



Andre & Sam





- **Get 25 to 35-year-olds**
- **Who has misconceptions about peanut butter usage and texture.**
- **To try Skippy and prove the rumors wrong**
- **By showing Skippy's super smooth spreading niche**



# The Insight

Across online discussions on Reddit, users frequently describe peanut butter as 'dry', 'sticky', and 'glue-like', with many saying it is hard to swallow without having a sip of water.



# The Big Idea

Using humor on social media to show that Skippy can debunk the idea that peanut butter is dry and hard to spread.



# The Campaign



SOAK IT  
SNACK IT  
SPREAD IT  
NO RULES



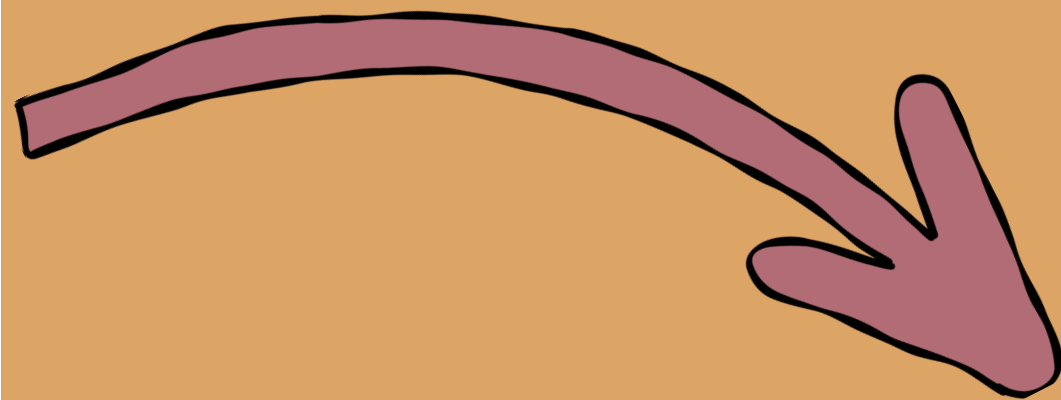


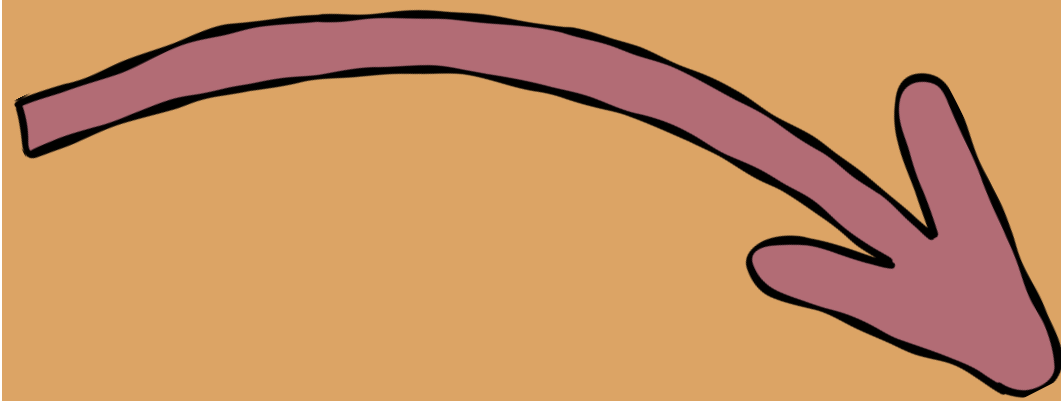
You don't need a Trowel to spread  
Peanut butter.

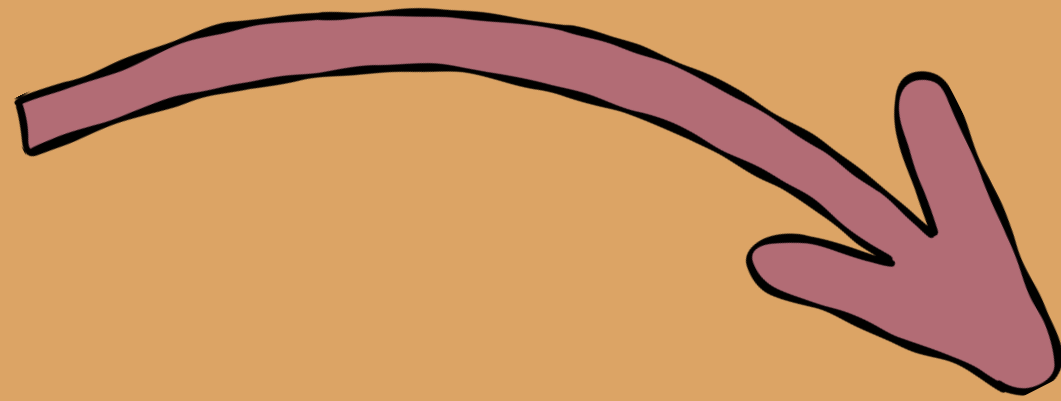


How we mention our  
compititors with politness?









# Social Media



**TikTok**



