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**ENGLISH...“NOUGETABOUTIT.”**  
**SNICKERS® BRAND WANTS TO TEACH THE WORLD “SNACKLISH”**  
*SNICKERS® Brand Introduces New National Marketing Campaign Called ‘SNICKERS® Speak’*

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**HACKETTSTOWN, N.J.** – Mars Snackfood US announced that its SNICKERS® Brand introduced a new language called 'Snacklish' that uses its iconic logo and brand essence to communicate the right thing, in the right time and place, to the right people—making SNICKERS relevant in every situation. Beginning this month, the ‘Snacklish’ language will reach the American public through a unique advertising campaign called ‘SNICKERS® Speak,’ featuring national television, local out-of-home (OOH), print, point-of-purchase and digital executions.

There are approximately 5,000 different languages spoken in the world today, each with its own unique set of words, phrases and expressions and ‘SNICKERS Speak’ can be added to that list – allowing Americans to have a whole new dialect for ‘satisfaction’ that they can drop into their daily conversations.

“By taking SNICKERS core equities like its unique ingredients and satisfaction, we are reminding our consumers why they love SNICKERS so much,” said Carole Walker, vice president, integrated marketing communications for Mars Snackfood US. “‘SNICKERS Speak’ takes that to the next level by marrying SNICKERS core equities with the passions, interests and things in our guy’s everyday lives to make the brand even more relevant.”

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## ‘SNICKERS Speak’ Campaign Launch

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Some sample ‘SNICKERS Speak’ creative include:

- “*Satisflying*” billboards featured in airport arteries, as well as taxi’s with GPS enabled digital tops showcasing “*Satisflying*” when they are waiting at airports.
- “*Put Your Hunger in a Nougaplex*” that will run as :05 TV bumpers during wrestling programming.
- “*Get a Degree in Snackanomics*” placed on a variety of OOH executions in local market financial districts.
- Digital billboards that will change creative to match the time of day, such as “*3 ’oclockishment*,” which is the time of day when SNICKERS are most often consumed.
- A national television campaign that features visual dramatizations of euphemisms, including legendary music icon Master P inviting viewers to “*Get Some Bling With Master P-Nut*,” and basketball legend Patrick Ewing explaining how to “*Get Dunked on by Patrick Chewing*.”

For more information about SNICKERS and the ‘SNICKERS Speak’ campaign, visit [www.snickers.com](http://www.snickers.com).

### **About Mars Snackfood US:**

Mars Snackfood US is the United States snack operations of Mars North America. With more than \$7 billion in annual sales in the United States, Mars North America includes food, snack and pet care segments, which are a symbol of excellence for quality brands. Headquartered in Mount Olive, N.J., Mars North America employs more than 12,000 associates in the United States, with 54 facilities nationwide. Mars Snackfood US, headquartered in Hackettstown, N.J., includes some of the world’s favorite brands such as DOVE® Brand Chocolate, M&M’S® Brand, MILKY WAY® Brand, SNICKERS® Brand, 3 MUSKETEERS® Brand, TWIX® Brand and more. Additional popular brands in the petcare and food segments for Mars North America include UNCLE BEN’S® Brand, PEDIGREE® Brand Food for Dogs, and WHISKAS® Brand Food for Cats. Please visit [www.mars.com](http://www.mars.com).

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