



CRACKER JACK: 125th ANNIVERSARY



ASSIGNMENT & CONSIDERATIONS
TARGET AUDIENCE & KEY TAKEAWAY
INSPIRATION & IDEAS
NEXT STEPS

ASSIGNMENT

& CONSIDERATIONS



ASSIGNMENT

Deliver multiple (2-4) **campaign theme ideas** for the 125th Anniversary of Cracker Jack in 2018 - these big-picture concepts should come to life across:

- **NATIONAL AND/OR CUSTOMER-SPECIFIC PROMOTIONS**
 - Includes 2-3 separate in-store events, activation, and POS displays
 - Limited-time only packaging and/or SKUs
- **DIGITAL AND SOCIAL MEDIA CONTENT**
- **CRACKER JACK PRIZE EXPERIENCE**
- **STATEMENT PR EVENTS (1-2) AND EARNED MEDIA STRATEGY**

OBJECTIVES

Overall program is aimed to achieve the below objectives:

MARKETING OBJECTIVE

Drive trial of Cracker Jack in retail for at-home consumption, laying the groundwork for sustained long-term sales growth

COMMUNICATION OBJECTIVE

Cracker Jack is an iconic snack and tradition that I want to share with my family for generations to come

EXECUTION DETAILS

MANDATORIES & CONSIDERATIONS

LEVERAGE EXISTING PARTNERSHIPS

Tap into existing partnerships: Baseball, COACH, Carry The Load

INTEGRATE WITH PEPSI 125TH ANNIVERSARY

Tie into various Pepsi 125th Anniversary limited edition flavors, activities, and remixes of old jukebox classics

CHANNELS

Include ecommerce and Away From Home opportunities

CONSIDERATIONS

Identify ways to promote bobble heads through ecommerce

CONCEPT



PACKAGING | BLIPPAR | BOBBLEHEADS | ECOMMERCE
PEPSI 125TH ANNIVERSARY | AFH EXECUTION | CARRY THE LOAD PARTNERSHIP
BASEBALL PARTNERSHIP | COACH PARTNERSHIP | EVENTS

LANDSCAPE & KEY TAKEAWAY

TARGET (KATHRYN)

- 34-year-old, Millennial Working Mom
New home owner
- Ringmaster of her hectic life/family
 - Looking for ways to escape
 - Seeks to be a “fun” mom
- Memories with children are important
- Connecting with her family is the highlight of her day



BRAND

125th Anniversary
Timeless fun
Memories
Surprise and delight
Prize inside
Historic
Fun family moments
Baseball
Peanuts
Sailor Jack



Need help with this logo

Kathryn is looking for an engaging snack that helps her kick back, connect and make memories with her family.

CONCEPT 1



CONCEPT 1 | INSPIRATION



Experts say
Millennials could
be the most
nostalgic
generation ever



Millennials and
families are
looking for
unique forms of
expression



EYES ON THE PRIZE



IDEA

this year the surprise is on us!

toys for our limited-edition collection!



EYES ON THE PRIZE

HOW IT WORKS

By engaging **celebrity influencers** as inspiration, consumers and their families are encouraged to **create, submit and share their design** for a chance to be a part of the **limited-edition Cracker Jack** toy collection

Primary Engagement:

PR:

- Cracker Jack **partners with celebrity influencers** to kick off the 125th anniversary celebration
 - Celebrities seed content on their **social channels for earned media**, as well as a media push to **select pubs**

Digital: Cracker Jack **promotional microsite** is the **hub** for influencer content and toy design challenge

- Celebrities welcome visitors** to the site, **tell their favorite Cracker Jack memory** and share their **inspiration for their design**
- Consumers **select one pre-fab shape**, **create** and **submit toy design** then **share** on their social channels



EYES ON THE PRIZE

HOW IT WORKS

Additional Touchpoints:

In-store:

- On-pack and POS communicates the national **"design your own Cracker Jack toy"** promotion
- Bellmarker codes on package gives shoppers a chance to **unlock a new design elements** online (like glitter) to add to your toy creation
- Opportunity for a **customer-specific toy** submission site with exclusive shapes/molds

Stadium:

- The **first 125 fans** at select MLB games (11-stadium partnership) get a **special edition baseball-themed collector's toy**

Example Designers/Influencers:

- Coach
- Kidrobot
- Chief Creative Designer for Pixar
- Lady Gaga (or Pepsi artist)

Add kid robot toy

EYES ON THE PRIZE | WHY IT WORKS



BUZZWORTHY

Taps into celebrity fan base and puts beloved Cracker Jack toy creation in consumer's hands



INSPIRATION

Celebrity influencers provide vision for toy creation and individual customization



FAMILY FUN

Modernizes the brand, drives purchase with unique design elements and brings relevance back to today's families

CONCEPT 2



CONCEPT 2 | INSPIRATION

78% Millennial moms say they are interested in finding ways to shake things up

Consumers are looking for inspiration – there are more than 23 million Google results for “family snack ideas”



A close-up photograph of a white bowl filled with popcorn and almonds. The popcorn is white and fluffy, with some pieces showing a golden-brown, buttery coating. Several whole almonds are scattered throughout the popcorn. The bowl is resting on a surface with a red and white striped pattern.

PUT JACK IN YOUR SNACK

PUT JACK IN YOUR SNACK IDEA

Snacks can be so much more than mini meals that fuel you from point A to B. They can **bring a smile while bringing families together**. And what a better way to **put some fun in everyone's day** than with Cracker Jack?!

To celebrate our 125th anniversary, we're hitting the road to **bring Cracker Jack to snacks** with **outside-the-box inspiration and ideas** that the whole family will love.

Join us on our **nationwide mobile tour** where we'll be full of **fun and surprises at every turn**.



PUT JACK IN YOUR SNACK

HOW IT WORKS

Create a **125-stop mobile tour** where we take Cracker Jack on the road for America's **most delicious and inspiring snack break**

Primary Engagement:

Mobile Tour:

- Create a mobile food truck that **travels the U.S.** giving away Cracker Jack, **inspired snacks** and surprises like **discount coupons on collector's edition bobble heads** that drives to select eCom retailer for x\$ off
 - Street team will also **make Cracker Jack like they did 125 years ago**, so families can get a taste of history
- **Microsite** gives tour schedule, plus sharable Cracker Jack **recipes inspired by local flavors** created by the **Away From Home Culinary Team**
- Consumers can tweet or post on Cracker Jack Facebook for a chance to get the Cracker Jack mobile to show up at their house for **an impromptu neighborhood block party**



PUT JACK IN YOUR SNACK

HOW IT WORKS

Additional Touchpoints:

In-Store:

- Use **ibotta (or retailer loyalty program)** to drive purchase:
 - Offer a **Snack Pack bundle** – (2) Cracker Jack, 1 liter Pepsi and TBD products for x# to encourage beverage pairing and at-home consumption
- POS highlights variety of **uses for Cracker Jack in snacks at home**
- Cracker Jack Mobile appears at local retailers for a **customer-exclusive parking lot event** that includes local baseball players and celebrities for **surprise meet & greet appearances**

Stadium:

- Cracker Jack Mobile **sets up outside of partner stadiums** on game days for tailgating and even makes **surprise appearances at little league games** for team snacking
 - Hand out **CJ + PEP coupons** that drive to local retailers

PUT JACK IN YOUR SNACK | **WHY IT WORKS**



COMMUNITY INVOLVEMENT

Tour and block party recreates a fair atmosphere that reconnects Cracker Jack to Kathryn and the community



ADDS VALUE

Retailer snack bundle puts Cracker Jack top of mind and drives purchase for consumption at home



FAMILY FUN

Reinvigorates the brand by offering shoppers inspiration for a variety of snacking occasions

CONCEPT 3



CONCEPT 3 | INSPIRATION

The days are long,
but the years are
short. That's the
carpe diem
sentiment when it
comes to finding
family fun with kids



Baseball provides a
FUN arena for social
and generational
interaction. A game may
be a date, a family
activity, a neighborhood
competition, a shared
hobby, or just simple
talk among friends and
family

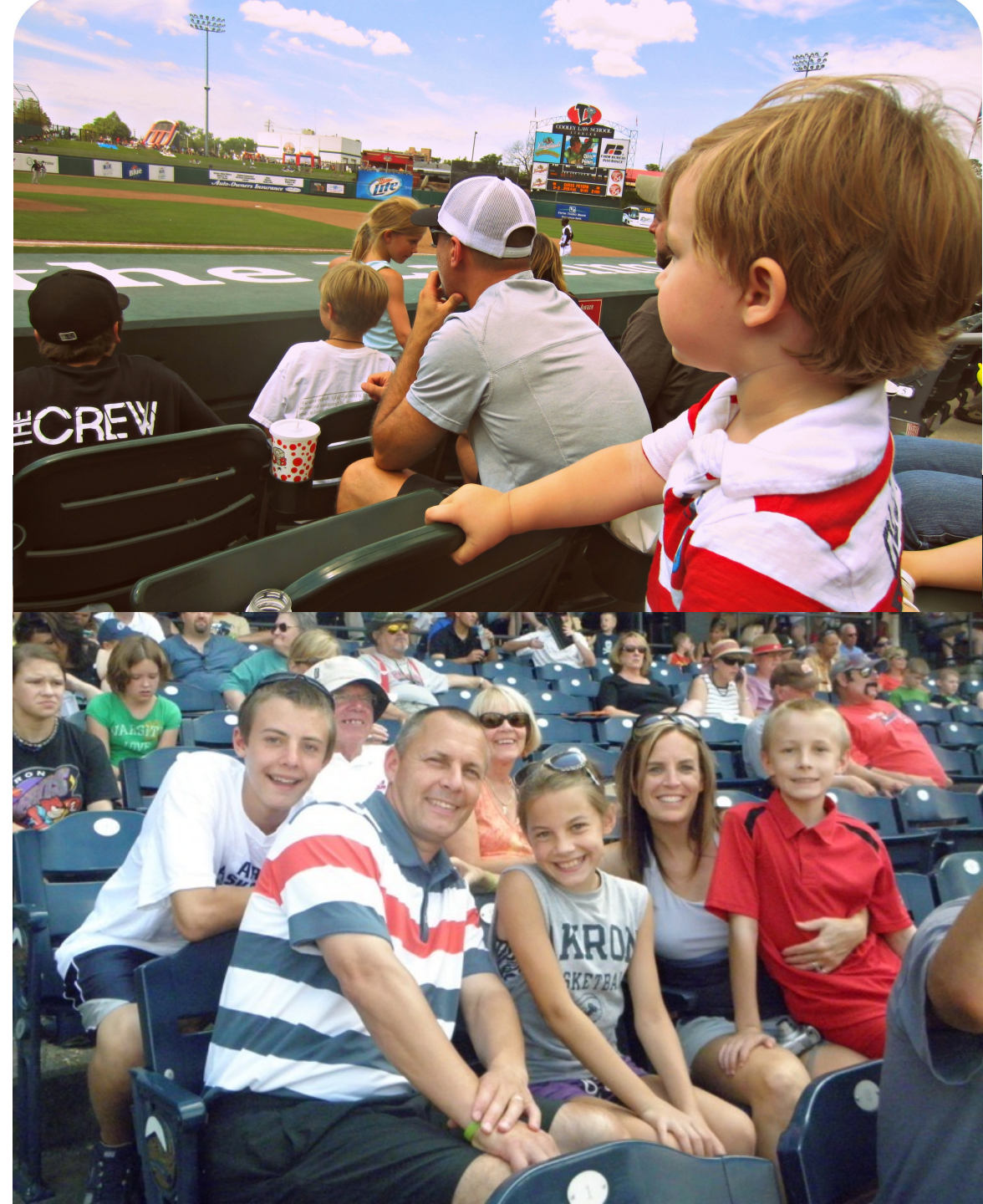


**TAKE EVERYONE OUT
TO THE BALLGAME**

TAKE EVERYONE OUT TO THE BALLGAME IDEA

The sights, sounds and smells are the strongest senses tied to baseball memories. And the **tradition of eating Cracker Jack** is as synonymous with baseball behavior as catching fouls and chanting rally cries.

We're celebrating 125 years by giving fans the **sweetest Opening Day experience, plus rewarding them all season long** by helping them create memories for our next generation of fans.



TAKE EVERYONE OUT TO THE BALLGAME

HOW IT WORKS

We're kicking off our 125th anniversary on **Opening Day** at each of our 11 partner stadiums, plus giving families inexpensive ways to **enjoy baseball all season long**

Primary Engagement:

Opening Day PR Launch Event:

- Partner with our 11 stadiums to **name section 125 “Cracker Jack Anniversary Alley”**
- Give away free Cracker Jack to section 125 at each stadium during the 7th inning stretch

Digital/Social: Pepsi Plus Up

- Leverage **Pepsi music artists and Pepsi's 125th Anniversary** to remix **“Take Me Out to the Ball Game”**
- Consumers can also **recreate the song with their family**. When they tag their video with #crackerjackremix Cracker Jack will take bits and pieces to create the **ultimate fan mashup of “Take Me Out To The Ballgame”** cut with Pepsi music artist



TAKE EVERYONE OUT TO THE BALLGAME

HOW IT WORKS

Additional Touchpoints:

In-Store:

- Purchase a **Cracker Jack Pick Up Pack** (Cracker Jack + PEP + X) at local retailers and **upload receipt** (through TPG Rewards) for a **chance to win**:
 - A family trip and tickets (for 4) to 1 of our partner stadiums
 - Collector's Edition Cracker Jack Bobble Head
 - Local baseball game tickets
 - Coach purse
 - Free Pepsi product
 - Nerf baseball game for the backyard
- Promotion details on CJ pack and POS
- Can also include prizing on **Blippar** engagement
- Partner with **select retailer's charity** to help **rehab local little league fields** with a Cracker Jack Makeover

Local Overlay:

- Consumers can bring **Cracker Jack package** to local minor league games or nearby partner MLB stadium to **get tickets for \$1.25**



TAKE EVERYONE OUT TO THE BALLGAME | **WHY IT WORKS**



FAMILY FUN

Packaging drives take home with access to baseball tickets and recreating the baseball experience at home



COMMUNITY INVOLVEMENT

Drives consumers to local baseball games and opportunity for little league field revitalization



BUZZWORTHY

Opening day kickoff in MLB partner stadiums and “Take Me Out to the Ballgame” refresh gives a PR splash

CONCEPT SUMMARY



CONCEPT 1 EYES ON THE PRIZE

Puts the Cracker Jack prize creation in consumer’s hands for a special toy collection

BUZZWORTHY

INSPIRATION

FAMILY FUN



CONCEPT 2 PUT JACK IN YOUR SNACK

Offers families new ways and reasons to snack on Cracker Jack

COMMUNITY INVOLVEMENT

ADDS VALUE

FAMILY FUN



CONCEPT 3 TAKE EVERYONE OUT TO THE BALLGAME

The 125th Anniversary kicks off on opening day, plus gives families low-cost ways to enjoy baseball in stadiums or at home

FAMILY FUN

COMMUNITY INVOLVEMENT

BUZZWORTHY



THANK YOU!

