

TESTIMONIAL Hostess



“All in all, a very SWEET campaign!”

A perfect example of how out-of-home amplifies social media efforts. Hostess began to tease the return of their treats with posts like “We’re back online. And pretty soon we’ll be back in the snack aisle.” In addition to the giant Twinkie in Times Square there is also a huge chocolate cupcake on the side of Los Angeles’ Figueroa Hotel. People across the nation were buzzing about where to buy the cakes after seeing the mouth-watering ads.

Audience

General Market

Media Mix

Static Bulletins

Market

New York & Los Angeles

Objective

Hostess wanted to create a comeback to remember as they welcomed the return of favorite all-time snacks.

Rationale

Hostess believes the best way to entice consumers about the return of traditional American snacks is by blowing up photos of their delicious cakes on traditional media formats.