

PEANUTS



Peanuts 75th Anniversary
Shorty Awards Entry 2026



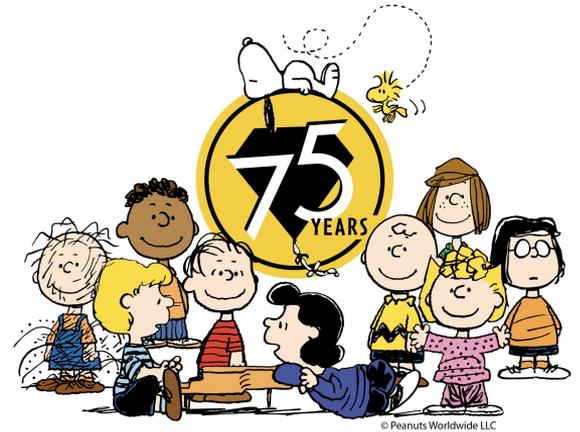
influence & inspire
MONUMENTAL

CELEBRATING 75 YEARS OF TIMELESS STORYTELLING



In 2025 we celebrated the 75th Anniversary of Peanuts by partnering with Creators, small and large to share each person's *My Snoopy Story*. The program came to life through personal, often nostalgic content that highlighted the lasting emotional connection people have with Peanuts. By leaning into sentiment and creativity, the campaign honored the brand's legacy in a way that felt authentic, heartfelt, and community-driven.

Through these personal stories, the campaign resonated across generations and drove meaningful engagement. In total, the activation generated over **24.5 million impressions**, **3.6 million engagements** and **52.4 million video views**, amplifying Peanuts' 75th anniversary with content centered on friendship, joy, and cultural impact.





CAMPAIGN OVERVIEW

We collaborated with creators across the U.S., including Peanuts Superfans, Nostalgic Millennials, Families, Dog Accounts, and a wave of Gen Z creators.

The campaign ran from June 2025 - December 2025 and launched in two phases:

- **Phase 1, Summer:** We invited creators to share their personal #MySnoopyStory in honor of the 75th anniversary.
- **Phase 2, Fall:** This phase built on that momentum with seasonal storytelling, giving creators the freedom to add timely and creative twists like Halloween and Christmas themed posts.

Using link-in-bio, many creators encouraged their audiences to share their own stories directly with the Peanuts team, helping extend the celebration and bring decades of memories into a shared, community-led moment.





CAMPAIGN OVERVIEW

We wanted to make sure that everyone was able to authentically share their love of Peanuts to celebrate their 75th Anniversary. We know that Peanuts fans come in all shapes and sizes - so it was very important that the influencer partners we selected represented a broad spectrum of fans. We were very deliberate with our our selections to make sure they spanned many different influencer account types.

21

Dogs

29

Peanuts Fans

7

Gen Z

15

Families

13

Millennial Moms

8

Food

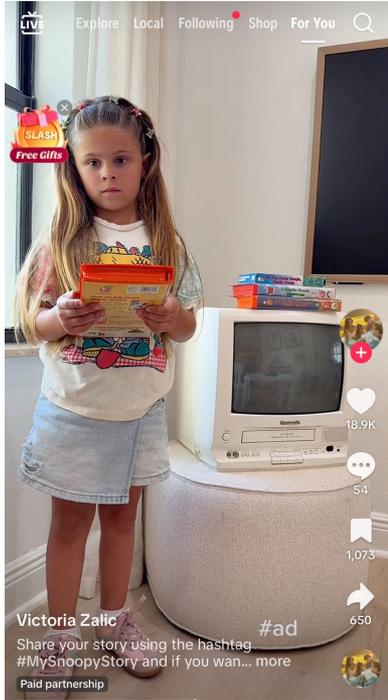
5

Fashion

4

Other

MY SNOOPY STORIES - TIKTOK



VIEW



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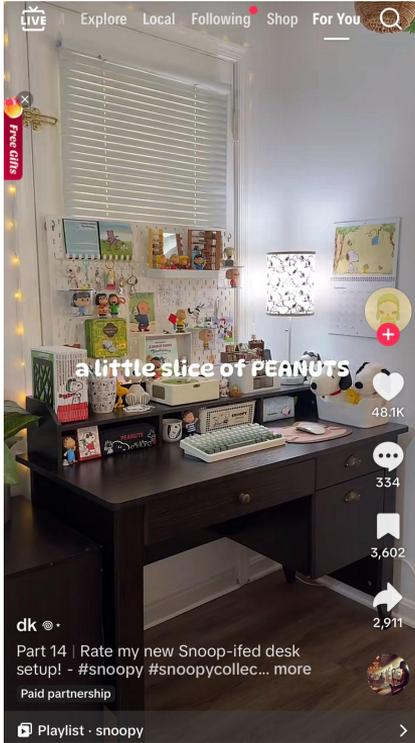


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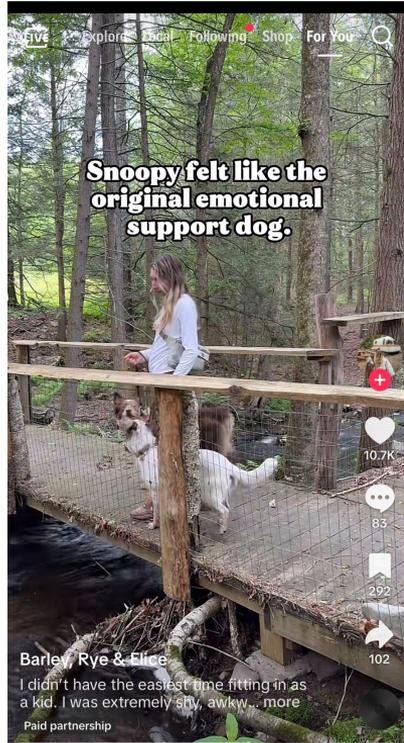


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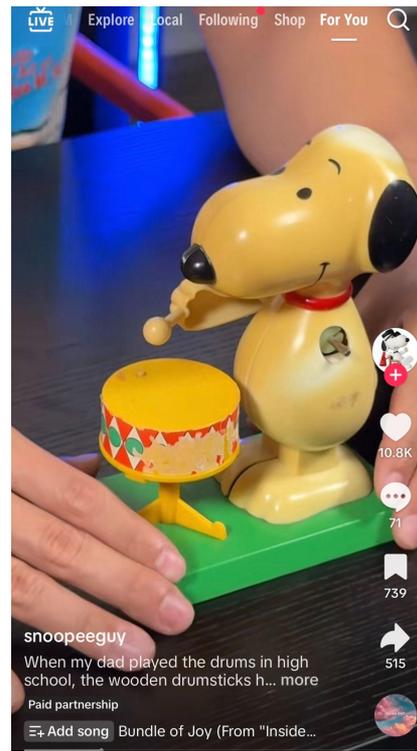
MY SNOOPY STORIES - TIKTOK



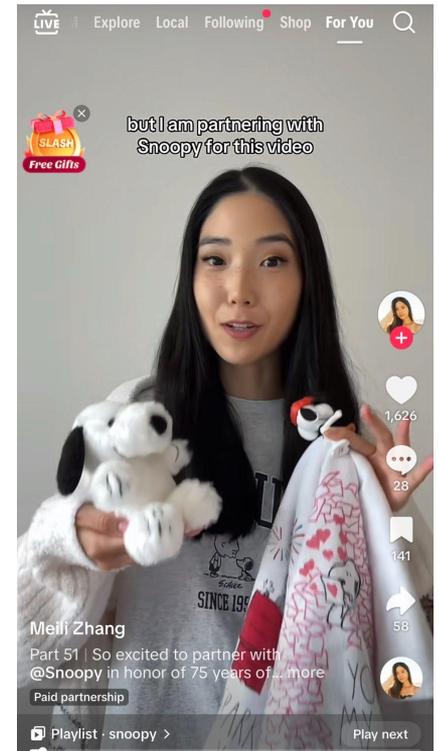
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MY SNOOPY STORIES - INSTAGRAM



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THE SNOOPY STORIES

What? This **content is so cute** that you can't stand it?

You want to see **ALL of the cuteness?**



[View all 102 My Snoopy Stories](#)



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CONSULTING



RESULTS: ORGANIC PERFORMANCE

86

Influencers

102

Total Posts

24.5M

Followers

52.4M

Video Views

3.6M

Engagements

18%

ER (w/o views)

RESULTS: SENTIMENT



Strong nostalgia and community driven by love for Snoopy and peanuts

Users showed strong enthusiasm and love for Snoopy and Peanuts. Many shared personal memories, family traditions, and details of their own collections, creating a strong sense of community and self-expression. The collective love for Snoopy and characters sparked deep nostalgia, with countless people recounting core childhood memories.

- "I love this!! I love Peanuts!!! I grew up with them. ♥♥♥♥"
- "My favorite dog since I was a child!! Thank you for sharing this."
- "The peanuts, especially charlie brown has helped and comforted me through my depressions and anxiety. having so many diverse characters I can relate to in some way is so refreshing and very comforting to me :) I love peanuts"

Fans celebrate creator partnerships, praising authentic fit and standout creativity

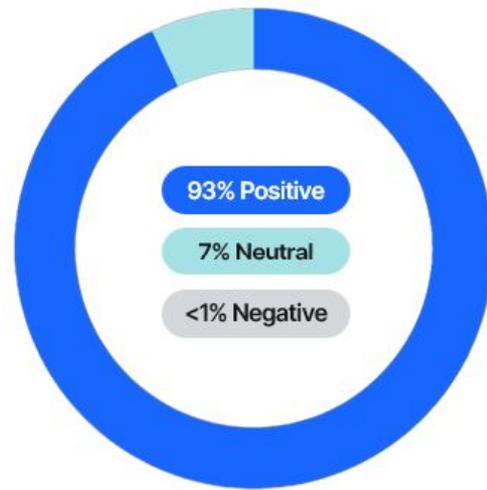
Comments were overwhelmingly celebratory with users congratulating creators on their partnership success and noting how proud they were of them for such a suitable branded content which reflected a fitting influencer-selection. Others praised creators creativity especially @josh.harmon who achieved over 95% of the total positivity as people loved his behind-the-scenes sound effects. Several also left endearing emojis to further express their support or tagged loved ones.

- " 🍷♥️🍷🍷 Bravo Amazing 🍷"
- "Absolutely Brilliant Timing 🔥 and a Great profession to have!!! You Love Your Job 🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷"
- "Boy you have to be fast to do this job, good hand eye co-ordination! He makes it look easy! ♥️snoopy!"

Negativity was minimal, stemming from some users expressing dislike of ads or Snoopy

Little to no negative sentiment toward Peanuts or Snoopy was expressed.

Overall Campaign Sentiment



SENTIMENT BENCHMARK*
79% Positive | 18% Neutral | 3% Negative

*Benchmarks are based on historical campaigns.

CREDITS



The success of the Peanuts 75th Anniversary Program is thanks in part to the hard work, creativity, and dedication of the following teams and individuals

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AACG

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