

MARS | SNICKERS

Hungerithm

When the internet got angry, Snickers bars became cheaper

CHALLENGE

The challenge was to bring Snickers' global platform "You're not you when you're hungry" to life by effectively communicating a real-time promotion that updated every 10 minutes and was valid for one hour only; driving sales and category share of Snickers in 7-Elevens.

IDEA

The *Hungerithm* is a hunger-algorithm monitoring the online mood of the nation by analysing social posts daily, changing Snickers prices at every 7-Eleven in Australia. The angrier the Internet got, the cheaper Snickers became.

RESULTS

67% sales increase. 55% category growth.
30m impressions, 4m reach.

