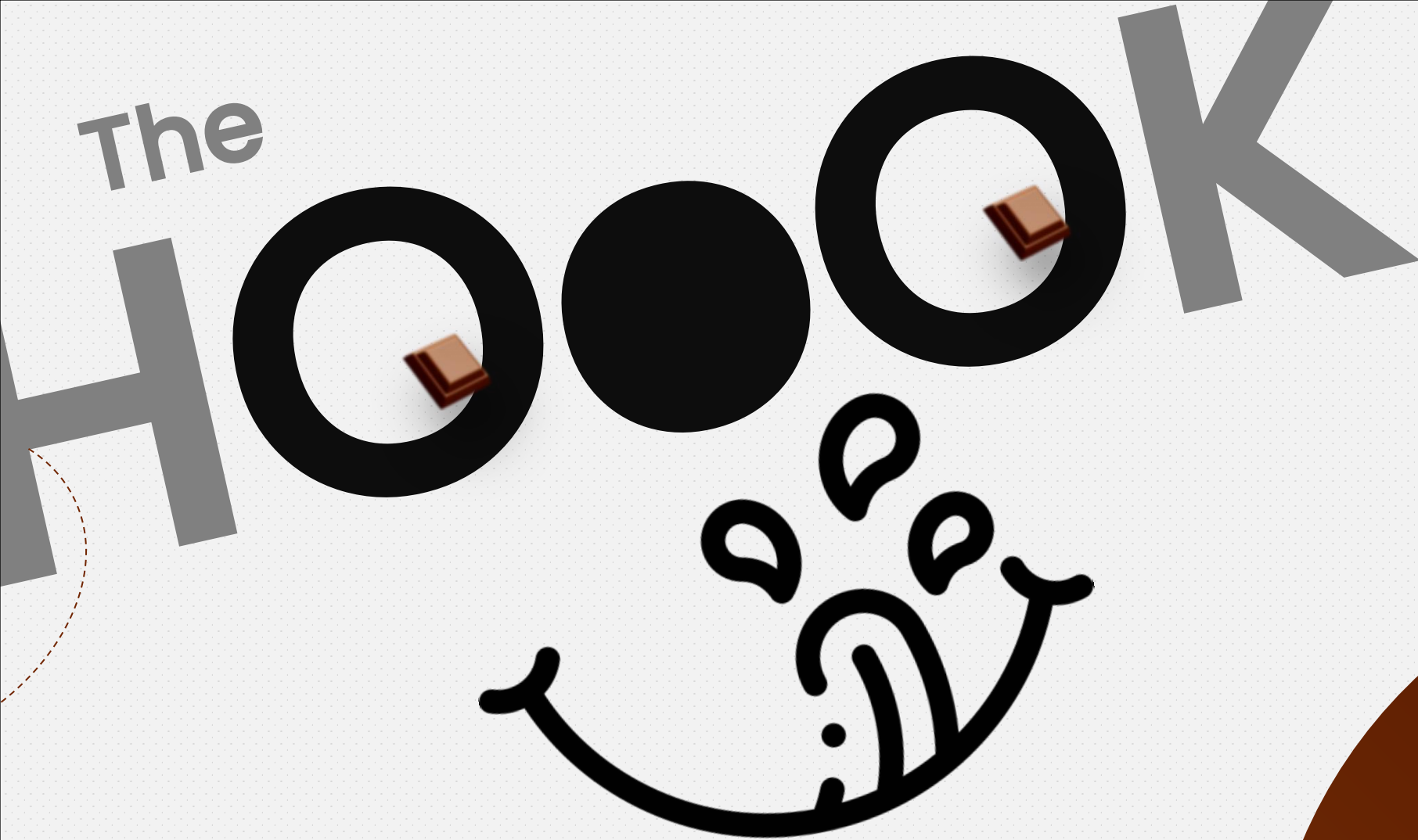
## Idea behind the Campaign

**You're not you when you're hungry**

The idea behind Snickers' most successful campaign of the past 10 years is that the effects of hunger—crankiness, weakness, and anger—are universal.

Everyone can relate to the truth that hunger makes it difficult to function or be part of the group. With this concept, the creative team portrays Snickers as more than just a chocolate bar; it's something that can satisfy your hunger and fill your stomach when needed.





Targeted the  
Hunger Syptoms

Cranky, Weak, Anger

## Creative Concept

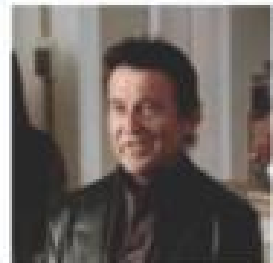
**You're not you when you're hungry**



The first ad, launched in 2010, centered around a football game. The plot was based on the idea that an athlete plays like Betty White when hungry. One of his friends offers him a Snickers, and with just one bite, he returns to his normal self, showcasing Snickers as the ultimate hunger solution.



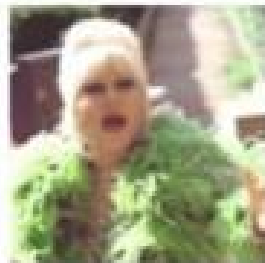
## Different versions



**PARTY**  
**US**  
BAD TEMPERED / ANGRY



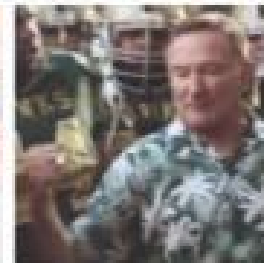
**LOCKER ROOM**  
**UK/EUROPE**  
IRRITABLE / DIVA



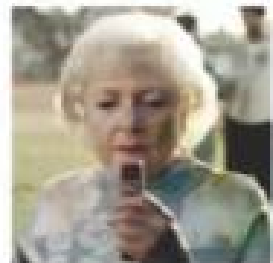
**MOVING**  
**TURKEY**  
IRRITABLE / DIVA



**PUSHING CAR**  
**META**  
IRRITABLE / DIVA



**COACH**  
**US**  
LOOPY / CRAZY



**GAME**  
**US**  
WEAK / PATHETIC



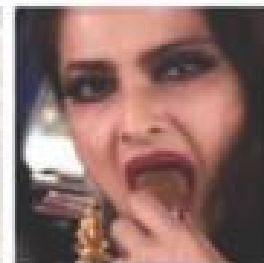
**ROAD TRIP**  
**US**  
IRRITABLE / DIVA



**GARAGE BAND**  
**CANADA**  
IRRITABLE / DIVA



**GREMLINS**  
**FRANCE**  
BAD TEMPERED / ANGRY



**ROAD TRIP**  
**INDIA**  
IRRITABLE / DIVA

### Globally Compatible

This campaign was designed to be adaptable and resonate in both global and local markets

**YES, this all looks perfect**

**YES, this all looks perfect**

**But wait.**



## Lack of consistency in static ads.



In comparison to the video ads, the static ads fail to align effectively with the campaign's core message. Specially the first and second posters, lack clarity in conveying their intended message, making it difficult for the audience to understand the campaign's purpose.

## Campaign limited to Male Audience



Targeting males is not inherently a bad strategy, but excluding females significantly limits the campaign's potential reach and misses the opportunity to tap into a broader market.



2nd Launched

1st Launched







5

# Strategies for the new campaign

with all practical approach :)

Step #1 Introducing the new slogan and it's Logo



# Where is my Snickers?

## Step #1 Introducing the new slogan and it's Logo

# WHERE IS MY SNICKERS?

### **Thought Process:**

The new tagline will inject fresh energy into the campaign by creating buzz and curiosity. Without showing Snickers at all, The absence of Snickers will spark conversations and drive a sense of FOMO (fear of missing out), leading to an online trend where people actively ask, "Where is my Snickers?"

## Step #2 Partner with the popular movies and T.V. shows



### Creating hype around the slogan.

Collaborate with popular movies and TV shows to feature their iconic creepy characters acting out due to hunger.

Highlight this by showing an empty Snickers wrapper, symbolizing the missing chocolate, and align it with the new campaign slogan, "Where is my Snickers?" This creates curiosity, ties into the brand message, and encourages audience engagement through social media trends and discussions.





All the imagery created using AI





# WHERE IS MY SNICKERS?

Your Snickers awaits at  
your nearest store.



# WHERE IS MY SNICKERS?

Your Snickers awaits at your nearest store.



### Step #3 Recall all the stocks (\*if the brand allows)

#### Now make it real "Where is my Snickers?"

In the next step, we'll create a buzz by recalling all Snickers stock and leaving the Snickers shelves empty for one week.

#### Thought Process

This will make the campaign slogan, "Where is my Snickers?" even more relatable and build curiosity, as consumers will feel the absence and be eager to see Snickers back on the shelves.



## Step #4 Post a big ad in Newspaper and Magazine



We will launch a bold print ad in newspapers and magazines, asking everyone to place their Snickers bar on the campaign logo, take a photo, and share it on social media, tagging Snickers in 24hrs challenge.

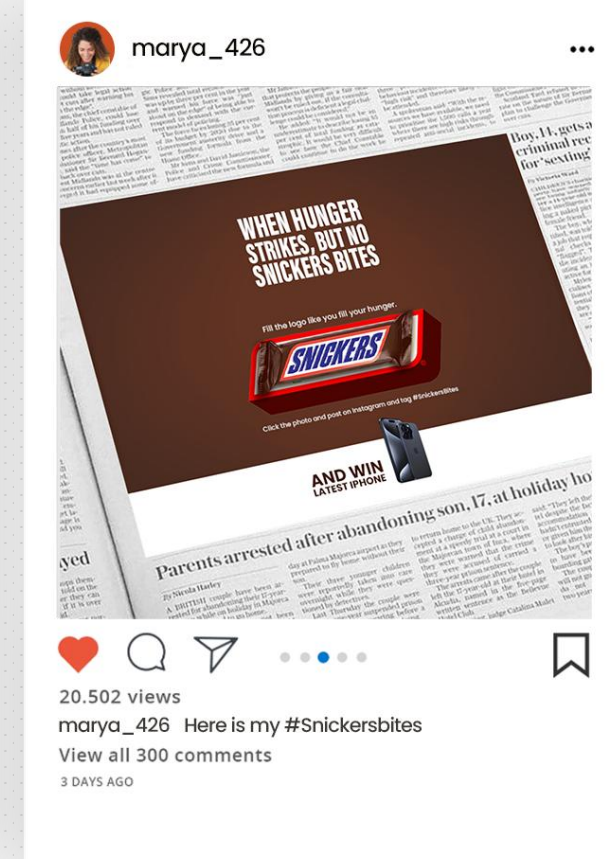
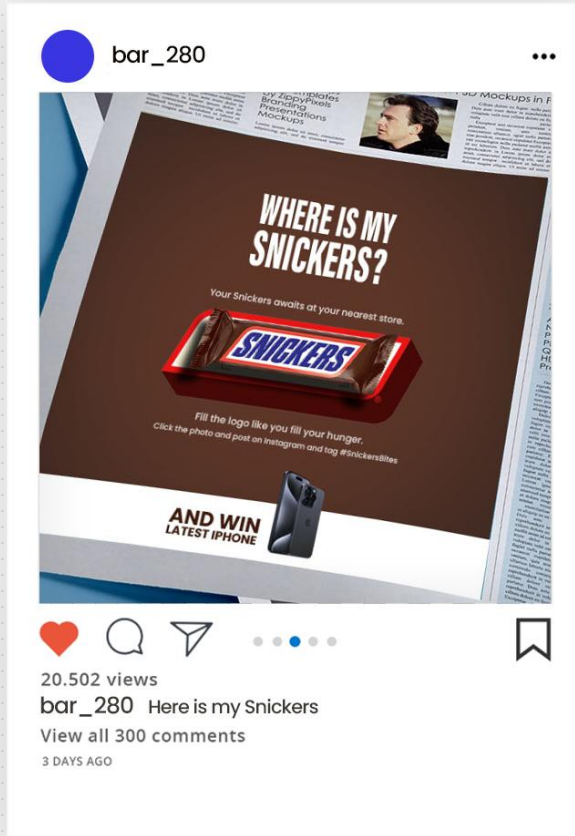


# The twist?

They won't find Snickers in stores due to the recall from the previous stage, building curiosity and hype.

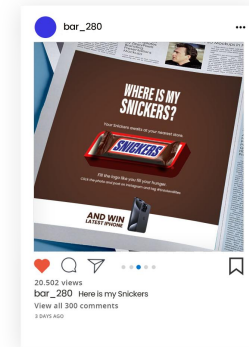
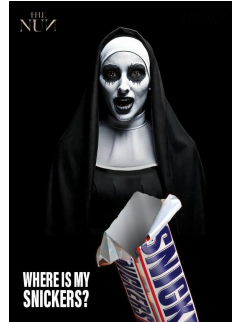


## #5 Create FOMO by posting the winners



Those who manage to find Snickers and complete the challenge will win a guaranteed iPhone, amplifying engagement and driving the campaign's viral appeal.

WHERE IS MY  
SNICKERS?



# Potential Outcome



This campaign give  
free marketing of  
**\$10m**



This campaign will  
attract new customer  
**12%**



Campaign will get  
impressions of  
**15m**



The background is a rich, warm brown color, resembling chocolate. It is decorated with various chocolate-related elements: several pieces of chocolate bars of different shapes and sizes, some whole and some broken into smaller chunks. There are also chocolate spheres or truffles scattered throughout. In the bottom right corner, there is a small, wrapped gift box with a brown ribbon bow. The overall aesthetic is indulgent and celebratory.

# Thank You

 SHAHNAWAZ  
SHAIKH 

# Additional

## #1 Engaging Ads (Silent promoters)



We all love mirror selfies and post it on social media, especially those taken with roadside safety mirrors.

To leverage this, we'll place a sticker with the slogan *"You're not you when you're hungry"* on these mirrors.

### Thought Process:

The tagline highlights how hunger can change your personality. By placing it on safety mirrors that naturally distort reflections, when people take selfies in front of these mirrors and share them on social media, it visually emphasizes the idea that their selfie is distorted because they're hungry. Unknowingly, they help promote our brand message on their social handles—tying back to the campaign theme in a fun and relatable way.

**YOU'RE NOT YOU  
WHEN YOU'RE  
HUNGRY.**

**SNICKERS**

## #1 Engaging Ads (Silent promoters)

 Daunn\_lili45





20.502 views  
Daunn\_lili45 Fashion fades, style is eternal...  
View all 300 comments  
3 DAYS AGO

 Mike\_LU



20.502 views  
Mike\_LU The art of reflection.  
View all 300 comments  
3 DAYS AGO

 sara2200



20.502 views  
sara2200 It's a way of life  
View all 300 comments  
3 DAYS AGO