



#MarsTweetShop

To get our messages out onto campus and into the social media space, we created a ground-breaking vending machine that dispenses treats for tweets. The **#MarsTweetShop** visited a number of key campuses during February, and whenever someone tweeted it using the hashtag and a code the machine generated, it dispensed a Mars product in a branded box pointing to Facebook and the graduate website. The prizes represented each Mars product area and everyone who won a prize from the machine was entered into a draw to win a Mars experience – some of which offered people the chance to spend the day with the business and **'Make it mean more'** for themselves.





The number of @marsgradsuk Twitter followers went from 755 pre-campaign to more than 2,300 at the time of writing. Facebook likes are also on the rise, and the number of unique people who have seen content from the Facebook page soared from just 1,000 to over 22,000.

Most importantly, **#MarsTweetShop** has enabled Mars to start a conversation with students at campuses across the UK – and to continue the conversation with those students as they start to make important choices about their futures.

