

## Are you ready to GET BACK THE HUNGER?

This is an especially exciting time for the SNICKERS® Brand!

SNICKERS® Singles is Masterfoods USA's #1 selling SKU, but it has experienced declines in sales since 1997 (declines of over \$48 million GSV). Now is our opportunity to **achieve unprecedented growth** in 2002. Let's elevate SNICKERS® to the leadership position it deserves in today's retail environment!

The Sales Directors and Chocolate BDT have agreed on a goal of growing SNICKERS® Singles sales by 10% in 2002. In the 2nd and 4th Quarters of 2002, the SNICKERS® 10% growth plan is the Sales scorecard A priority activity. To help you achieve this goal, we've put together this collection of SNICKERS® Sales Tools.

Our **trade activities** include programs that are guaranteed to generate excitement for SNICKERS® and increase growth! We've designed a year long **Immediate Consumption Display Program**, increased our merchandising and menu marketing efforts and developed fresh co-marketing opportunities with:

- **SNICKERS® Brand Survivor Challenge**
- **Mountain Dew Vertical Challenge®**
- **Little League Baseball®**
- **NASCAR®**
- **U.S. Youth Soccer™**

The launch of our **new advertising campaign** will help create a stronger presence for this important brand. The new campaign focuses on SNICKERS® ability to handle hunger between meals for people who need to refuel and keep going. Using humor, it will **increase consumer demand** by creating a more distinctive and motivating way of convincing consumers that SNICKERS® means Hunger Satisfaction.

The combination of a **strengthened trade program, merchandising, rejuvenated TV, print advertising** and **internet** efforts in 2002 will make it a landmark year for increased SNICKERS® sales!

We're giving you all the tools needed to **GET BACK THE HUNGER** in 2002. You'll find that with the help of these materials and increased customer and consumer growth you'll reach the 10% goal! Take a look at the enclosed information. We know it will make you hungry for more!

Good Luck!  
SNICKERS® Team



Hungry for 10% growth?

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# SNICKERS<sup>®</sup> Brand is #1!

- SNICKERS<sup>®</sup> Singles is the #1 selling candy bar in the US
  - #1 in Food, Drug, Mass and Convenience (source: IRI, latest 52 weeks, December 2, 2001)
  - #1 in vend
- SNICKERS<sup>®</sup> is America's #1 favorite brand for all age groups (source: Millward Brown, January 2001)
- SNICKERS<sup>®</sup> Singles is MasterFoods USA's #1 selling SKU

## SNICKERS<sup>®</sup> Singles offtake grows when on display

- Grocery channel - 117.5% increase in volume when on display<sup>1</sup>
- Drug channel - 64.6% increase in volume when on display<sup>1</sup>
- Mass channel - 43.8% increase in volume when on display<sup>1</sup>
- Convenience channel - 50.0% increase in volume when on display<sup>1</sup>

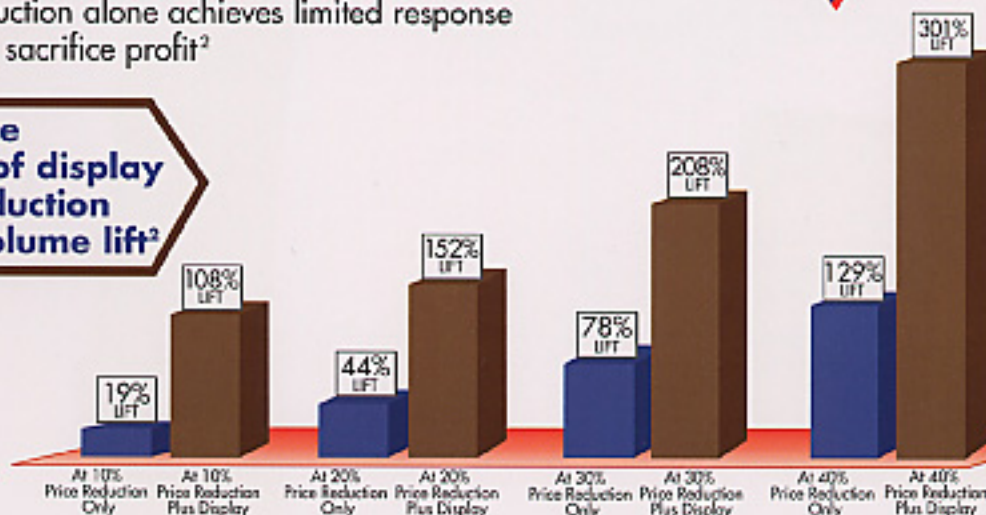
## Immediate Consumption Display Program

### Escalating incentives encourage upfront commitment, strong display and value pricing

- Increased ability to calendar plan with your accounts with expanded range of year round singles displays
- Incremental funding to help drive display and reduced price activity two times during the year
- Combination of display with price reductions will maximize lift from promotion<sup>2</sup>
- Price reduction alone achieves limited response and may sacrifice profit<sup>2</sup>

SNICKERS<sup>®</sup> is a leader in the Impulse Program!

In Grocery, the combination of display with price reduction maximizes volume lift<sup>2</sup>



<sup>1</sup>Total FDM 52 weeks, ending 10 October 99, Total U.S. Convenience 52 Weeks ending 10 October 2000. Percent increase of volume, display only means promotional lift of item volume when item is on display.

<sup>2</sup>IRI, 1999 Single NS Candy Study

# Menu Marketing

## Sell incremental displays by leveraging unique programs

### SNICKERS® Brand and Soft Drink Tie-In Menu Options

- Program supports consumer behavior and focuses on SNICKERS® Brand Singles and impulse sales
- Offer generates incremental purchases per store visit and is easily and instantly redeemable at register

Look for details on a January 2002 National Bulletin titled "SNICKERS® Beverage Tie-In"

#### Why SNICKERS® and Soft Drinks together?

- 39% of C-store consumers who buy candy also buy a soft drink<sup>1</sup>
- Candy and beverages ran in the top 5% for C-store sales and in the top 3% in margins<sup>1</sup>
- Candy and beverage sales combined equal over 25% of C-store profits<sup>1</sup>

Contact Co-Marketing Manager for Payback Calculation Details

### Little League Baseball® Tie-In Menu Options



#### Little League Baseball®/SNICKERS® Brand baseball

- Consumers can mail in for a Little League Baseball®/SNICKERS® Brand baseball when they purchase three (3) SNICKERS® Brand Singles
- Recommended Display is SNICKERS® Brand Youth Sports Shipper<sup>2</sup>  
- Item #: 21289

#### Major League Party for Little Leaguers®

- Consumers enter the store-by-store sweepstakes for a chance to win a \$25 store gift certificate for the purchase of candy and soda for a post party game
- Recommended Display is SNICKERS® Brand Youth Sports Shipper<sup>2</sup>  
- Item #: 21289



#### Backyard Batting Cage and Pitching Machine



- Chain-wide sweepstakes for a backyard pitching machine and batting cage
- Recommended Display is Mixed Singles Split or Mini Pallet<sup>2</sup>  
- Item #: 69789  
- Item #: 69689

Event Timing: Little League Season April – August 2002  
2002 Little League World Series August 18 – 25

<sup>1</sup> M&M/Mars Research with Coca-Cola in Australia, 1998

<sup>2</sup> Incremental Display required for all programs

## Sponsorships

### Customize for your accounts or choose from a menu-marketing program

Each of these sponsorship activities are a great way to work with your account to gain secondary display of SNICKERS® Singles. Check out the items that are available below and talk to your Masterfoods USA co-marketing contact if you are interested in developing a customized display for your account.

#### **SNICKERS® Brand Survivor Challenge**

Survivor is seen by nearly 40 million people



**On-Pack Promotion** gives consumers a chance to predict online who they think will be voted off the island each episode

Online sweepstakes offering a trip for two to the next Survivor, free SNICKERS® Singles and many other prizes

Product will be displayed using an integrated Power Wing and Shipper

Event Timing: February – May 2002



SNICKERS® Survivor Challenge  
3-Tier Shipper  
Item #: 21289

SNICKERS® Survivor Challenge  
Power Wing  
Item #: 21189



#### **NASCAR®**

More than 21 million households watch NASCAR® races each week

NASCAR® appeals to both men and women with over 32% of the U.S. population identifying themselves as NASCAR® fans



Multiple display options available

Event Timing: 2002 Winston Cup Schedule  
February 10 – June 23