



Summer Rain EBA – Ireland Activation

WE HAVE A **BIG** AMBITION FOR
CONFECTIONS IN IRELAND...



DOUBLE THE RAINBOW

FROM €3.5M NSV IN 2016 TO €7M IN 2021



DOUBLE THE RAINBOW AMBITION SUMMARY

DOUBLE the Confections RAINBOW by 2021
Driving +13% CAGR Growth to Deliver:

€7^M
NSV

8th
Biggest Total
Confectionery
Brand

+9%
Penetration

10%
Market Share



S 5 COLOURS TO UNLEASH THE RAINBOW IN 2017 (YR1)

1

2

3

4

5

**FIX
AVAILABILITY**

**INCREASE
VISIBILITY**

**TRANSFORM
ENGAGEMENT**

**UNLOCK
HALLOWEEN**

**GROW
AWARENESS**



S SKITTLES EBA TO HELP US TRANSFORM ENGAGEMENT

1

FIX
AVAILABILITY



2

INCREASE
VISIBILITY



3

TRANSFORM
ENGAGEMENT



4

UNLOCK
HALLOWEEN



5

GROW
AWARENESS



A bright sun is positioned in the upper center of the frame, casting a starburst effect across a deep blue sky. Several large, fluffy white clouds are scattered throughout, particularly in the lower half of the image. The overall scene is bright and summery.

We want to
**own the
summer.**

It's not this...



A misty, rainy landscape with a wooden fence in the foreground and a house in the background. The scene is captured in a soft, hazy light, suggesting a typical Irish summer day. The text "We want to own the *Irish* summer." is overlaid on the image, with "We want to" in white text on a red background and "own the *Irish* summer." in white text on a transparent background.

We want to
own the *Irish*
summer.

s Skittles EBA The Big Idea

In Ireland, summer isn't exactly summer but Irish people make the most of it flaws and all. **Let's own that Irish summer: By turning summer rain into Skittles.**

Let's turn something dull and glum into something daft and happy. Scattered showers of Skittles. Unexpected downpours of Skittles!

S Skittles Summer Rain EBA



Skittles

SUNNY, WITH OUTBREAKS
OF SKITTLES
FORECAST & WIN PUDDLES OF CASH



MASSIVE Skittles 360 EBA to OWN the Irish Summer



Disruptive In Store



TV



Massive Outdoor



Nationwide Competition



Social & Digital



Weather Sponsorship
& Sampling





Nationwide Downpours of Outdoor Advertising



s

Nationwide Downpours of Outdoor Advertising





Nationwide Downpours of Outdoor Advertising





Weather Sponsorship Spreads to all Consumers

SPIN
1038



Sponsorship of
Spin 103.8 FM
Radio "5 Word
Weather"
Forecast

Skittles stings
played every
hour, every day,
for 3.5 months

Reach 48.6% of
Irish population
Frequency 61.1

Sponsorship
included
Sampling
Activation
(see next slide)



Spin 103.8 shower Skittles all around the Country

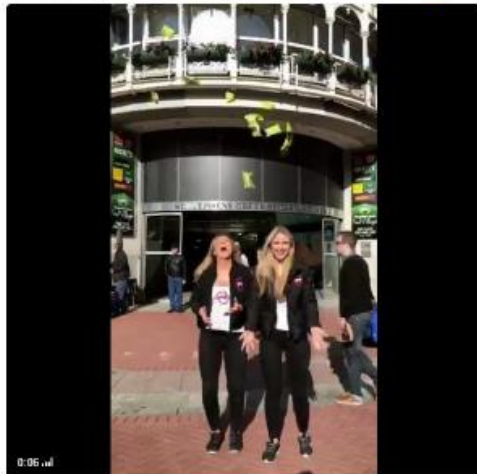
SPIN
1038



SPIN 1038
@spin1038

Following

Happy Friday guys, the #Spinis are making it rain Skittles down outside Stephens Green Shopping Centre #SkittlesSummerRain 🍬



LIKES

8:30 AM - 9 Jun 2017



SPIN 1038
@spin1038 · Jun 9

The #Spinis are back on Camden Street making it rain @Skittles if you see them make sure to get some #SkittlesSummerRain 🍬 pic.twitter.com/XDS1TwHdIn

2

2



SPIN 1038
@spin1038

Following

The #Spinis are down on O'Connell Street, where it's raining Skittles. Come find us and grab some #SkittlesSummerRain 🍬



LIKES

4:18 PM - 8 Jun 2017



SPIN 1038
@spin1038 · 7h

It's raining Skittles here at Jervis Luas stop. Come grab a packet for #SkittlesSummer and find out how you can win €100 🍬



2

4



SPIN 1038
@spin1038

Following

Catch the #Spinis at Stephens Green for Skittles! 🍬🍬 #SkittlesSummerRain



LIKES

3:42 PM - 12 Jun 2017

3



SPIN 1038
@spin1038

Following

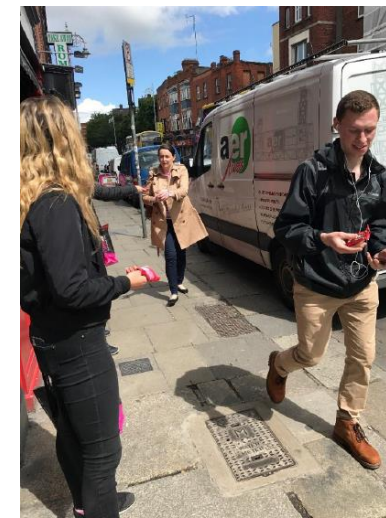
The Spinis are down at Heuston Station making it Rain Skittles, come down and grab some #SkittlesSummerRain 🍬



Retweet

6

8:43 AM - 14 Jun 2017





Outbursts of Skittles Rain swept across Social Media

facebook.com

Skittles

Lenka Home

Skittles

@skittles

Home

Photos

Posts

Videos

Likes

Events

About

Skittles Root for the Rainbow

Create a Page

It's been pelted Skittles in Drumcondra. Anyone get caught in it?

Like Comment Share

You, Carla Reynolds and 1.6K others

Top Comments

Food/Beverages

Search for posts on this Page

23,925,674 people like this
Kerry Rolio and 5 other friends

Invite friends to like this Page

ABOUT

Ask for Skittles's address

Ask for Skittles's phone

Ask for Skittles's hours

http://www.skittles.com/

PHOTOS

May 3

Skittles showers in Kerry? Sweet...but not great drying weather!

Like Comment Share

You, Carla Reynolds and 1.1K others

Top Comments

May 4

The forecast was for occasional showers of Skittles. Music to our ears!

Like Comment Share

You and 367 others

Top Comments

May 1

People are getting caught in Skittles showers across Ireland - time for a walk!

Like Comment Share

You, Carla Reynolds and 662 others

Top Comments

May 1

People are getting caught in Skittles showers across Ireland - time for a walk!

Like Comment Share

You, Carla Reynolds and 662 others

Top Comments

June 5 at 6:48pm

It's official – Skittles showers on the way!

Like Comment Share

You, Carla Reynolds and 662 others

Top Comments

Skittles Summer Rain Competition Whipped up a Storm



Week 1 Competition Video



Week 2 Competition Video



Week 3 Competition Video



Week 4 Competition Video



Week 5 Competition Video



Week 6 Competition Video



Week 7 Competition Video




Week 8 Competition Video



A woman with long brown hair, wearing a white sleeveless dress, is looking upwards with her arms outstretched. She is surrounded by a shower of colorful confetti (red, green, yellow, blue) falling from above against a clear blue sky. The image is taken from a low angle, looking up at her.



A photograph of two young women standing side-by-side indoors. They are both wearing white tank tops with a rainbow flag graphic on the front and bright red pants. They are smiling at the camera. The background shows a room with a wooden floor, a doorway, and some furniture.

 **Agnieszka waqas** RING OF KERRY CO KERRY 😊 Lovely please Skittles i
very like YOU 😊 🍇

Martina Blake is shown on the 'Letter' segment of the game show 'Countdown'. She has a surprised expression on her face. The background is a blue screen with a large red hand graphic. Text on the screen includes 'Letter', 'Edwin', 'Worlds Apart Special', 'County Down', and a large prompt: 'NAME WHERE RAINING SKIT TO WIN CASH PR'.

Like · Reply · June 1 at 12:03pm

 Write a reply...

Like · Reply · Message · 15 hrs



Skittles Summer Rain Competition Whipped up a Storm

Paddy Walsh Mark Cahill where's tis? it was raining here today but only drizzly water rain!

Like · Reply · Message · 2 · May 13 at 1:10am

Mark Cahill Such a waste 🙄

Like · Reply · Message · May 13 at 1:13am

Paddy Walsh true, they better have picked them up

Like · Reply · Message · 1 · May 13 at 1:15am

Mark Cahill 10 minute rule

Like · Reply · Message · 1 · May 13 at 1:16am

Paddy Walsh with skittles the rule is abolished

Like · Reply · Message · 1 · May 13 at 1:16am

Caroline Conlon Kelly Byatt xx only skittles have the answer xx 🤔😂💜💜

Like · Reply · Message · 1 · May 10 at 11:10pm

Kelly Byatt Ohhhhh yum ...me skittles xx ❤️❤️

Like · Reply · Message · 1 · May 11 at 10:43am

Piran Talkington I followed the rainbow all the way from Dublin, but I couldn't find the bowl of Skittles 🙄

Like · Reply · Message · May 17 at 8:23pm

James Purcell When I was a kid after watching an old skittles advert I planted some in my garden. My dad told my uncle that I planted some and showed him where they were. So the next ye I showed up my uncle had planted a new shrub and super glued skittles to it 😂 best day ever

Like · Reply · Message · May 17 at 9:05pm



Dale McVay It's raining in Ciarrai or otherwise referred to as the Kingdom 😊 home of tall 🏔️ and also nice sandy 🏖️ and plenty of these guys 🐏🐏🐏 and of course it's home to its most famous animal 🐟 and to finish off you can always get a nice 🍺 to go with your skittles! 😂😂

Like · Reply · Message · May 26 at 2:27pm

Sinead Kelly Why I see its raining skittles, the colour has blinded me, I saw them falling from the sky and not from a skittles tree.

There's joy in the air for these delicious treats have fallen and are free, and it's only happening in County Cork instead of County Kerry.

Before the county was red and white on the jersey and all around, and now it's filled with treats like a rainbow, that came from one heavy coloured cloud. ❤️💛💙💚💜🌈🌈

Like · Reply · Message · May 14 at 10:47pm · Edited



Ellis Hardham Trinity College, Dublin. 🎵 It's raining skittle hallelujah it's raining skittles! 🎵🌧️

Like · Reply · Message · 3 hrs



Stef Gallagher Glendalough Co Wicklow this week! Those Skittles clouds sure get around 😊 If only Skittles showers were real life the world would be a happier place! 🌱🌈☁️🌧️🌈 #tastetherainbow #skittles #showers

Like · Reply · 1 · June 8 at 5:49am



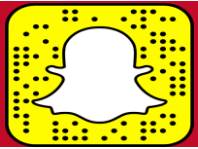
Craig O Sullivan Looks to be skittle rain around Glendalough in Co Wicklow, but with such wide cloud cover, it could very well push towards Dublin throughout the evening.

Like · Reply · June 9 at 8:11pm

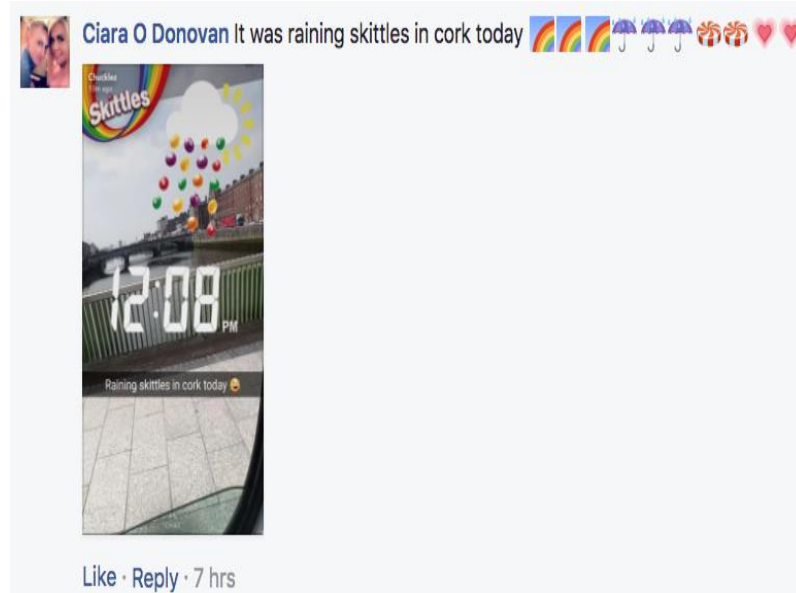
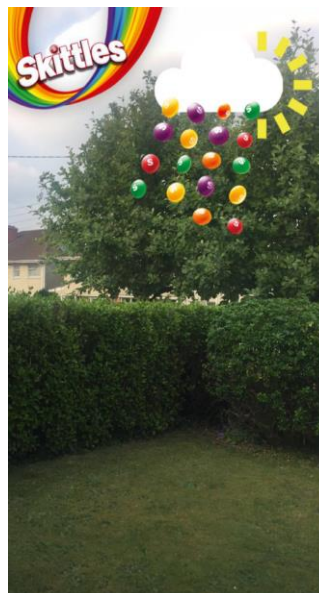
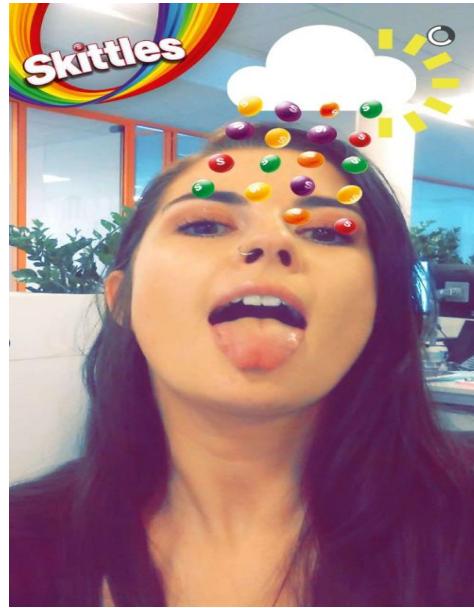
Elaine Diamond Cork 🙄. FYI, your marketing strategy is the best ever. Every time I see a rainbow, I have to go buy skittles. And I don't usually remember what adverts are for. And now I have to go find skittles. Skittles tomorrow **Mary Young**?

Like · Reply · Message · May 11 at 10:20pm · Edited

👉 1 Reply



Skittles Summer Rain Snapchat Lens - Longest Day of the Year



SOCIAL MEDIA RESULTS SO FAR....

REACH OF 1.28 MILLION PEOPLE 7.43 TIMES

TOTAL IMPRESSIONS 9.56 MILLION

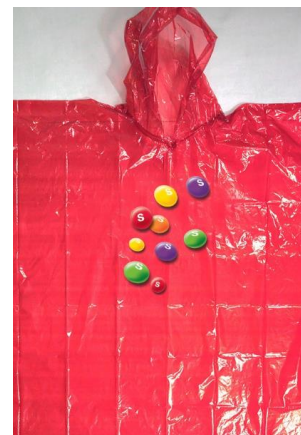
330,000 VIDEO VIEWS

6,975 COMPETITION ENTRIES

**OVERALL SKITTLES CAMPAIGN WILL
REACH 90% IRISH PEOPLE 17 TIMES!**



Retailer Trade Engagement Boxes



Dear Louise

Skittles Summer 360 Campaign will be one of the BIGGEST ever Activations in the Confections category!

Led by Skittles, a HUGE global Confections brand and a firm Irish favourite.

- Supported by a massive national campaign with TV, Outdoor, Digital and Radio Weather Sponsorship
- Nationwide Competition offering consumers the chance to win €100 each day by forecasting the Skittles showers
- BEST IN CLASS in-store execution
- So expect showers of customers and floods of sales, as our MASSIVE Skittles Summer Rain campaign sweeps across Ireland

Brighten up your summer with an umbrella of Skittles, a cloud USB key and a stress ball... all contained within your gift box...



Retailer Engagement – Head Office Takeovers



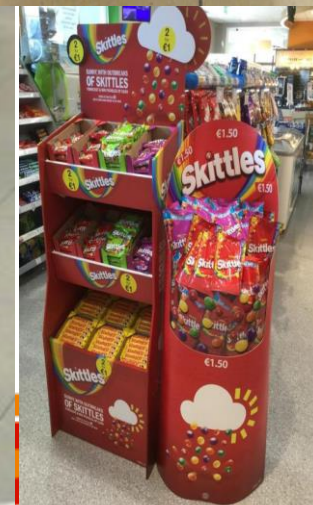
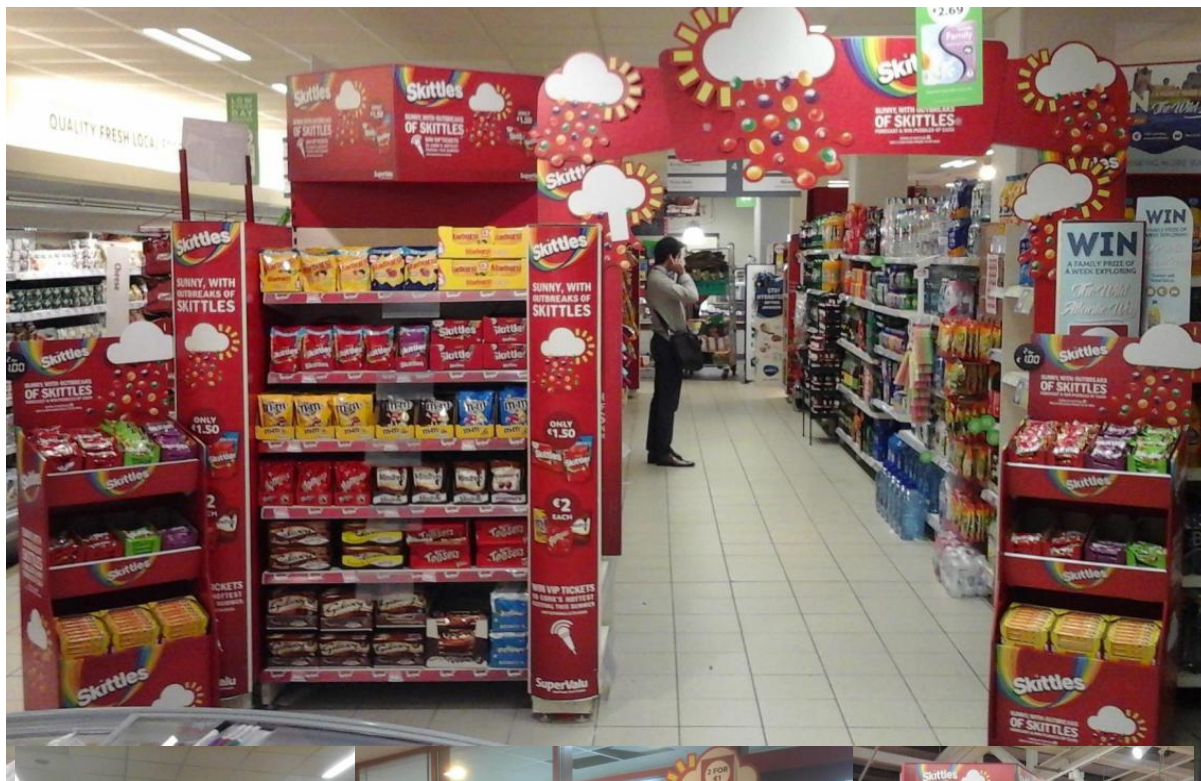
Retailer Engagement – Head Office Takeovers





SuperValu Best in Class In Store Execution

SuperValu
Real Food, Real People



SuperValu Best in Class In Store Execution

SuperValu
Real Food, Real People



It's Raining
Skittles



SuperValu Best in Class In Store Execution

SuperValu
Real Food, Real People





: Dunnes Stores Best in Class In Store Execution

DUNNES STORES





⋮ Dunnes Stores Best in Class In Store Execution

DUNNES STORES



BWG Best In Class In Store Execution



BWG Value Centre Best In Class Execution



: Primeline Best In Class In Store Execution





Tesco Summer Event In store Wed 14th of June



Summer Event Mod Takeover

FOS Displays in top 5 stores

Prepack Displays



Experiential Ice-Cream Pop Up in top 5 stores

25th June - Clarehall
24th June - Maynooth Extra
29th June - Naas Extra
30th June - Gorey Extra
1st July - Dundrum

IMAGES TO FOLLOW

ASSOCIATE ENAGEMENT



Skittles EBA - Associate Teaser Competition

GUESS THE ASSOCIATE CAUGHT IN THE SKITTLES SHOWER?



Skittles EBA – Associate Gifts & Town Hall



Skittles EBA – Weather Forecast Competition



CAMPAIGN RESULTS SO FAR...

- Skittles EBA delivers +179% NSV growth!!
- This brings Skittles from decline to +8% NSV growth YTD
- Skittles YEE now at +10.5% NSV, highest growth rate in 3 years!
- More campaign metrics to follow (share, pen etc.)



The image features the Skittles logo centered on a vibrant red background. Two bright, multi-colored rainbows arch over the text, their bands of red, orange, yellow, green, blue, and purple creating a dynamic frame. The word "Skittles" is rendered in a bold, white, rounded font with a thick red outline and a slight 3D effect. A small red circle with a white "S" is positioned above the letter "i", and a registered trademark symbol (®) is located to the upper right of the final "s".

Skittles®