

HOW BRANDS ADD VALUE IN MOBILE

SNICKERS BRAND

BRING VALUE TO
PLAYERS THROUGH
BRAND EXPERIENCES



HOW?

BRANDS REWARD PLAYERS WITH **FUN & ENGAGING CONTENT**

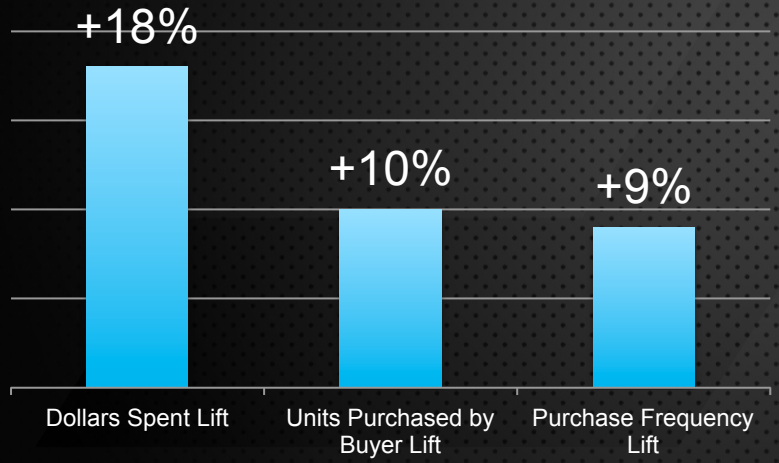




VIDEO STRATEGY

SNICKERS + EA SPORTS MADDEN NFL 15

BRAND IMPACT RESULTS



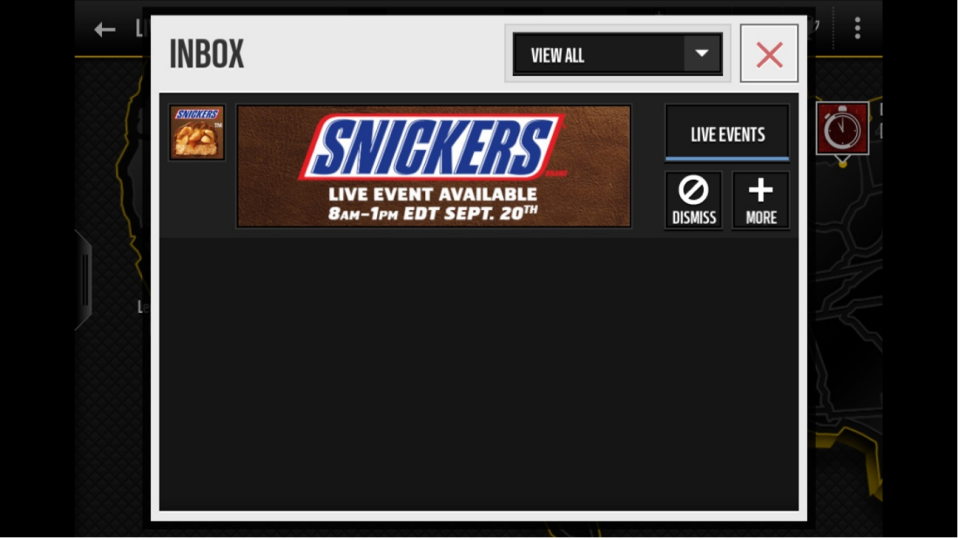
1.88 ROI

Kantar Shopcom / Millward Brown Digital Snickers in Madden 15 Campaign Impact Evaluation

SNICKERS OVERVIEW

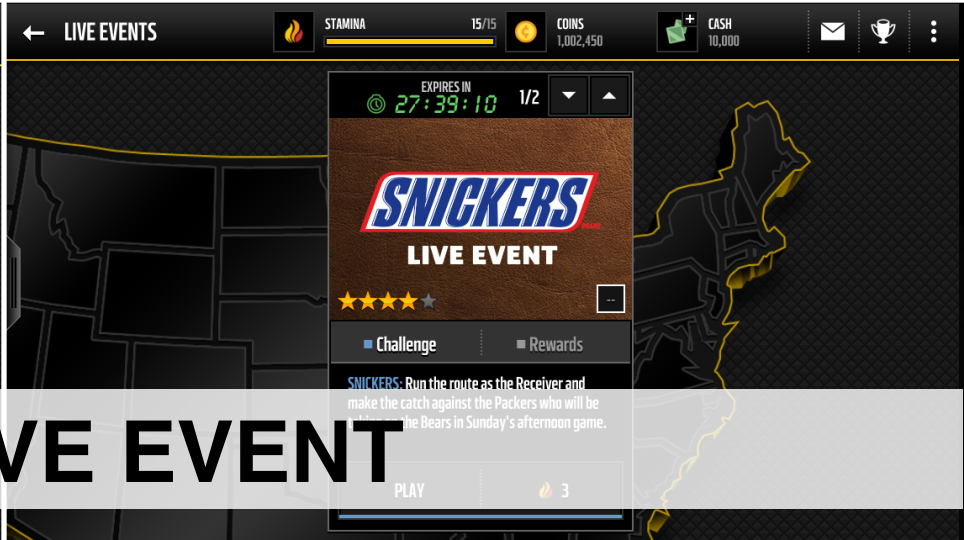
EXPANDING THROUGH MOBILE


EA SPORTS
MADDEN NFL
MOBILE
NFLPA
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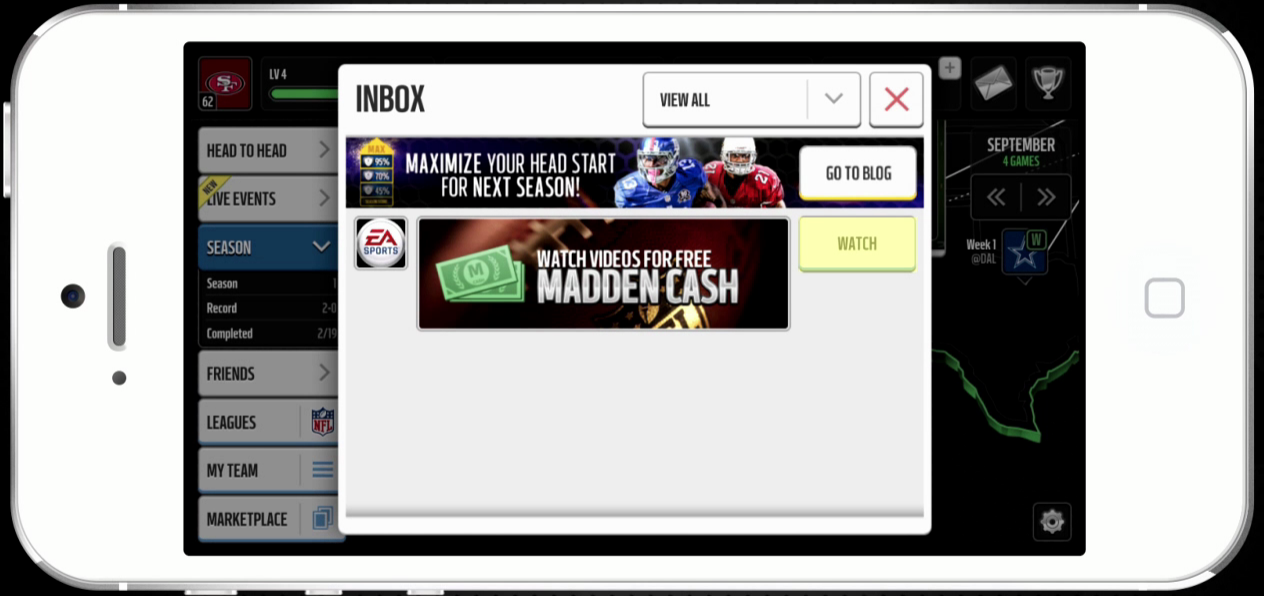








MADDEN MOBILE – LIVE EVENT


INBOX
VIEW ALL
MAXIMIZE YOUR HEAD START FOR NEXT SEASON!
GO TO BLOG
WATCH VIDEOS FOR FREE
MADDEN CASH
WATCH
HEAD TO HEAD
SEASON
FRIENDS
LEAGUES
MY TEAM
MARKETPLACE
SEPTEMBER
4 GAMES




YOU'VE JUST EARNED 250 COINS!
GAME DAY
SATISFACTION.
SNICKERS
LEARN MORE
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CROSS-PLATFORM **AMPLIFICATION**



QUESTIONS?

