



tpn presentation to Hershey's

Twizzlers In-Store Concepts

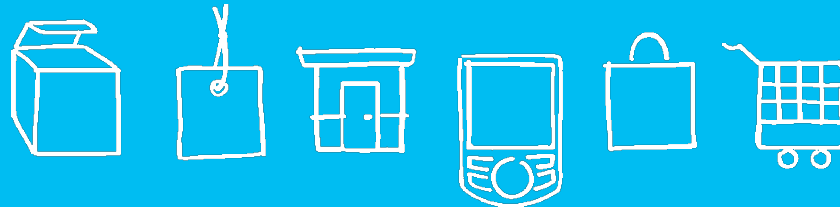
Twizzlers and Spider-Man



- #1 Marvel comic book brand and one of the most recognizable of Marvel's costumed heroes
- Spider-Man — #1 movie of 2002; Spider-Man 2 — #1 grossing Independence Day Opening Weekend of all time; Spider-Man 3 — #1 movie of 2007
- Spider-Man film franchise has the broadest appeal in terms of age and gender – “whole family” appeal
- There is a clear, intrinsic connection between your friendly neighborhood Spider-Man's red and blue gear and the iconic red of Twizzlers.
- The twisty, stretchy nature of the snack is reminiscent of the web-slinger's calling card: a stretchable sticky web.



Our creative destination – Twizzlers/Spider-Man



Where are we going?

	From	To
Consumer	How do I keep the kids — and myself — entertained?	Amusingly engaged anywhere we go
Brand	Just another summer treat	Web-like, chewy, interactive fun
Marketplace	The aisle that might not be top of mind	Must have for summer snacks
The Amazing Spider-Man	Just another summer movie the family sees	A destination blockbuster that shares the personality of a favorite summer treat

How do we get there?

Consumer:

My family depends on
me for treats while
we are
on the go

Brand:

Twizzlers are
chewy
interactive
happiness

Property:

A blockbuster
summer escape

Marketplace:

Playful fun is right
in front of you

Like the Amazing Spider-Man, Twizzlers brings a fun summer
diversion and happiness to your day.

Our creative destination for Summer



Where are we going?

	From	To
Consumer	Kids are out of school, how do I keep them — and myself — entertained?	Amusingly engaged anywhere we go
Brand	I want something sweet without any mess or guilt	A chewy, fruity snack that I can feel good about enjoying
Marketplace	Boring summer snacks	Stand out and have fun with Twizzlers

How do we get there?

Consumer:

My family depends
on me for treats
while we are on the
go

Brand:

Twizzlers are
chewy interactive
happiness

Marketplace:

Playful fun is right
in front of you

Twizzlers winds happiness and fun together,
amusing you anywhere you are

Twizzlers **AMAZING SUMMER**

TWIZZLERS Amazing Summer drives sales all summer long. Three distinct waves provide a full season of shopper insight-driven programs.



TWIZZLERS AMAZING VALUE

Kick starts the season with a TWIZZLERS Bonus Program on Strawberry and Pull N Peel Varieties.



AMAZING TWISTED SUMMER

Leverages The Amazing Spiderman as it hits theaters to deliver blockbuster family fun



SUMMER'S AMAZING SIDEKICK

Reminds mom that TWIZZLERS is the must-have travel snack for summer family outings and road trips.

FSI Support = May

FSI Support - August

Just like Peter Parker transforms from boy next door to web-slinging superhero, Twizzlers turns an ordinary summer into extraordinary fun. In 2012, with some help from your friendly, neighborhood Spider-Man, Twizzlers will make summer AMAZING.



Amazing Twisted Summer

With this concept, we take typical summer fun activities and make them AMAZING with a twist from Twizzlers. Capitalizing on the excitement surrounding the release of The Amazing Spider-Man, “Amazing Twisted Summer” will bring fans and families together for one epic summer adventure.

Amazing Twisted Summer

Twizzlers and Spider-Man make Sandy's summer even more super.



Packaging:
Printed code on pack creates
augmented reality experience online

People love Twizzlers in the summertime because they're a lightly sweet, guilt-free treat that can easily go wherever fun happens. That's why we call Twizzlers...

Summer's Favorite Sidekick

Twizzlers is showcased as the one snack consumers should always have riding shotgun. It reinforces the brand's melt-free, guilt-free, gotta-have status as the snack that can go anywhere summer fun takes you.



Summer's Favorite Sidekick

Sandy knows to always bring Twizzlers along for the ride.



Customer:
"Sidekick Savings" bundle offers



Mobile:
Backseat Quizzlers
text trivia games
keep passengers engaged



Display:
SLO: Redeem UPCs for a branded
car-sized cup so that Twizzlers are always on board



Advertising:
Radio spots and radio remote events



PR:
Rental car partnership
brings Twizzlers to travelers



Online:
Show Us Your Sidekick consumer promotion
(Prove you take Twizzlers with you and win)