

SNICKERS

CUSTOM PROGRAM

Brand Integration on Twitch





► Our Strategy

To educate the Twitch community on **just how dangerous hunger can be** to their gaming experience, we'll enlist high profile Influencers to demonstrate how **hunger transforms them into their most unstable forms.**



► Custom Concept 01

Hunger Level: Dangerous

Twitch Influencers resist the dark power of hunger as long as they can, before transforming into unstable versions of themselves... **and only Snickers can save them.**





► 01. Hunger Level: Dangerous

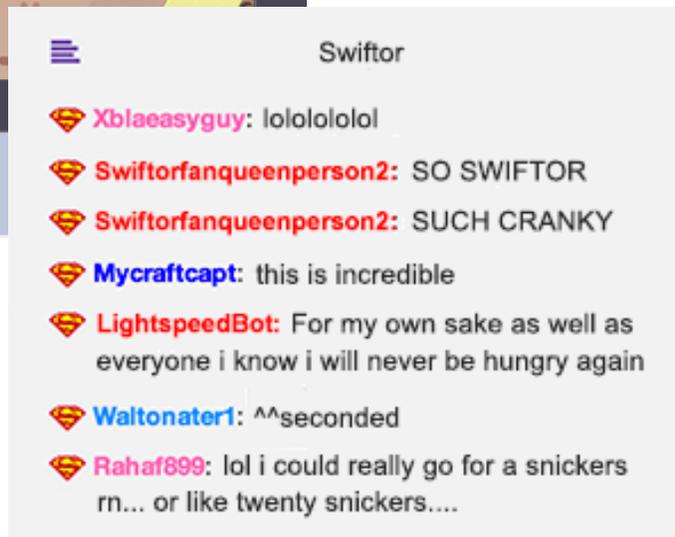
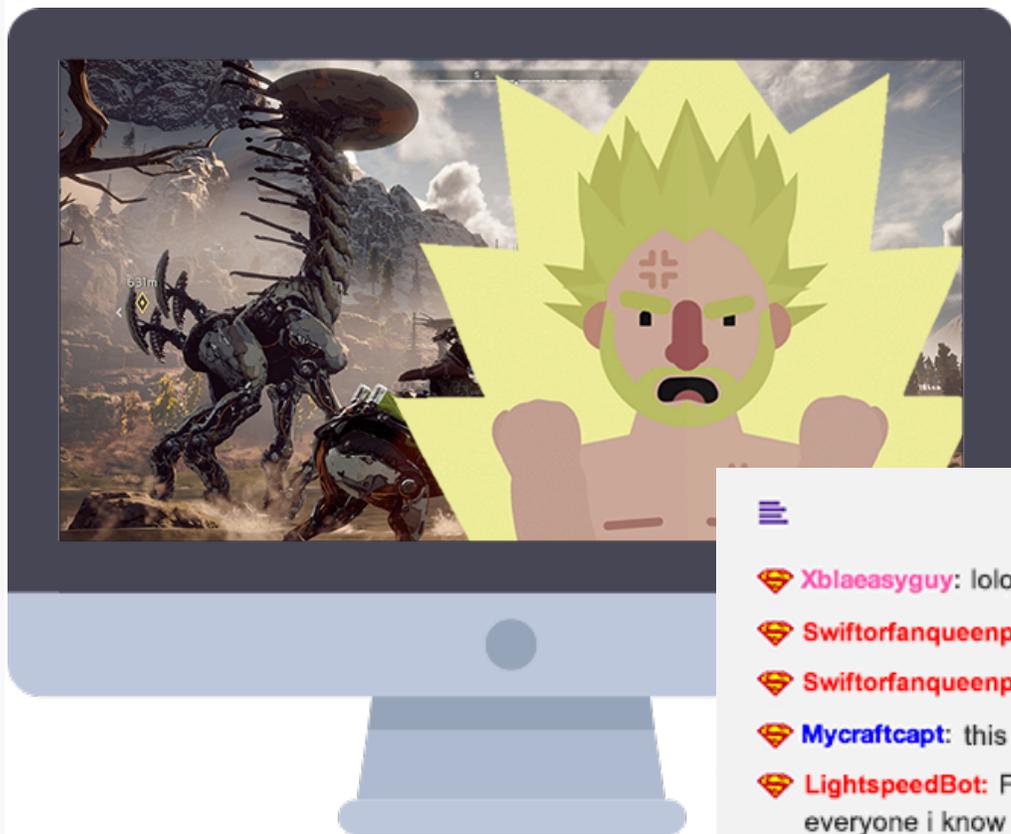


Four Twitch Influencers will put on special streams that feature gradually filling hunger bars. As the bar fills they'll start calling out how their hunger is affecting their skills

As the bar nears full, they'll ask their audiences to weigh in by **choosing an adjective that describes them** now that they're hungry. Once the audiences have weighed in, **the transformations will begin...**



▶ 01. Hunger Level: Dangerous



Consumed by their hunger, our Influencers will **transform live-on-stream**. In their new transformed states, they'll rage/whine/space out as Chat reacts.

Grabbing a Snickers will reverse the transformations. Returned to their regular selves, our Influencers will **reflect on the dangers of hunger before giving out Snickers prize packs** to engaged members of Chat, to help them protect themselves.



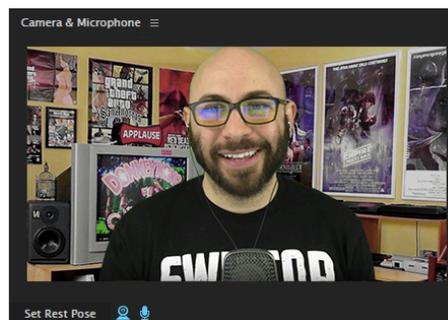
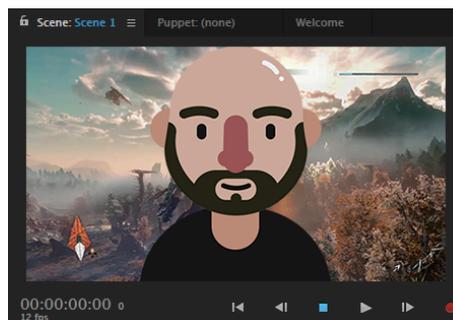
▶ 01. Hunger Level: Dangerous



We'll bring our Influencers' hunger-fueled transformations to life by creating custom, fully-rigged and face-mapped animated doppelgangers, **synced to their every word and gesture in real-time!**

CHARACTER ANIMATOR

A brand new and incredibly versatile tool from Adobe, **Character Animator** allows for the simple creation and manipulation of animated characters in real-time. The program uses your computer's built-in camera to track your face, eyes, and mouth, making it the perfect tool for bringing animated characters to life on Twitch!





► Why This Works

- **You're not you when you're hungry.**

Our Influencer's personalities are what draws Twitch viewers back to their favorite channels again and again. These transformations will create engagement by both painting our Influencers in a new light, and by positioning Snickers as a product that helps them play their best.

- **Only Snickers can stop the transformation!**

Animated character overlays are an emerging feature in the Twitch ecosystem. This is an opportunity for Snickers to draw attention with a brand-first execution that makes perfect sense for our viewers and Influencers.



► Custom Concept 02

TwitchCon: IRL

TwitchCon is the yearly culmination of our community's collective culture, and in 2017 we'll make sure every single Twitch viewer gets to experience it with **exclusive access courtesy of Snickers.**





► 02. TwitchCon: IRL



At TwitchCon 2017, we'll turn one of our **most popular Influencers** into a mobile stand-in for every community member who wishes they could be there on the show floor.

Rigged with a **mobile broadcasting setup**, our Influencer will wander show floor live, as directed by viewers in Chat to take in the sights, experience exhibits and **interact with other show goers and Twitch personalities**.



► Why This Works

- **Exclusive on-the-floor access.**

The Twitch community loves having exclusive access. This is an opportunity to provide a special experience to our viewers that they'll get nowhere else, from the angle of a personality they idolize.

- **An immersive experience.**

Broadcasting in a POV style similar to popular FPS games, we'll put viewers in the thick of the TwitchCon experience from the perspective of someone with VIP access, creating an immersive event that's just as fun as if they made the trip themselves.



THANK YOU

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