

**MEDIACOM**

WORK

# Snickers Air

CLIENTS MARS

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Half a billion Chinese people travel to see family and friends every New Year. And they all need food to power their journey, because you're not you when you travel hungry. So in 2018, we partnered with one of China's biggest domestic carriers, China Eastern Airlines, to develop a hunger-free flight – Snickers Air.

## Challenge

Travelling in China is tough. And during Chinese New Year, when half a billion people travel to see friends and family, it can be stressful. Especially if your flight is delayed, as is common in China.

People need food to power their journey because “you’re not you when you travel hungry”...

## Idea

We partnered with one of China’s biggest domestic carriers, China Eastern Airlines, to create a hunger-free flight: Snickers Air.

Taking over a Boeing 737 plane for the 40-day holiday period, we would integrate Snickers into every aspect of the journey, from boarding passes to the in-flight entertainment. And we’d make this unique experience available to a select few with just 170 flights across Chinese New Year.

## Results

We hit 5.5bn media impressions. PR impressions reached 3.2 billion.

And drove net sales value up by more than 60%, a record New Year performance for the brand.

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