

Headline: [A Haunted House, Psychedelic Cats and Shrimp: Inside Nutter Butter's Fever Dream](#)

Nutter Butter decided to focus on serving the younger generation by positioning itself as a unique brand, distinct from how a typical large corporation markets itself. A quick scroll through their social media reveals that content that makes little sense often performs much better than traditional, boring ads that simply urge consumers to "buy more."

Platform: Instagram



Message: hows ur week going

Explanation: First, it's important to note that the audience we're trying to reach is students in my major, which means they are educated college students. This aligns with the platform I am using to post this message: Instagram.

To stay consistent with the effective strategies Nutter Butter has recently used, I chose to post a picture of a broken jar of peanut butter, using Instagram's strength—visual content—and accompanying it with a short, simple, yet engaging (and imperfect) caption as a call to action: "hows ur week going."

First, I believe the picture aligns with the quirky content that has been attracting a lot of attention. It's not something people see every day, fulfilling the "unusualness" aspect of the TIPCUP filter. Secondly, while there's no direct conflict in the post, I think seeing something so unusual creates a pleasant sense of tension in our minds, especially in a world where everything seems perfect—particularly with the rise of AI. The content also satisfies the proximity factor indirectly, as a large corporation is posting about something almost everyone uses and sees daily in their homes: peanut butter. Lastly, this content addresses the impact aspect in a risky way—it's so seemingly unimpactful that it becomes oddly attractive.

Platform: X

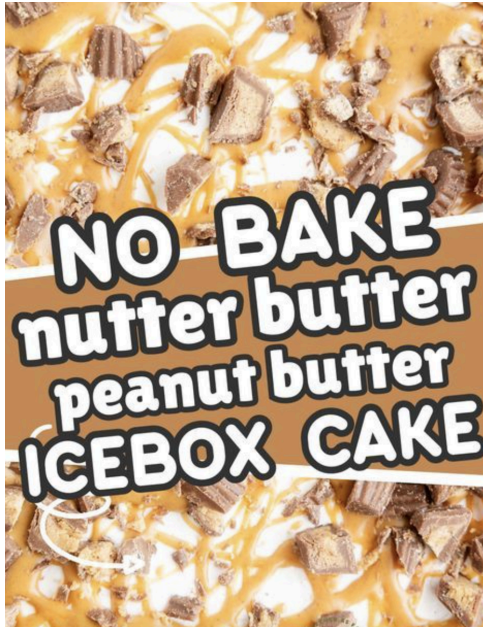
Message: whos going to WHAT this november?

Explanation: Although we are posting on a platform that may have slightly fewer younger users, X, we still need to keep in mind our target audience: Northwestern Medill students. Looking through Nutter Butter's existing posts on X, this platform uses significantly less visual or video content than platforms like Instagram or TikTok, focusing more on the message.

Looking at Nutter Butter's most viral tweets, they tend to be quite explicit in their use of the word "nut," often incorporating sexual innuendos that only the younger generation might understand. Additionally, they tap into popular trends such as "No Nut November," another concept that resonates primarily with our target audience. Given the trend's popularity and the fact that November is approaching, I decided to write a message addressing the upcoming month while also including a call to action, encouraging people to engage and joke with each other in the comment section. Lastly, Nutter Butter frequently uses "WHAT" as a substitute for "nut" in contexts where it's highly inappropriate or where users can easily guess the punchline. I chose to leverage this advantage of the brand's name as well.

This message strongly addresses timeliness, as we are approaching a trend that only occurs once a year in November, increasing the likelihood of engagement. The message is also unusual/inappropriate, aligning with Nutter Butter's seemingly successful marketing strategies that focus on nonsensical and sometimes even inappropriate content.

Platform: Pinterest



Message: *Recipe, ingredients, and further descriptions*

Explanation: Although my previous two messages on Instagram and X were much weirder and perhaps inappropriate, I believe there is a slightly broader market to target beyond just college students who enjoy "weird" content. Pinterest, for instance, has a broader audience since young and older users visit the platform for aesthetic pictures and recipes. Additionally, Pinterest has a higher percentage of female users than male. As a result, extremely weird or meaningless content may be less effective here because users typically visit Pinterest with a specific purpose, such as finding a wallpaper or a recipe, rather than just scrolling as people might on Instagram.

For this reason, I decided to create a message that targets college students—and perhaps indirectly, anyone—who enjoys baking. However, this recipe is especially aimed at college students since it is a no-bake recipe, making it easy to prepare in dorms. This message also serves as an indirect call to action for more students to purchase Nutter Butters, as they might not typically incorporate the product when using other cake recipes.

This message is timely because the school year has just started, and many students may be searching for no-bake recipes to make in their dorms, especially with the holiday season approaching. Hopefully, this recipe will also have a positive impact by providing students with a convenient and enjoyable recipe they can easily make in their dorm rooms.