



CIRCLEGRAPHICS

SNICKERS SNACKLISH

Agency - TBWA \ Chiat \ Day
Client/Advertiser - Mars Incorporated

Late in 2008, the New York office of TBWA/Chiat/Day invited Circle Graphics to enter the bidding process for their Snickers "Snacklish" campaign, the first phase of which involved a major outdoor media push encompassing billboards, street-level murals, transit shelters and public transportation signage.



The Snacklish outdoor ad campaign would run concurrently with content on the Snickers website (snickers.com) and Facebook, as well as humorous TV spots starring Patrick Ewing and rapper Master P.

"Snacklish" was created as a new, amusing way of speaking that plays on everyday words and phrases, changing them into Snickers-speak; for example, Patrick Ewing becomes "Patrick Ewing," Master P "Master P-nut," a taxi "snaxi," and so on.

The ads themselves used the well-known Snickers logo typeface and colors to accentuate the brand origin.

One of the major challenges Circle Graphics and the competing vendors/suppliers faced during the bidding process was producing quality pieces, in a wide variety of sizes, that could be delivered to 16 major markets ranging from New York to Chicago to Seattle. Exact color reproduction of the Snickers brand logo was imperative, as well as the use of materials that would hold these colors and not fade and withstand extreme shifts on temperature and weather.



Circle could also offer something its competitors could not: Eco-Flexx™, a 100% recyclable polyethylene (PE) substrate that's lighter, stronger and comparable in price to PVC-flex, and



Eco-Poster™, a superior alternative to paper and paste that stands up to inclement weather and visually comparable to bulletin flex. (As it turned out, more than 90% of the Snickers Snacklish pieces—totaling 277,450.15 square feet—were produced using Eco materials.)

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"Entering the bidding process," recalls TBWA/Chiat/Day's Evan Curren (Director of Print Services) "I was more comfortable with another supplier. By the time we were halfway through, I had done a full 180-degree turn to Circle. Their attentiveness, eye for detail and solution-minded process made all the difference."

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The result? Some 24,825 pieces produced totaling 442,240.62 square feet of media and a very happy client, thanks to timely and expertly produced execution of such an expansive, nationwide campaign backed by Circle's incomparable service.

"I was pleased with Circle's performance," lauds Curren. [They] gave me the peace of mind I was searching for in every step of the project. Our clients trust we will be contracting qualified suppliers, and in this case, Circle exceeded our expectations."