

# SOCCER SATIRE SCORES

With a fake national team that amused an entire country, a brand hijacked the conversation during soccer’s biggest extravaganza.

SNICKERS wanted to increase sales in Colombia by connecting with consumers. It did so by becoming *the* conversation in soccer-mad Colombia during the 2018 World Cup in Russia.

In a brilliant fusion of ideas, they seized on confusion – the fact that people around the world say Columbia to refer to Colombia, an error they blamed on people being hungry [and needing a SNICKERS bar]. True to the brand’s appetite for humour, the creative team fielded a fake team: “Columbia, the official soccer team of confusion.” The fake team’s jerseys parodied the names of popular stars on the real national team.

The country’s top soccer broadcaster was the first to get a fake jersey and have fun with the campaign, making him an effective influencer. Consumers who bought SNICKERS could win a fake jersey – mailed to their door, or for pickup in store.

The brand’s global concept became relevant and timely in one market. The brand activated all points of contact: digital, point of sale and direct mail, leveraging every opportunity to enhance relevance.

By taking the field with a Colombian team, SNICKERS achieved historic levels of engagement in Colombia. It became one of the most influential brands on the World Cup stage – without being a sponsor. The fake team stole the conversation from the national team – selling 180,000 more Snickers in just two months, and no one was left hungry.



CLIENT: Mars Colombia | PRODUCT: SNICKERS | COUNTRY: Colombia | AGENCY: Proximity Colombia | AGENCY TEAM: General Creative Directors Christian Tufano, Emilio Mutis Creative Director Christian Tufano | Copywriter Diego Rincón | Art Director Juan Camilo Parra | Production Luisa Pinzón, Daniela Martínez, Camila Duque, Edición

