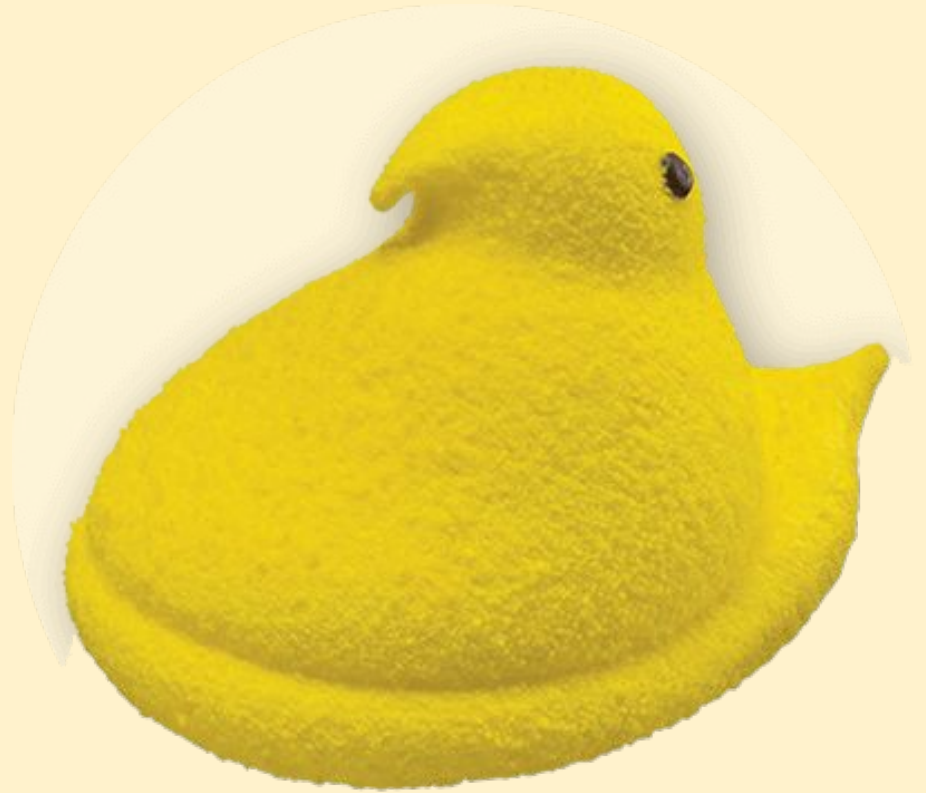


# ART DIRECTION - PACKAGED GOOD CAMPAIGN

Nicole Salas, Joseph Espinoza, Nicholas Blair, Bryce Crego

PEEPS MARSHMALLOW ARE THE  
ICONIC HOLIDAY CANDY.



# TARGET AUDIENCE



The "millennial facebook mom". She is all about her kids. They are educated and may have taken time off work to be a full-time mom. She takes them to soccer practice and makes Pinterest inspired desserts with her kids to post on social media. Every holiday she makes goodie baskets for her kids and every Christmas she organizes a family Christmas photo send out to friends/ family. This audience indulges in a Peeps marshmallow when her kids excitedly open a packaged row of Peeps.



# STRATEGY

The candy made for every holiday.



# PRINT AD #1



LET'S PLAY HIDE  
AND PEEPS.



PRINT AD #2

*Love Peeps.*





# PRINT AD #3

*Visions of Peeps Danced  
In Their Heads*



# SOCIAL MEDIA

 **PEEPS** ✓

We can keep a secret this Valentine's Day. Suprise your favorite Peep with our new Valentines Day Peeps. Located at your local grocery store or at <https://www.peepsbrand.com/>



225 19 Comments 31 Shares

Like Comment Share

 **PEEPS** ✓

Apr 8 · 🌐

BOO! Enjoy a spooky Peep this Halloween. Order you scary Peeps at <https://www.peepsbrand.com/>



526 58 Comments 112 Shares

Like Comment Share



# SOCIAL MEDIA



AMBIENT AD

Macy's Thanksgiving Day Parade



# BILLBOARDS



[www.peepsbrand.com](http://www.peepsbrand.com)

# BILLBOARDS



***Summon  
a Spirit?***

[www.peepsbrand.com](http://www.peepsbrand.com)

# BILLBOARDS

**SPREAD  
THE LOVE**



# STORYBOARD:

Title:

Date:

Name:

Scene: 1 Shot: 1



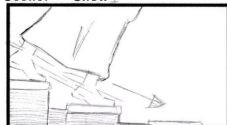
Audio:

Scene: 1 Shot: 2



Audio:

Scene: Shot: 1



Audio:

Scene: Shot: 1



Audio:

Scene: Shot: 1



Audio:

Scene: Shot: 1



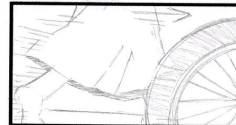
Audio:

Title:

Date:

Name:

Scene: Shot:



Audio:

Scene: Shot:



Audio:

Scene: Shot:



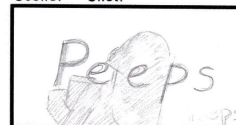
Audio:

Scene: Shot:



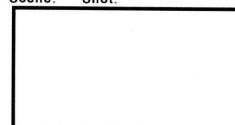
Audio:

Scene: Shot:



Audio:

Scene: Shot:



Audio:



Video	
Kid running downstairs on Christmas morning	Christmas music faintly playing in the background
Show bike with a giant bow on it by a Christmas tree.	
Show shot behind kids head with Bike to the left and Peeps to the right.	Kid 1: "Woah a bike" "WOW! PEEPS!"
kid running to Peeps under the tree	
Cut to a kid eating peeps	
Flash Peeps logo	Narrator: "Peeps, Made for every Holiday & Every Kid."
End.	