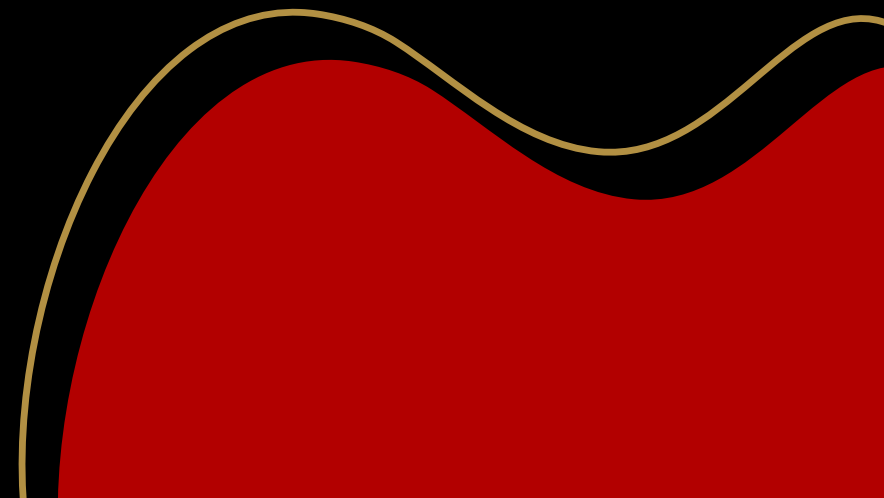




Mars[®]



ADRIAN SAMUEL





Initiative

MARS MOMENTS

Budget: \$2m (Excluding TV)

Dates: 01/01/24 - 31/12/24

Authors: Adrian Samuel

TVC Link: <https://www.youtube.com/watch?v=uYCG493iP5s>

CAMPAIGN GOAL

INCREASE FREQUENCY OF CONSUMPTION THROUGH EVERYDAY MOMENTS

Ingrain the brand in consumer's minds by creating positive brand associations with everyday moments that provides consumers with a sense of achievement that feels relevant to them

BOOST BRAND RELEVANCE

CREATE BRAND ASSOCIATIONS



AUDIENCE INSIGHTS

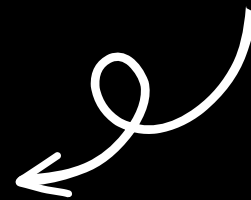
TREAT YO SELF MINDSET REMAINS



extends to all the industries dealing with less-expensive luxury goods. Other than lipsticks, the sale of other less expensive luxury items also increased like beer, men's underwear, chocolates, sources of entertainment like Netflix (recently) etc.

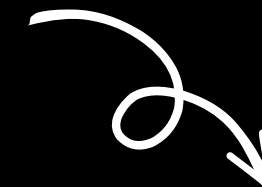
A Little Luxury in Tough Times

How supermarket giants Woolworths benefit from the 'lipstick effect' amid cost of living crunch



Even amidst the high cost of living, Australians are still seeking small luxuries to lift spirits

A WIN IS A WIN



Gen Z and Millennials are found to be the most grateful and aware of the tiny victories in life. They also love to celebrate their wins by treating themselves.

IMPLICATION: Make customers think of Mars when wanting to treat themselves

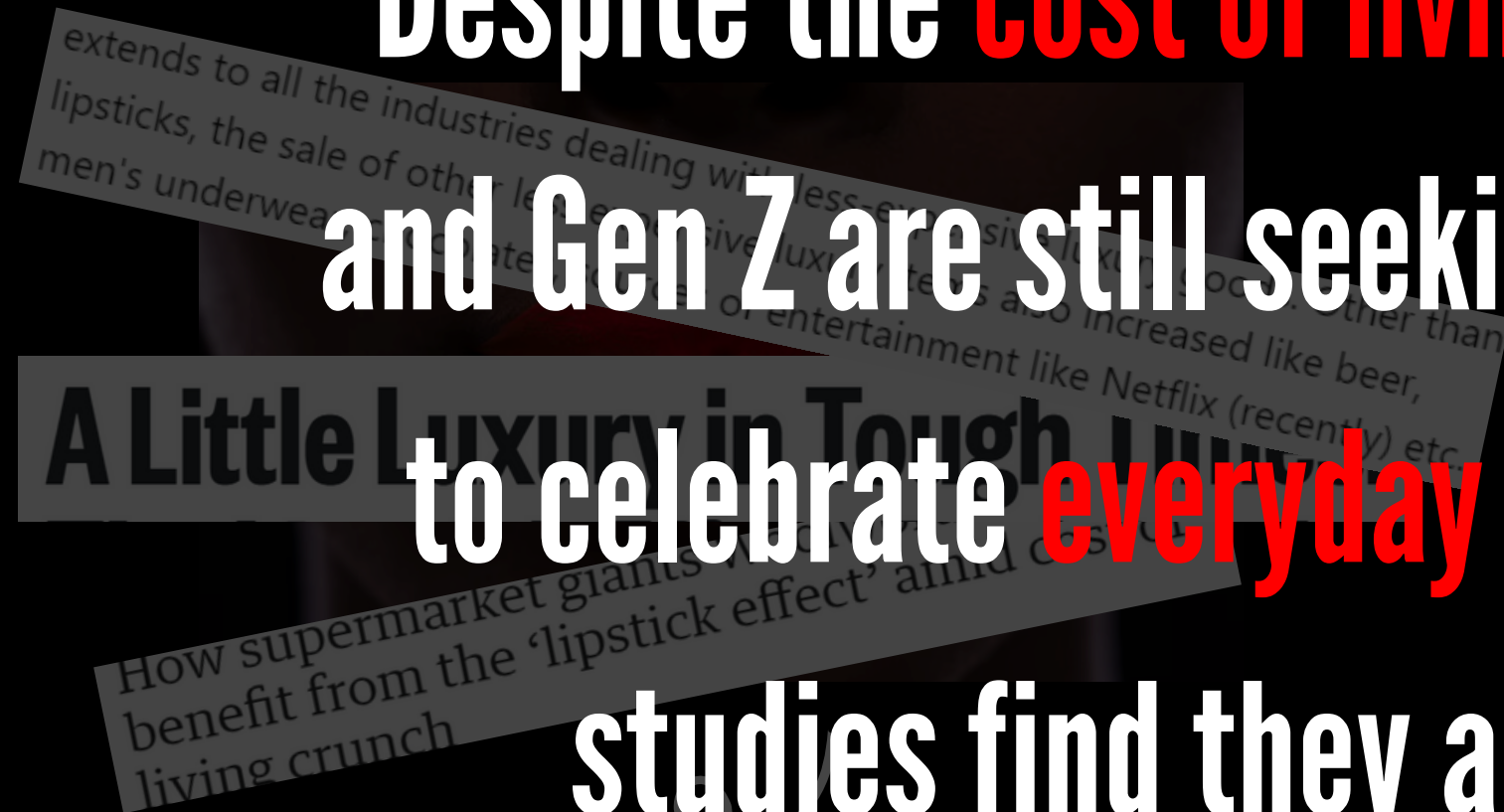


AUDIENCE INSIGHTS

TREAT YO SELF MINDSET REMAINS

A WIN IS A WIN

Despite the **cost of living crunch**, Millennials and Gen Z are still seeking **little luxuries** in life to celebrate **everyday wins**, something that studies find they are more aware of.



Even amidst the high cost of living, Australians are still seeking small luxuries to lift spirits

Gen Z and Millennials are found to be the most grateful and aware of the tiny victories in life. They also love to celebrate their wins by treating themselves.

IMPLICATION: Make customers think of Mars when wanting to treat themselves



P 16-35

SPEND MORE ON LOW VALUE ITEMS

DRIVE RELATABILITY THAT SPILLS OVER TO DEMOS ON EITHER SIDE

ARE GROCERY BUYERS OF CONVENIENCE ITEMS



An age range that not only **addresses** the millenials and Gen Z but incorporates the moments of **reliability** that extracts the small **wins** out of life when life looks grim

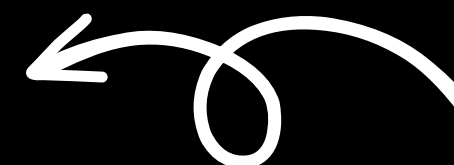
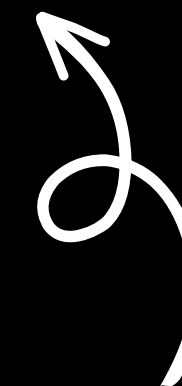
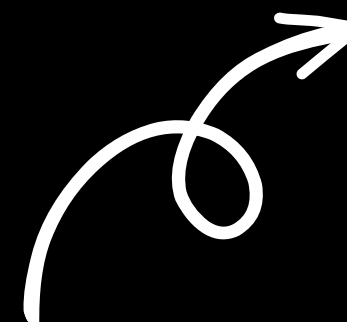
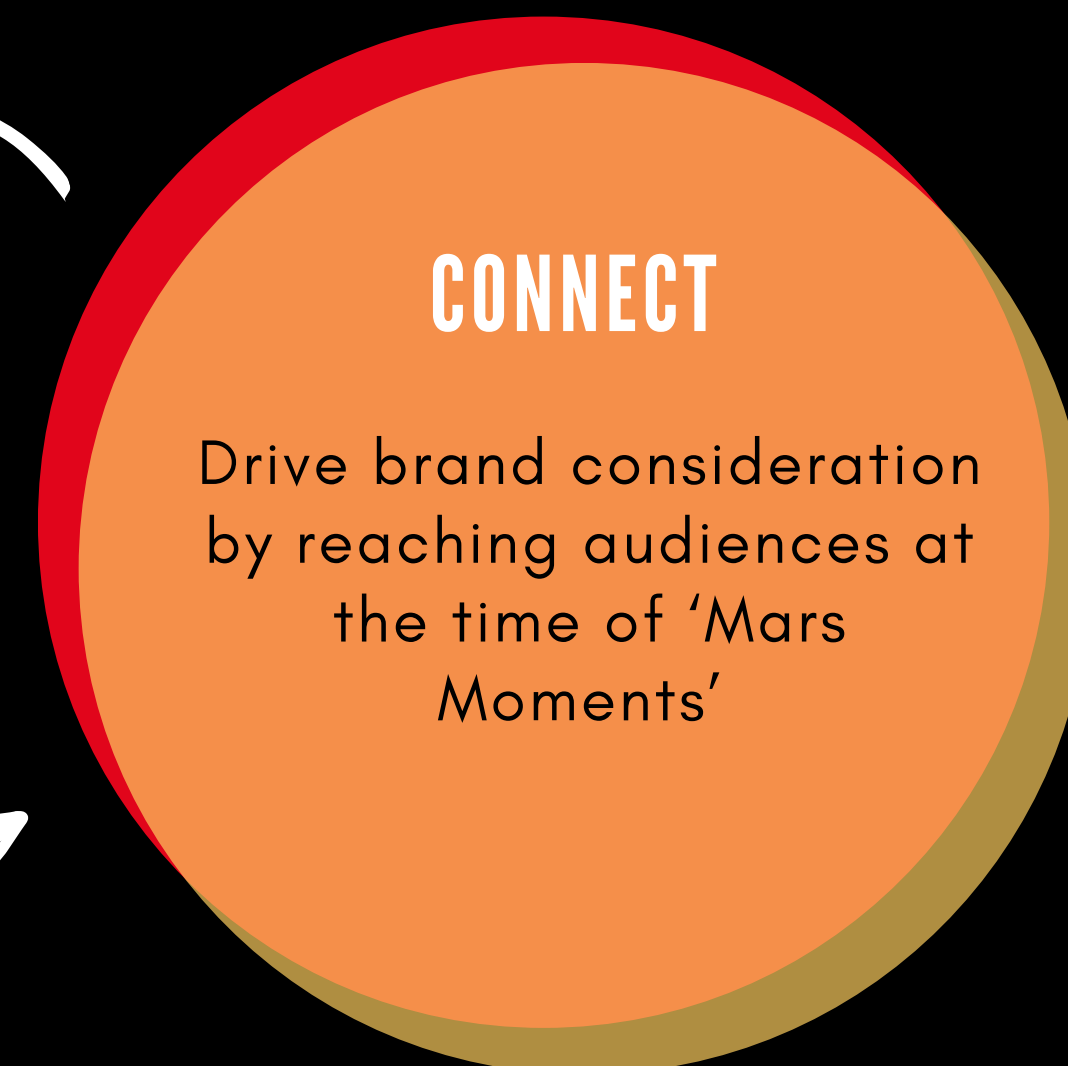


MOMENTS THAT MATTER AREN'T JUST THE BIG ONES...

- Connections Platform -

TREAT YOUR TRIUMPHS

We know that even amongst the cost of living crisis, Gen Z and millenials will celebrate small wins and spend on smaller non-essential items. We encourage them to celebrate every **moment** in their life, no matter how small or “insignificant”.

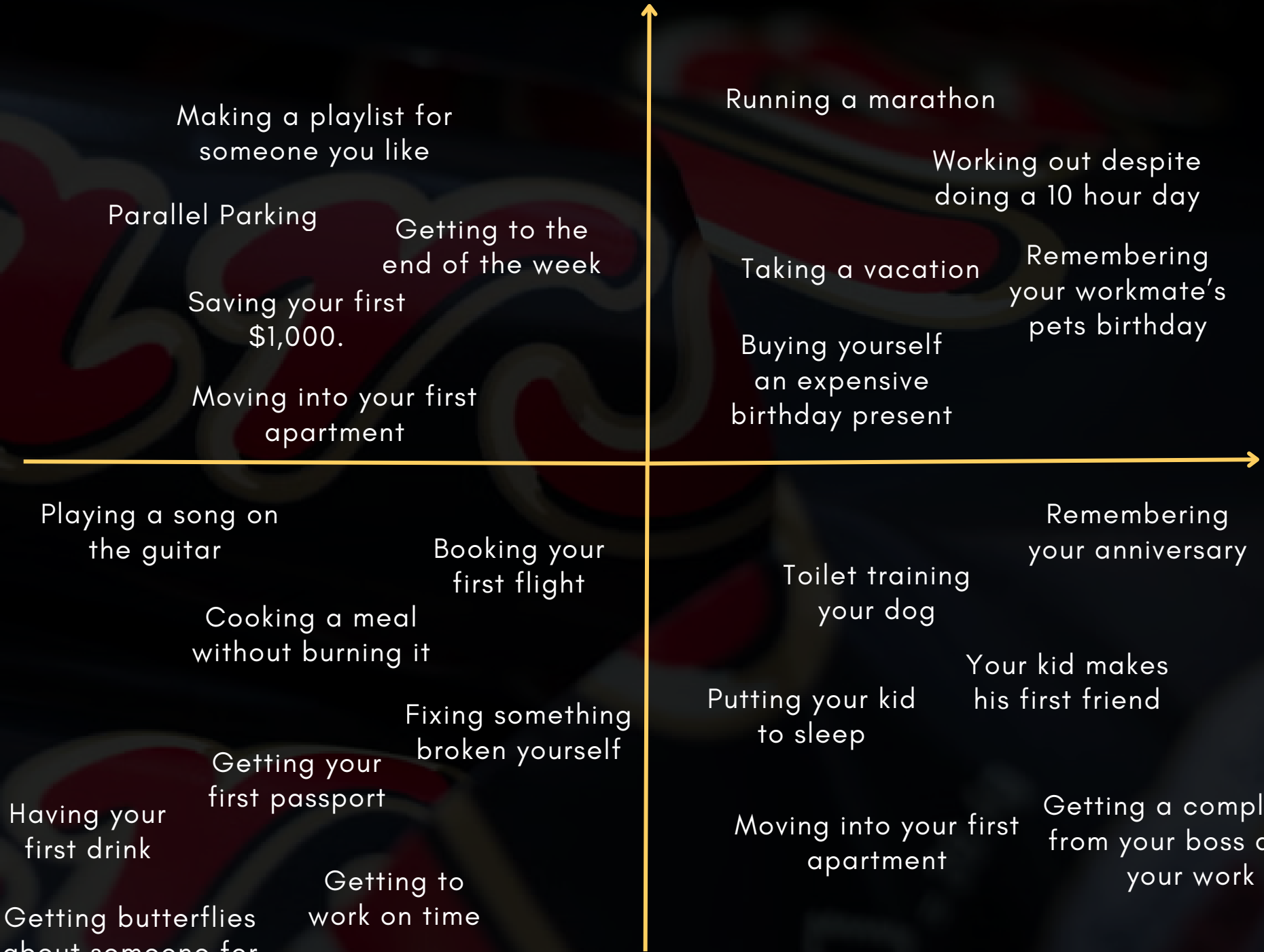


THE MICRO MOMENTS THAT BUILD CAMPAIGN RELEVANCE

Moment mapping intricately connects each facet of a person's life, irrespective of scale, to a sense of achievement, activating media and implementing contextually relevant messaging precisely when these moments occur.



16



35

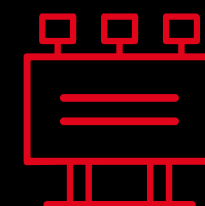
TEENY TINY



CHANNEL ECOSYSTEM

INSPIRE

Mass reach channels will be used to drive awareness towards Mars Moments and the need to celebrate each one



OOH



RADIO



VIDEO



SOCIAL

PURCHASE

Each of these channels will be used to drive consideration and trigger purchase at the time of completing tasks



SEARCH



SOCIAL

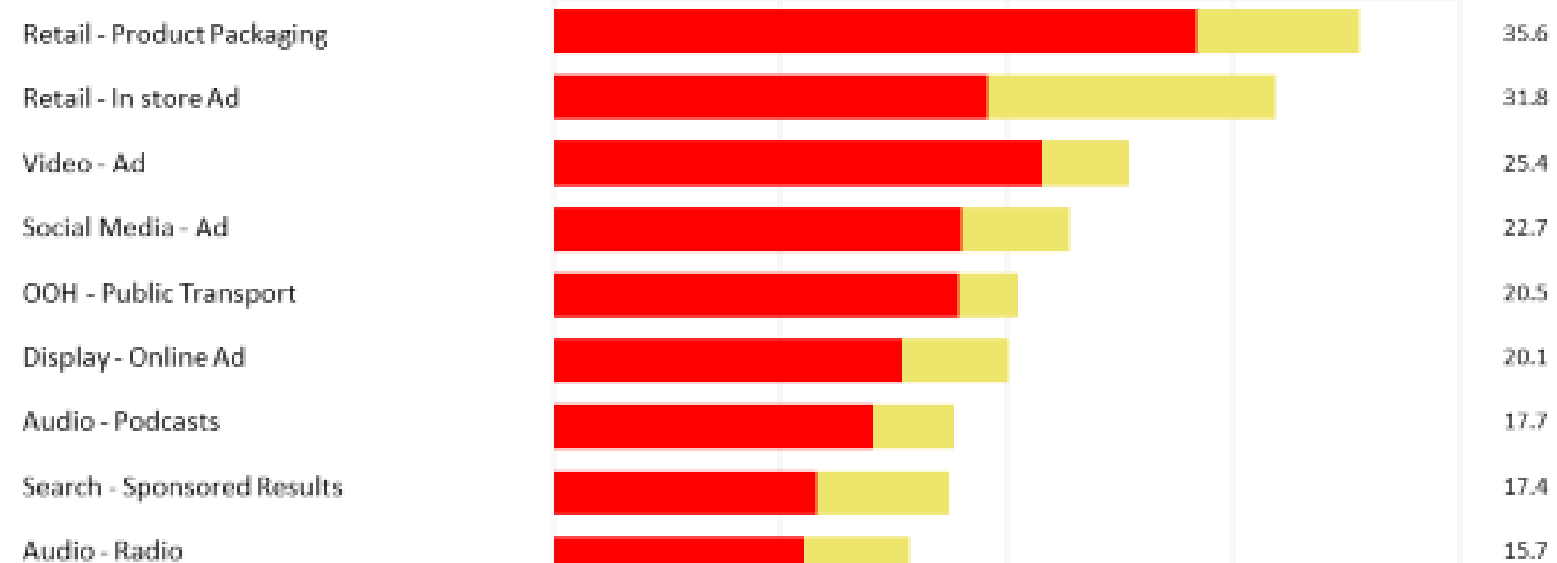


DISPLAY



VIDEO

Channel Ranking: Effectiveness



Discover Inspire Explore Purchase Share Advocate

Mars MONUMENTS

CELEBRATE

WHAT

A PR fame-driving tactic that is done on such a large scale that it is hard to miss. This involves generating attention towards the fact that even in the midst of normalcy every moment needs to be celebrated.

HOW

Placing statues of people doing extremely ordinary things such as ironing with Mars' tagline 'For you who did that thing (insert the thing) you did' slapped across the bottom.

WHERE

The statues will be placed across each cap city in high traffic locations where they will be hard to miss and attract the most number of eyeballs. Eg: Circular Quay in Sydney.



MINY *Mars* MOMENTS COMPETITION

CELEBRATE

WHAT

Piggy backing on the earned media from Mars Monuments, we will encourage audiences to share their Mars Moments publicly with a chance to win an all expense paid trip to the Mars HQ and a lifetime supply of Mars bars.

HOW

Leveraging the influence of talent, we will use radio as our primary channel for the competition, encouraging audiences to call in and share their mars moments with listeners.

WHERE

The competition will be announced on radio and amplified via OOH, Social, and digital channels.



LIMITED EDITION MOMENTS PACKAGING

CELEBRATE

WHAT

Mars will be able to create a special connection with each individual that purchases the bar and create talkability at the same time.

HOW

Post competition, we will be releasing limited edition Mars Moments packaging celebrating the most common Mars Moments.

WHERE

Limited edition Mars Moments will be available to purchase online and in local Mars stockists. Customers will be able to customise their Mars bars via Mars Australia's website.





MOMENTS CAPTURE

CONNECT

WHAT

To increase consideration of Mars during the time of Mars Moments, we will advertise across environments where customers are likely to have achieved a win.

HOW

Targetting keywords like "How to", "Recipe", "Ikea build", etc will allow us to connect with the audiences right before they complete their mars moments.

WHERE

The targeting would be applied across media channels where audiences are most likely to look for 'help' content such as Search, YouTube, TikTok and Pinterest. We will also use digital display to surround articles covering similar topics.

🔍 How to build an ikea table ×



MOMENTS CAPTURE

CONNECT

WHAT

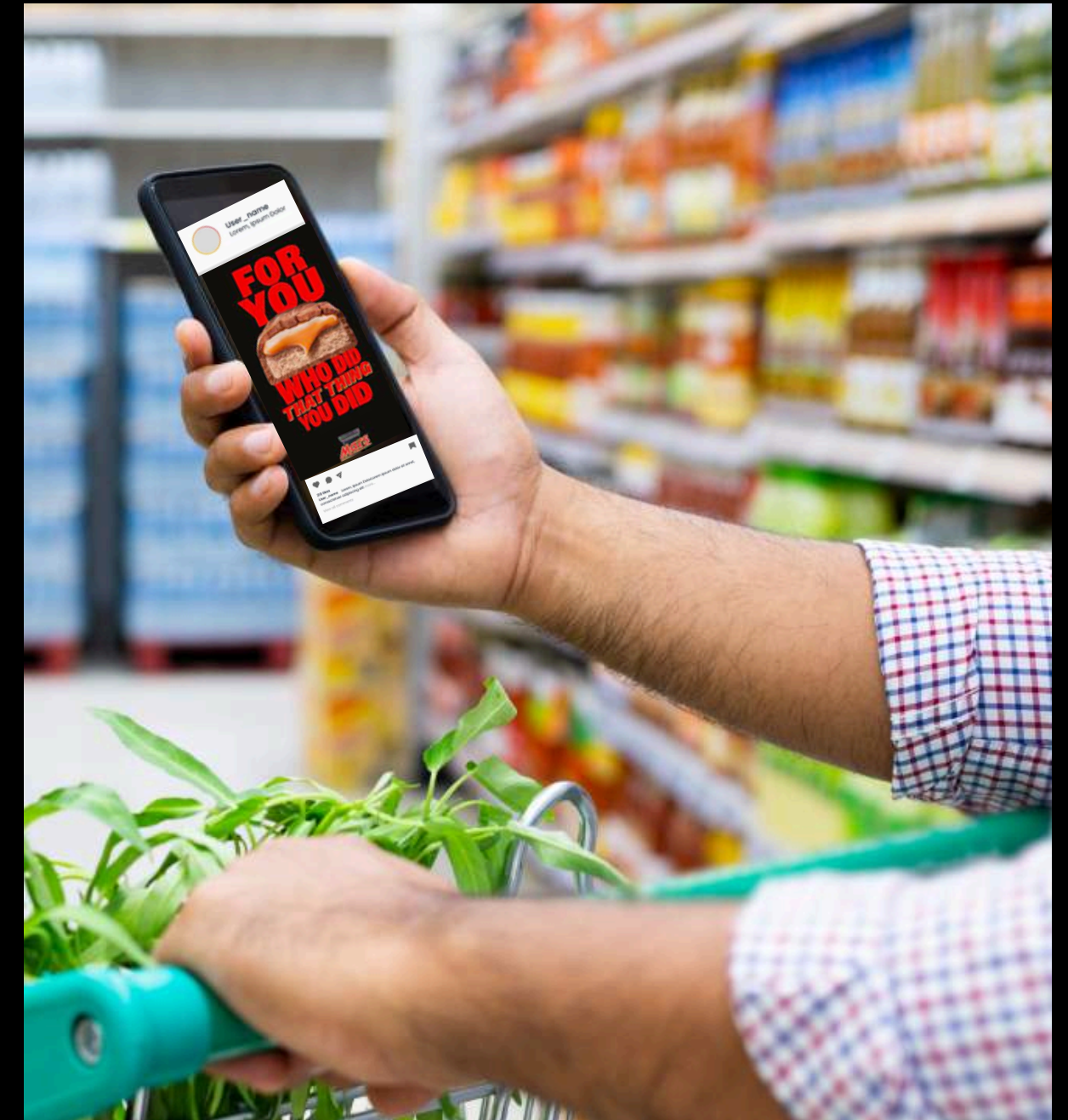
Engage users at the exact moment when they are accomplishing a task by serving ads relevant to the task.

HOW

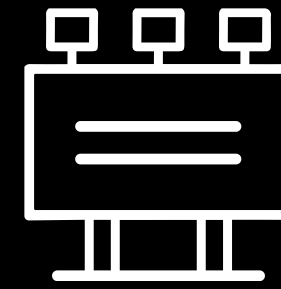
Set up geofences around task-relevant locations to trigger custom Mars ads and messages when users enter or exit these areas on social media platforms such as Facebook and Instagram.

WHERE

Target locations such as Supermarkets, Bus Stops, Pharmacies, Gas Stations and Laundromats.



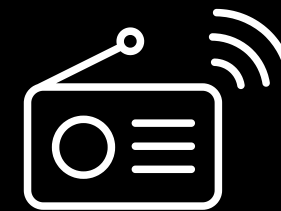
PLANET 1: CELEBRATE



OOH

We will use OOH channels to publicly celebrate relatable Mars moments and use dynamic creatives based off contest entries.

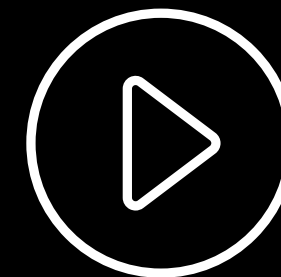
Investment: \$500,000



RADIO + AUDIO

We will leverage talents across radio stations and Podcasts to announce and host the Mini Mars Moments competition.

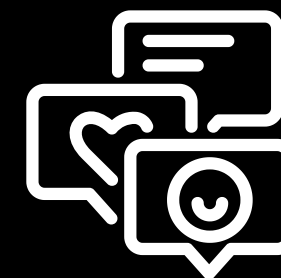
Investment: \$500,000



VIDEO

We will amplify the TVC across BVOD and YouTube to increase awareness about Mars Moments.

Investment: \$125,000



SOCIAL

Through Paid Social, we will amplify the Mini Mars Moments competition as well as the limited edition packaging, increasing overall awareness.

Investment: \$125,000

PLANET 2: CONNECT

The screenshot shows a recipe page for 'Chicken Schnitzel' on a website. The page includes a navigation bar with categories like 'Recipes', 'Health', 'Family', 'Reviews', 'How to', 'Inspiration', 'Budget', 'News & trends', and 'Subscribe'. Below the navigation bar, there's a 'Download now' button and a 'gf' logo. A nutrition table is displayed, showing values for kcal, fat, saturates, carbs, sugars, fibre, protein, and salt. The recipe is divided into 'Ingredients' and 'Method' sections. The 'Method' section includes three steps: STEP 1 (mixing ingredients for coleslaw), STEP 2 (battering the chicken), and STEP 3 (cooking the chicken). A large Mars ad overlay is positioned on the right side of the recipe, featuring the text 'FOR YOU' and 'WHO DID THAT THING YOU DID' in bold red letters, with a Mars logo at the bottom.

Recipes ▾ Health ▾ Family ▾ Reviews ▾ How to ▾ Inspiration ▾ Budget ▾ News & trends Subscribe

Download now gf

Nutrition: per serving

low in		low in					low in
kcal	fat	saturates	carbs	sugars	fibre	protein	salt
430	19g	5g	26g	13g	5g	36g	1.1g

Save recipe Print

Ingredients

the schnitzel

small chicken breasts

1 tsp grated parmesan

100g flour

1 large egg, beaten

100g dried breadcrumbs (we used panko)

10ml vegetable oil

the coleslaw

100g white cabbage, shredded

1 large carrot, peeled and grated

100g spring onions, sliced diagonally

1 red-skinned apple, grated

Method

STEP 1

For the coleslaw, mix all the ingredients in a large bowl. Season a little and set aside.

STEP 2

Place a layer of cling film on your work surface and pop the chicken fillets on top. Cover with another piece of cling film and, using a rolling pin, bash the chicken until it is 2-3mm thick.

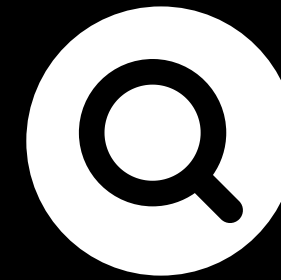
STEP 3

Put the flour on a plate and season, then put the egg on another plate. Dip the chicken in the flour to coat, then into the egg.

FOR YOU

WHO DID THAT THING YOU DID

Mars



SEARCH

We will target users searching for specific keywords around “how to” and “recipes” to target them right before a Mars Moment. This will increase consideration.

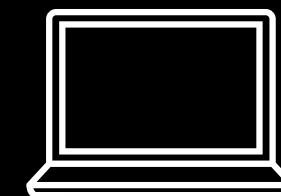
Investment: \$300,000



SOCIAL

Using the same approach as search on Meta, TikTok and Pinterest, we will be able to connect with more users right before their Mars Moments.

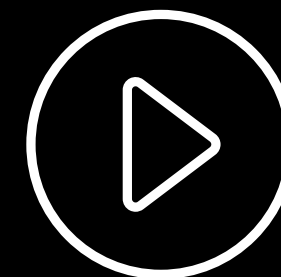
Investment: \$125,000



DISPLAY

We will place ads around content related to “How to”, “recipes”, etc. to capture the audiences at the time of their Mars Moments

Investment: \$200,000



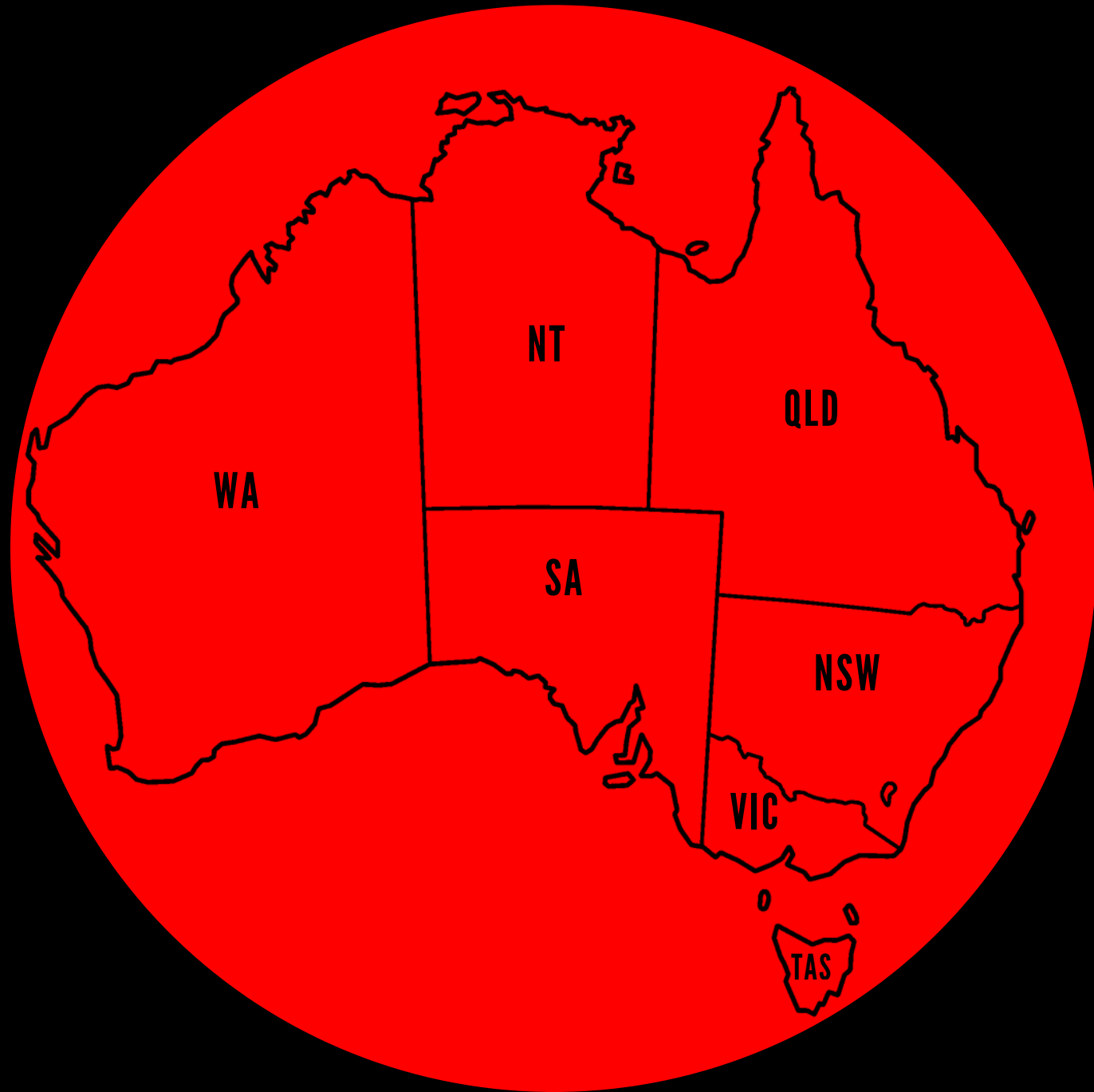
VIDEO

We will utilise YouTube to place ads before how to content.

Investment: \$125,000



GEOGRAPHIC PRIORITISATION



STATE	HVA DENSITY
NSW	33.1%
VIC	27.2%
QLD	20%
SA	6.5%
WA	10.3%
TAS	2%
DARWIN	0.9%

STRONG FOCUS ON THE EAST COAST



Considering the HVA indexes per state, the East Coast has the most significant opportunity for Mars to grow.



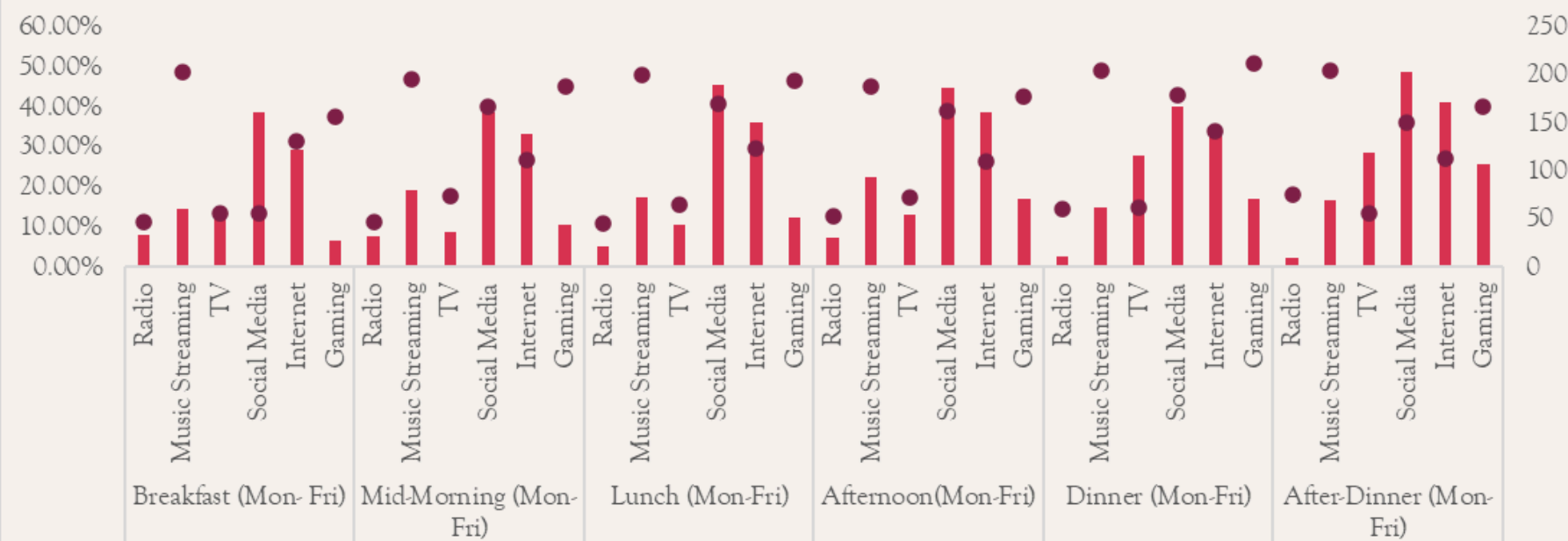
FLIGHTING

Channel		Role	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Budget
Celebrate	OOH	We will use OOH channels to publicly celebrate relatable Mars Moments and use dynamic creatives based off contest entries													\$500,000
	Audio	We will leverage talents across radio stations and Podcasts to announce and host the Miny Mars Moments competiton													\$500,000
	Video	We will amplify the TVC across BVOD and YouTube to increase awareness about Mars Moments. We will also utilise YouTube to place ads before “how to” content to connect with users right before their Mars Moments.													\$250,000
	Social	Through paid social, we will amplify the Miny Mars moments competition as well as the limited edition packaging, increasing overall awareness. We will be able to connect with more users right before their Mars Moments on Tiktok and Pinterest through keyword targeting.													\$250,000
Connect	Search	We will target users searching for specific keywords around “how to” and “recipes” to target them right before a mars moment. This will increase consideration.													\$300,000
	Display	We will place ads around content related to “How to”, “recipes”, etc. to capture the audiences at the time of their Mars Moments.													\$200,000
Total															\$2M

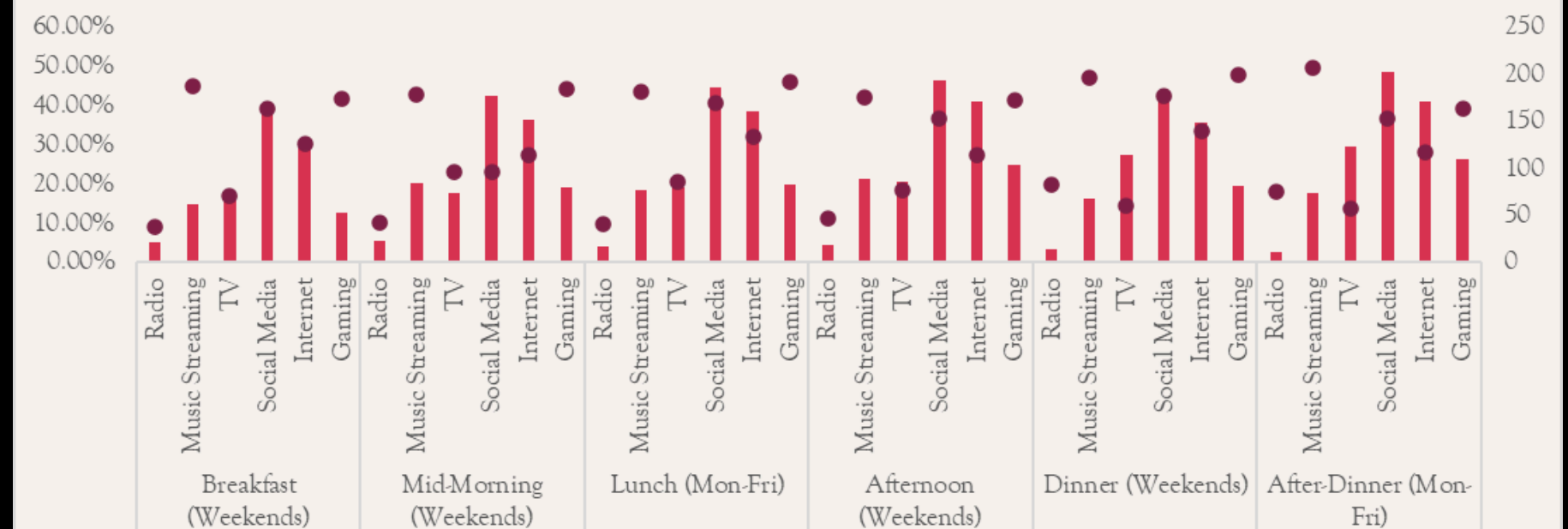


DAYPART FOCUS

MONDAY - FRIDAY



WEEKENDS



RATIONALE

MARS will utilise an Always On Approach, with a strong focus on certain dayparts to ensure that it connects with audiences at times when they are most engaged.

Fin

Mars[®]

