

A close-up photograph of a woman with dark hair and a young child with curly blonde hair, both smiling and eating s'mores. The woman is on the left, holding a s'more with both hands. The child is on the right, also holding a s'more. The background is a soft-focus outdoor setting with greenery.

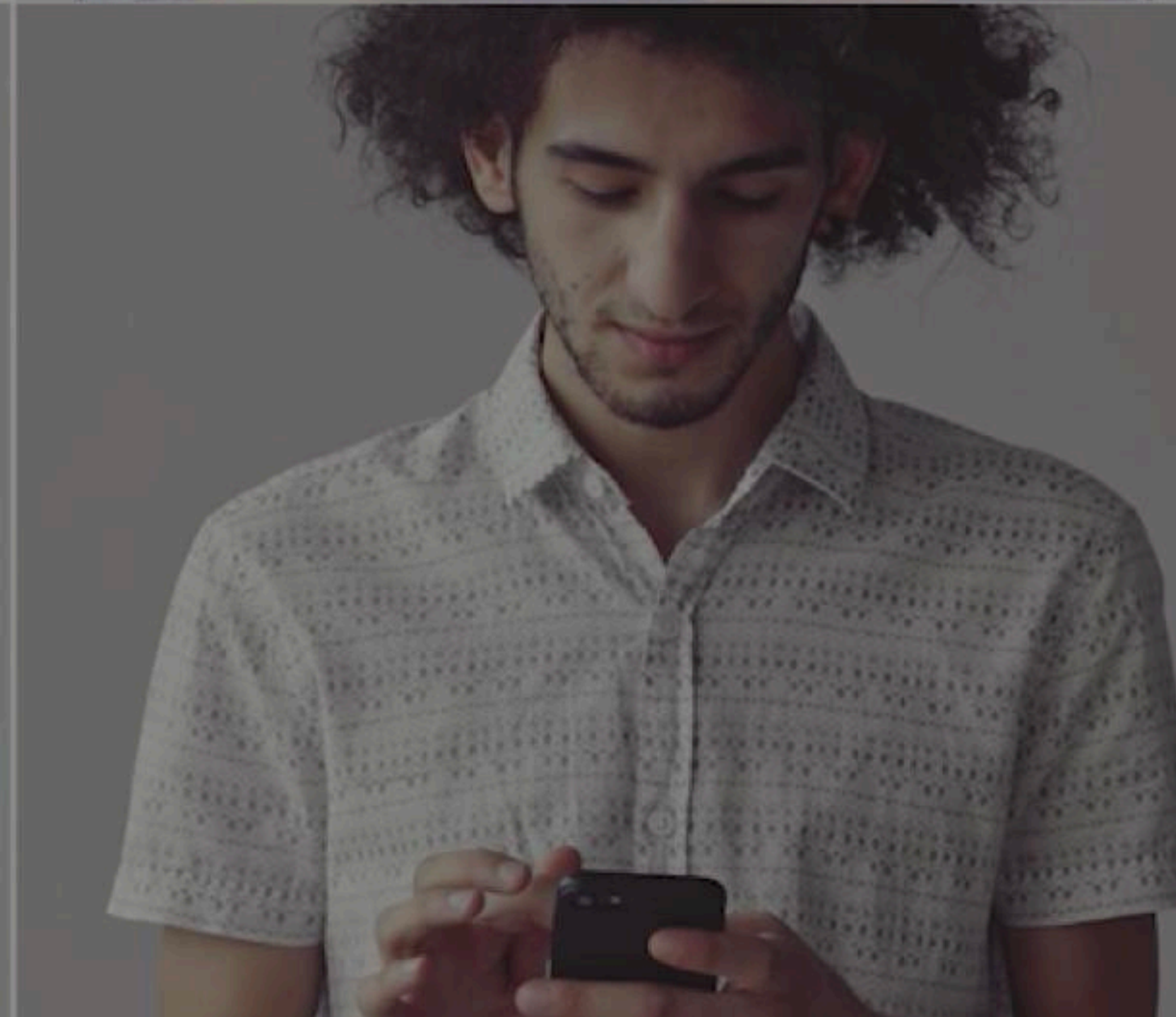
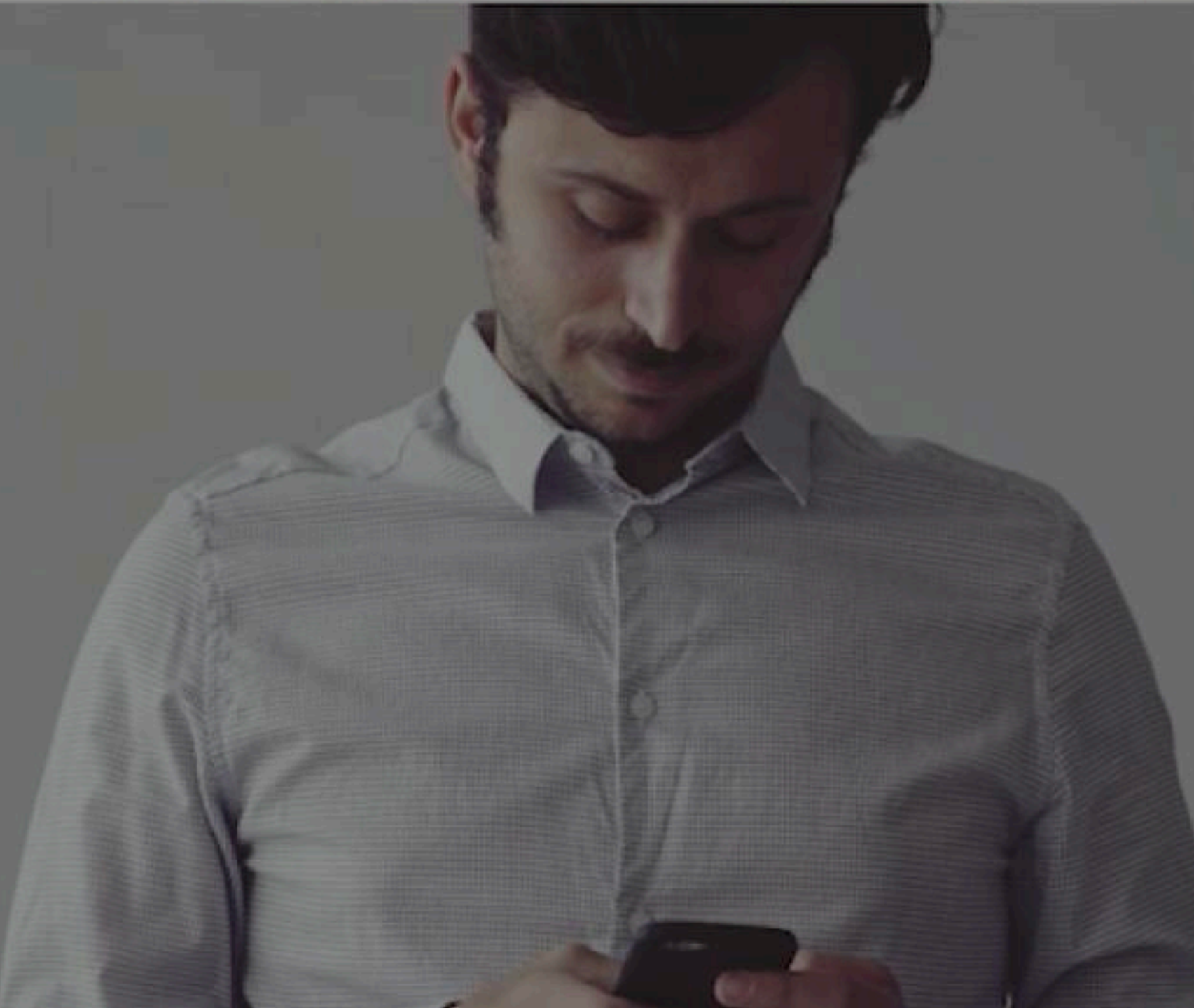
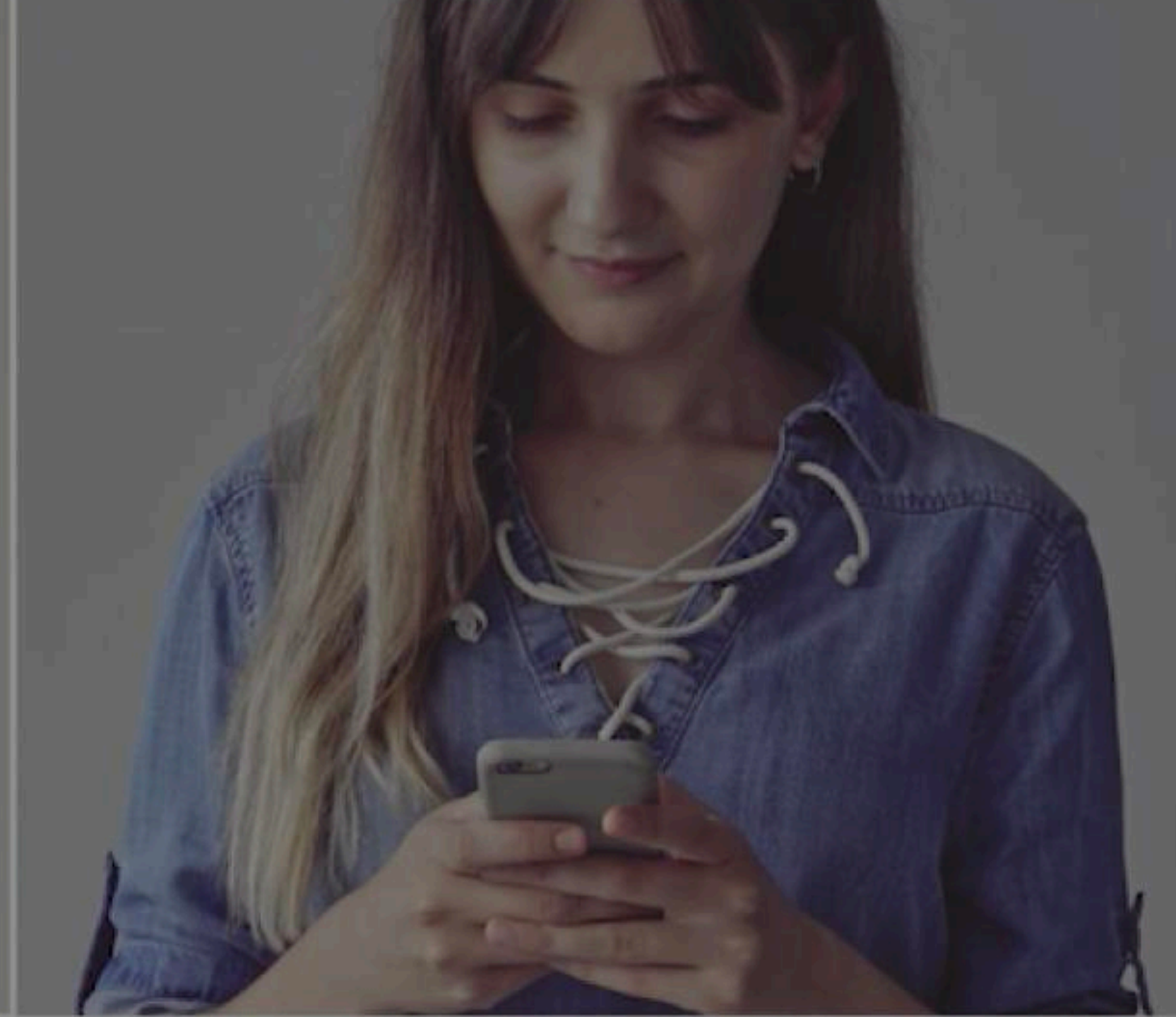
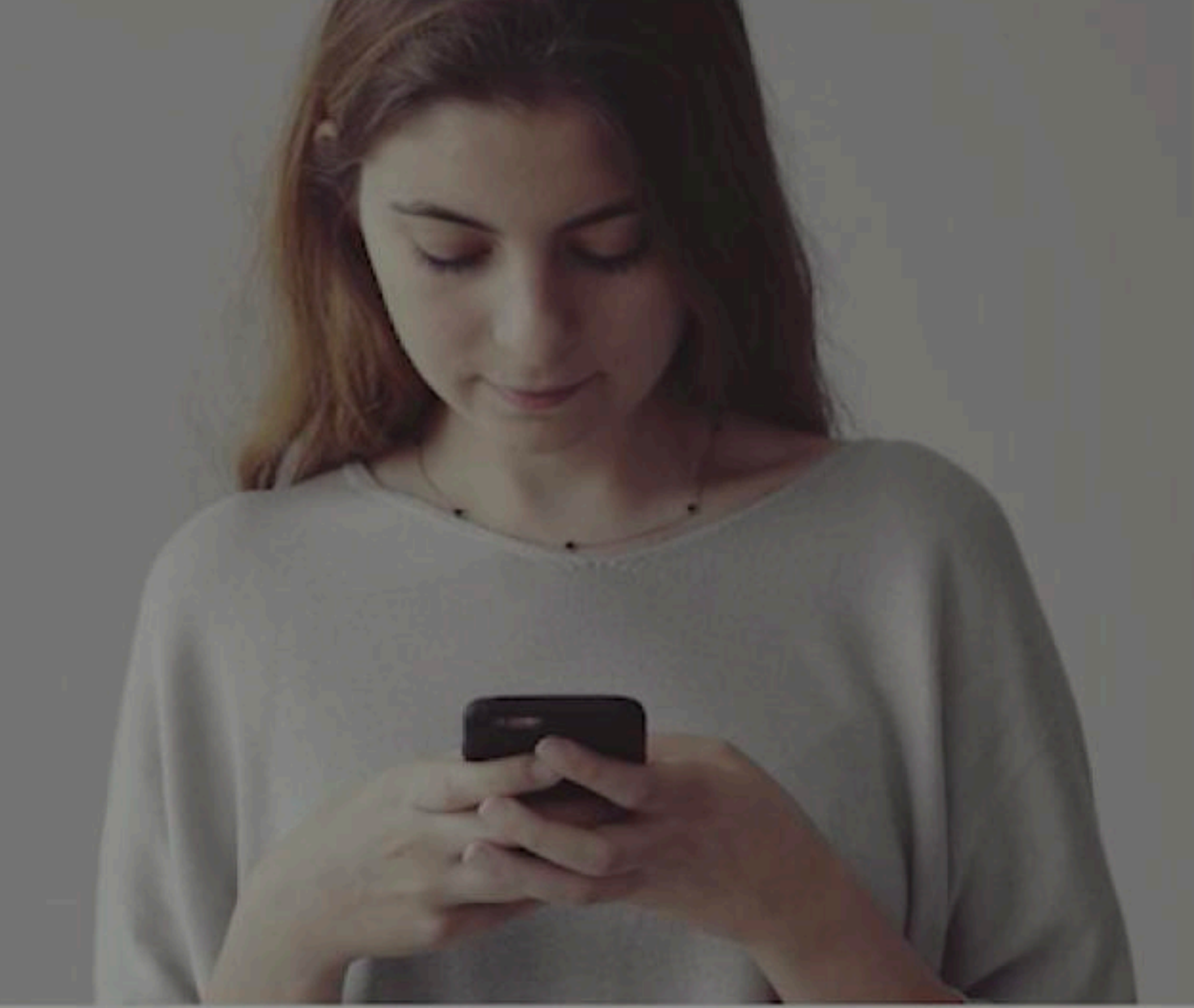
#SmoresSaturday

**heartwarming
the world.**

Jill Baskin & Pam Mufson
July 21, 2020







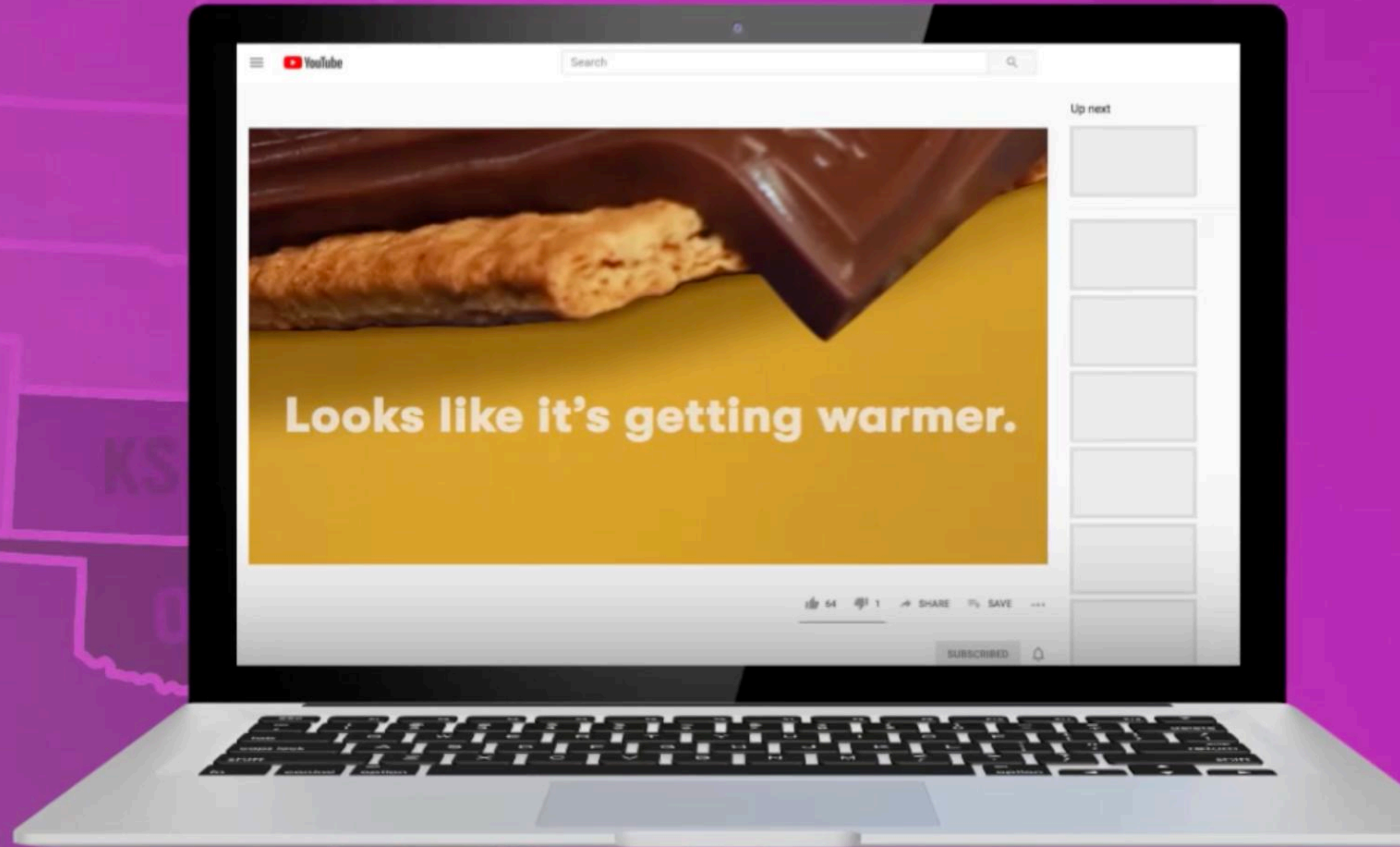


A photograph of a residential street scene. In the foreground, there is a paved road with a manhole cover. A concrete curb separates the road from a grassy area. In the middle ground, there are several houses with porches and balconies. A large, leafy tree is prominent in the center. A silver SUV is parked on the left side of the street. The sky is overcast and grey. The text "Then, we discovered this fact: only 31% of Americans know their neighbors." is overlaid in large, bold, white font across the center of the image.

**Then, we discovered this fact:
only 31% of Americans know
their neighbors.**



#SmoresSaturday

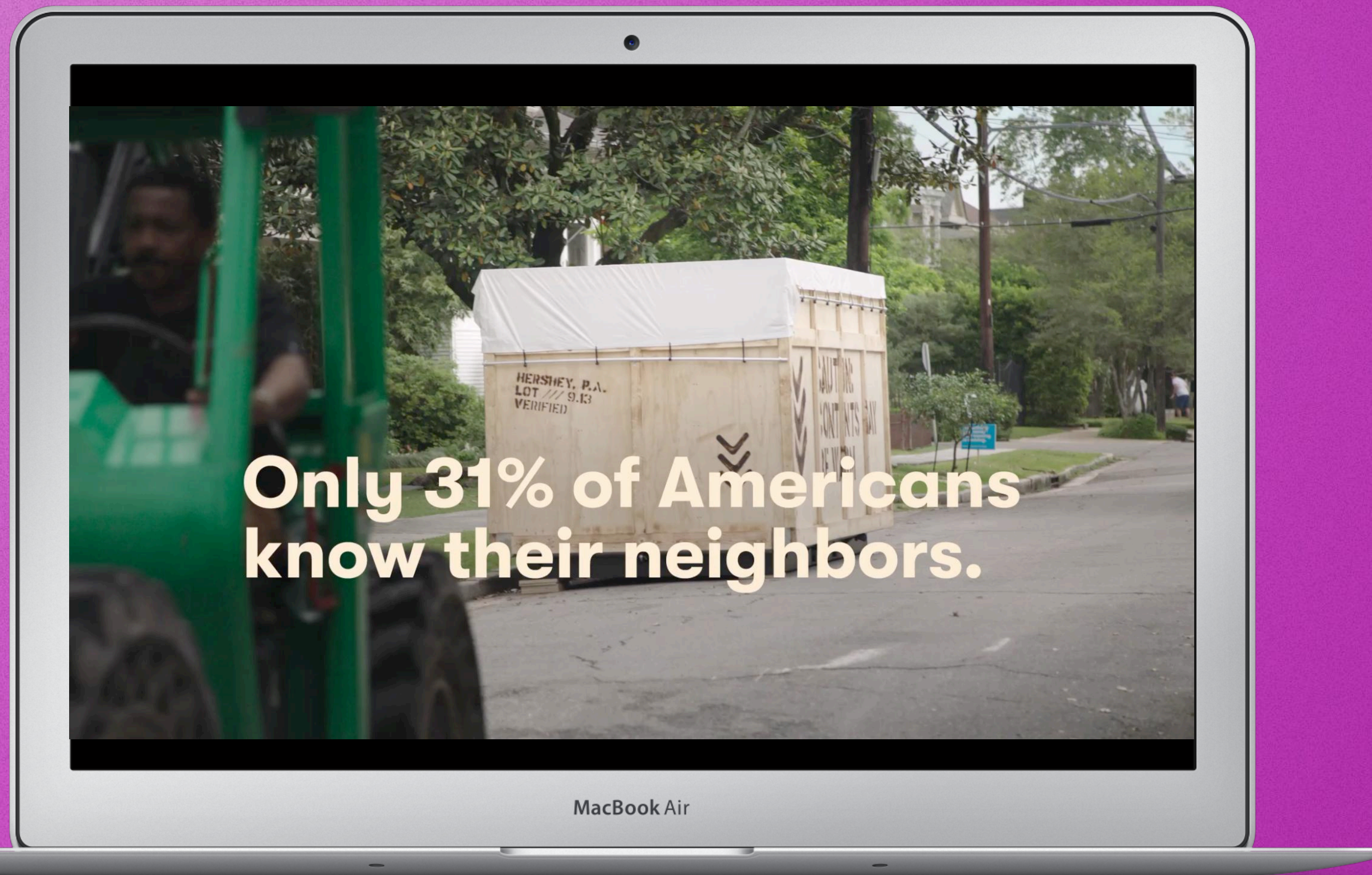




**CAUTION:
CONTENTS MAY
BE WARM**



All in on Awareness



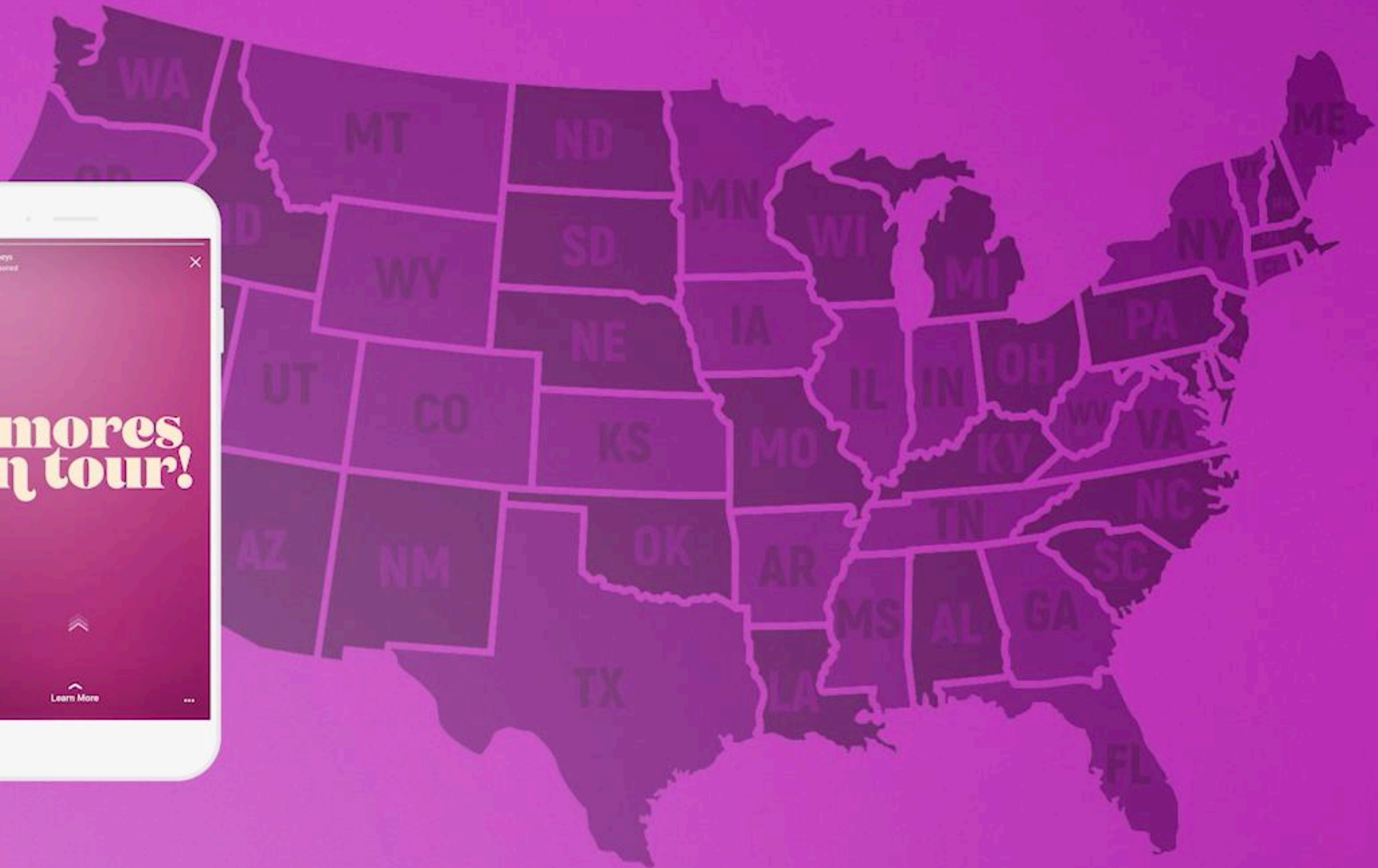
- > Broadcast
- > Digital
- > Social
- > Audio
- > Cinema
- > POS/In-Store
- > Mobile
- > Influencers

A photograph of a person in a purple shirt holding a s'more over a campfire. The s'more is on a piece of white paper and appears to have marshmallows and chocolate. The background is a blurred campfire with a wooden log in the foreground. The text 'Share' is overlaid in white on the top half of the image, and 's'more.' is overlaid in white on the bottom half of the image.

Share

s'more.

We Hit the Road



We Rekindled S'mores in Spades

\$23.8MM

Sales

Exceeded projected
retails sales by \$23.8MM
- a whopping 28%!



Velocity

Product sold-through in
stores faster than the year
prior, even with the shorter
seasonal window.



Ritual

No longer a “once-a-summer”
treat, but rather a once-a-
week opportunity to connect.

The Best Part?

**We didn't just sell more s'mores,
we made s'mores mean something.**

thanks

heartwarming
the world.