

The Nutter Butter logo is rendered in a playful, bubbly font. The word "Nutter" is stacked above "Butter". The letters are a bright yellow with a thick, blue outline, giving it a 3D, sticker-like appearance. The background of the entire image is a vibrant red, scattered with numerous pieces of gold confetti and streamers, creating a festive atmosphere.

Nutter
Butter



Celebrate 50 in Style!

Brand Challenge

Nutter Butter is an iconic brand that was approaching its 50th birthday, however, it was experiencing declining purchase intent and a pervasive perception that the brand was irrelevant and old-fashioned.

Our Assignment

Design a program that turns being “old fashioned” on its head, mobilizing nostalgia as a source of hilarity.

The Objective

Remind fans of what they loved about the past five decades since Nutter Butter’s inception

Increase brand awareness and sales

Strategy

NUTTER BUTTER has a clear role when it comes to nostalgia.

We addressed an audience who feels stuck in a rut, we used the **healing benefits of nostalgia** - which served as a **remedy for anxiety**, **counteracted loneliness** and **engendered optimism** - to make them feel more united and optimistic about the world around them.

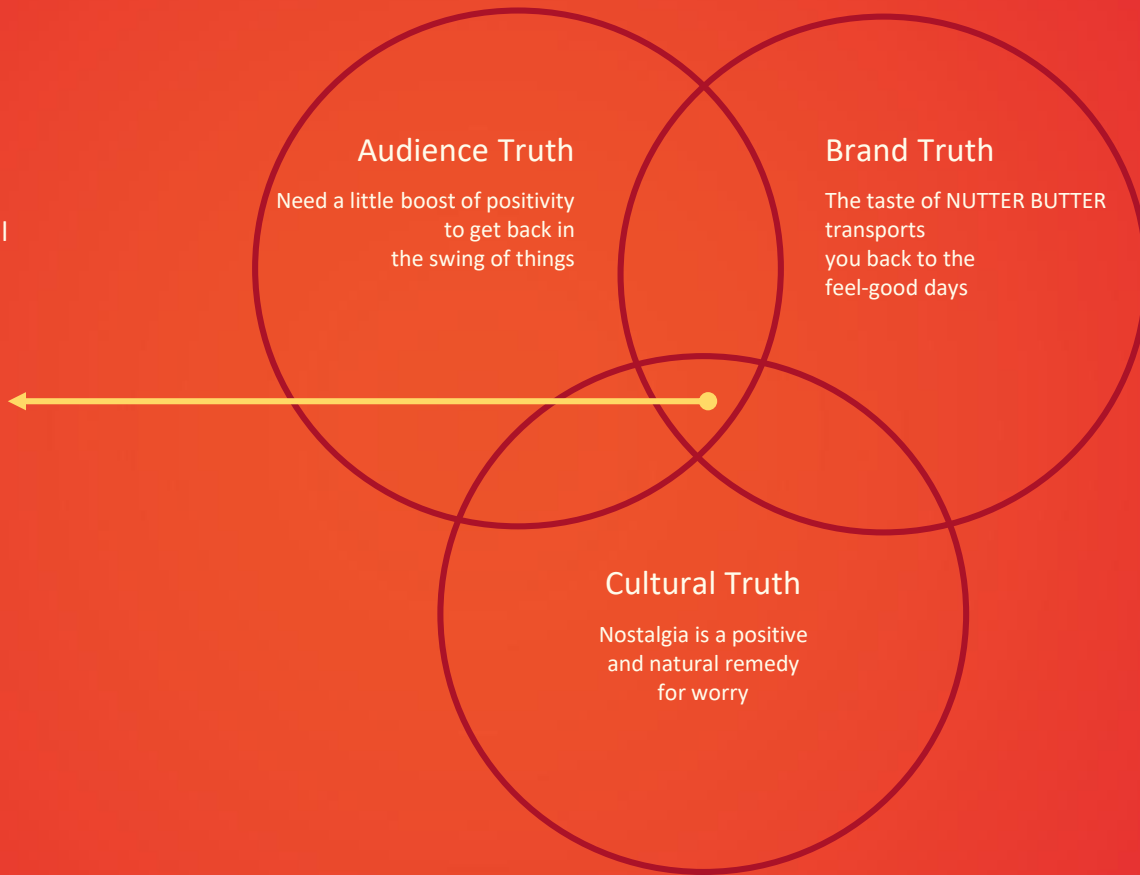
Our Opportunity

Remind our audience that taking a bite of a NUTTER BUTTER can **engage the warm feelings of nostalgia**.

Strategy

To celebrate the spectacle of the late 60's, NUTTER BUTTER will

Revive the Feel-Good Funk



50th Birthday Program

The Nutty Idea



Celebrate 50 Nutty Years delivered the feel goods to audiences around the country and gave love to the quirkiest events of the last five decades, showing people **NUTTER BUTTER** was and is the best way to add some nuttiness to their lives.



Johnny Cupcakes Collaboration

Johnny Cupcakes is a successful business owner that has created a loyal fan base with his exclusive tshirts that are sold at the world's first tshirt bakery. His quirky and outgoing persona aligned well with the Nutter Butter brand and audience. Providing us with a great opportunity to partner for NUTTER BUTTER's 50th Birthday.

To kick-off NUTTER BUTTER's 50th Birthday we celebrated June 12th - National Peanut Butter Cookie Day with Johnny Cupcakes at the 7-Eleven Times Square location and celebrated NUTTER BUTTER's 50th Birthday with a party at Johnny Cupcakes Boston store.

- **EVENT & PARTNERSHIP AWARENESS**
- **LIMITED-EDITION MERCHANDISE**
- **ACTIVATION:**
 - June 12th National Peanut Butter Cookie Day At 7-Eleven
 - July 13th 50th Birthday Party At Johnny Cupcakes Boston Store



Johnny Cupcakes Collaboration



Consumer Engagement

Our 50th birthday celebrated our role as people's nostalgic link to the past 5 decades! Our promotion gave people the chance to win one of six trips through a grand prize sweeps

- **1969: WOODSTOCK, NY:** Take a “trip” back in time and celebrate history: the 50th anniversary of Woodstock and NUTTER BUTTER's 50th Birthday.
- **1970s: NEW YORK, NY:** Get down tonight when you disco your way to NYC, home of legendary Studio 54. It's a scene everyone will be talking about.
- **1980s: DAYTONA BEACH, FL:** In the 1980s, *Video Killed the Radio Star*, Spring Break was for adults and everyone wanted their MTV.
- **1990s: BEVERLY HILLS, CA:** The best of the 90s took place in one zip: 90210. From *Beverly Hills, 90210* to *Pretty Woman*, Americans were flocking to Rodeo and Sunset.
- **2000s: ORLANDO, FL:** Your letter is here and it's time to *Expelliarmus* to Harry Potter World at Universal Studios to live out your 2000s dream as a wizard at Hogwarts.
- **2010s: AUSTIN, TX:** Austin is one of America's quirkiest and fun cities, and in the 2010s it became the epicenter of music, tech and culture. It's the perfect place to end our nutty tour!



In-Store

We brought shoppers back in time as we celebrated nostalgia during the past 50 years during our Nifty Fifty birthday celebration. As we activated the Celebrate 50 Nutty Years program in-store, we developed tactics that were key to driving engagement with the promotion and increasing sales.

- **NATIONAL IN-STORE MEDIA:** Shelf talk, banners and cart ads in the top 5 retailers drove program awareness with a CTA to enter the consumer promotion
- **IN-STORE SAMPLING:** Sampling across multiple national retailers and displaying limited edition packaging



Packaging

- **LIMITED EDITION PACKAGING:** 6 packaging designs for 1969 and the 5 decades that followed, with CTA to engage with promotion



Digital & Social

Captured earned media and PR buzz by tapping into the natural nostalgia people feel on social media—the place where they share and make memories in today’s world—to inspire them to join the nuttiness of NUTTER BUTTER’s 50th Birthday celebration!

- **SOCIAL VIDEOS:** We shared our 50th birthday message with three in-feed and three stories videos across Facebook and Instagram, supported by paid media
 - **Birthday Kick-Off:** We announced our program and encouraged consumers to collect all 6 limited-edition packages
 - **Nutty Photos:** At 50 years young, the nutty cookies was ready to look back at its own personal photos as the cookie grew up during the past 5 decades.
 - **Nutty Family Birthday Memories:** We shared our nutty birthday pics with the fam from the past 5 nutty decades.




Social Videos



Nutter
Butter



Nutter
Butter



Nutter
Butter

BORN IN
1969

Public Relations

To drive earned media coverage of our birthday and inspire consumers to purchase, we sent a surprise delivery to key media contacts on June 12th, National Peanut Butter Cookie Day and July 13th for Johnny Cupcakes 50th Birthday Celebration in Boston.

- **NATIONAL MEDIA MAILER**
 - **Two Collateral Cards:** Included information on the “Nutty Decades” celebration
 - **One NUTTER BUTTER Family Size pack:** Showcased the new promotional packaging aligned to the decades
 - **Co-branded NUTTER BUTTER/Johnny Cupcakes T-Shirt**



delish

BUSTLE

People

TODAY

The Daily Meal
All the food that's fit to eat

Campaign Results



FOX BUSINESS



MediaPost

Nutter Butter Celebrates The Big 5-0

YAHOO!

chew boom

Nutter Butter Cookie Celebrates 50 Years With Nostalgic Pack Designs And More



TODAY



IT'S PEANUT BUTTER



The Nutter Butter logo is rendered in a playful, bubbly font. The word "Nutter" is stacked above "Butter". The letters are a light yellow or cream color with a thick, bright blue outline. The entire logo has a slight drop shadow, giving it a 3D appearance.

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Thank You!