

The Keebler Elves *Campaign*

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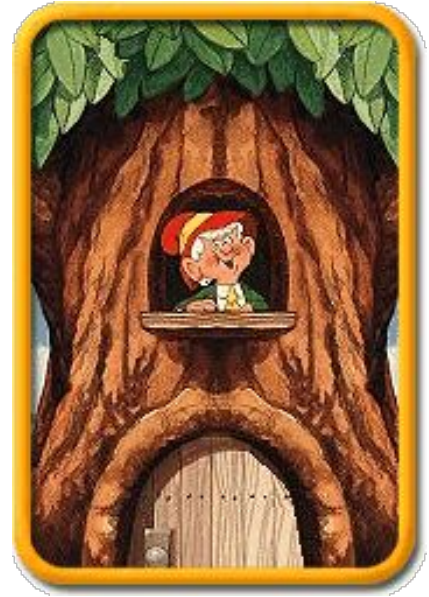
Who Wants a Cookie?

- What is Keebler known for? Baking cookies of course. Who likes cookies? Well everybody does, but specifically kids!
- Children are incredibly imaginative, and love their cartoon characters. So what better way to appeal to a youthful audience than to create not only a mascot, but an entire world of characters?



The Hollow Tree Factory

- The campaign is creating an entire cookie baking factory inside of a hollow tree, where our elves bake the Keebler cookies in.
- We can launch an entire commercial series following the elves within the treehouse, creating a cartoon that kids can watch during the commercial breaks.



Meet the Elves

Ernie - The leader

Buckets - The fudge specialist

Sam - The peanut butter specialist

Doc - The doctor and cookie baker

Leonardo - The artist

Ma Keebler - Ernie's mama

Zoot & JJ - The chip specialists

Fast Eddie - Wrapper of products



What's our Goal?

- We really want to make our cookies stand out from the rest of the crowd and provide not only a mascot, but an entire cartoon world that children could get immersed in.
- Keebler cookies speak for themselves with their delicious flavor, however the brand is missing something that makes them more appealing. If we look at all of the successful snack brands, they all have something in common, a mascot! These elves could really make Keebler a household name, especially with the youth.



A Prediction For the Future...

- Having a unique mascot is very important in appealing to younger demographics, however having a whole world of mascots is something very unique and hasn't really been done before.
- We think that the Keebler elves campaign will be an absolute hit with the children, and make them extra hungry for cookies. Having these elves on the packages will make Keebler products much more appealing in the grocery aisles, and will quickly become one of the best selling cookies in the world.



Before vs. After



What Are Your Thoughts?

You've heard the campaign, so what do you think? Now's the time for questions...

