



Back to School with Cumby's

A NOSTALGIA-FUELED ANTHEM FOR THE
MILLENNIAL PARENT ERA

CUMBERLAND FARMS | BACK-TO-SCHOOL CAMPAIGN | 2025

The Cultural Problem

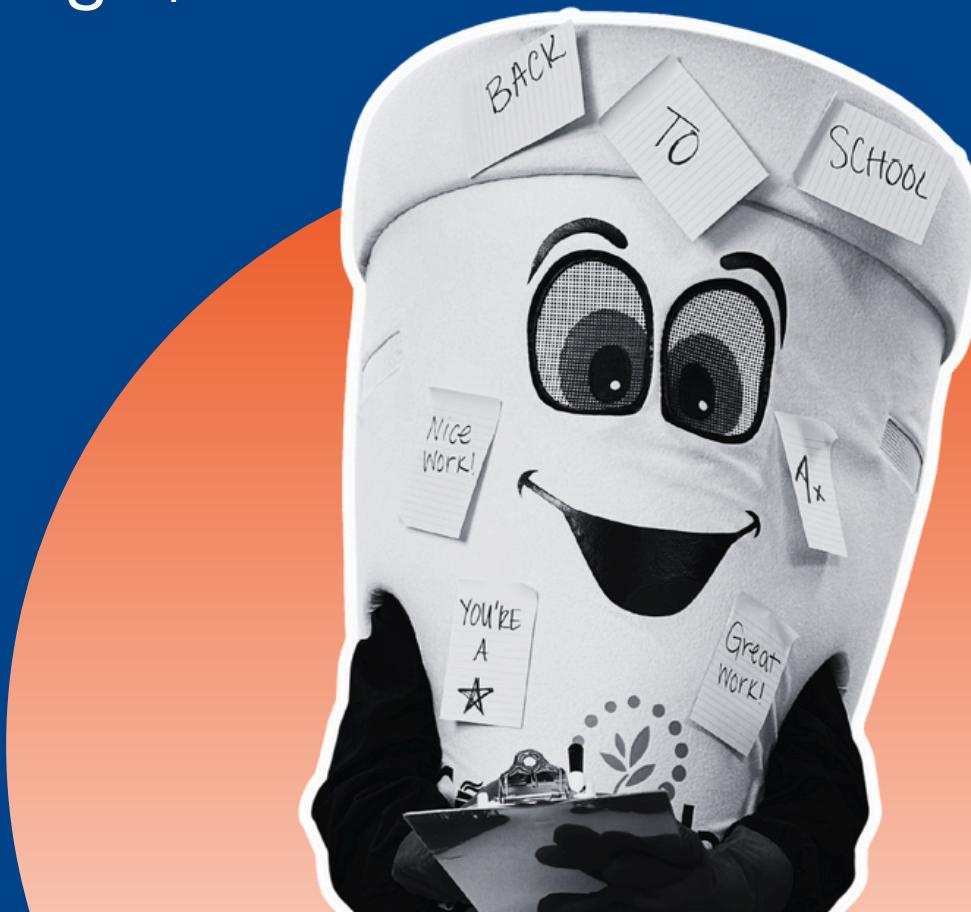


Back-to-school marketing had shifted toward youth-forward, Gen Z-coded narratives, even as millennial parents were the ones actually living the moment. We saw a gap: a generation juggling drop-offs, packed lunches, and playlists had become culturally invisible during a season built around their routines.

So we made a deliberate choice, instead of portraying parenthood aspirationally, we reflected how millennial parents actually see themselves: self-aware, nostalgic, overwhelmed, and in on the joke.

We intentionally led with:

- Humor
- Nostalgia as evolution and not memory
- Culture as the entry point and loyalty as the payoff



The Creative Idea



We used music as a generational bridge.

We anchored the campaign in an original, satire-laced music video that reimagined Sammy Adams' 2010 hit "Driving Me Crazy" as the "Dad Remix."

By updating the lyrics, we traced the same audience from college years to car seats, positioning Cumberland Farms as the constant through every life stage.

This wasn't a throwback for nostalgia's sake. It was a reflection of who our audience has become, and who we've always been to them.



Why This Was Innovative



We treated **nostalgia** as an engine, not an aesthetic.

This campaign broke from convention by:

- Using a music remix as the campaign spine, not a supporting asset
- Treating millennial parents as a cultural cohort, not a life stage
- Embedding loyalty mechanics inside the cultural moment, rather than alongside it

The result: nostalgia that moved forward, not backward and a campaign that felt lived-in.

Watch the music video on [Instagram](#), [TikTok](#), [Youtube](#).
See how we made it [behind-the-scenes](#) here!



Proof of Engagement



Our work didn't just perform, it was received.

We sparked organic conversation, brand-to-brand engagement, and overwhelmingly positive sentiment across platforms by showing up with humor, honesty, and cultural fluency.

 **dunkin** ✅ the boston collab we didn't even know we needed 😱

18w 202 likes Reply

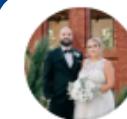
 **samueladamsbeer** ✅ Was hooked from the first line! 😻
@sammyadams

 **oceansprayinc** ✅ some bog baddies in the house

18w 23 likes Reply

 **welchsfruitsnck** ✅ Dad mix goes crazy 🤪🔥

17w 2 likes Reply

 **alliealusigmon** Oh my god this is ICONIC

18w 3 likes Reply

 **sammyadams** ✅ 🔥🔥 WE ARE SO BACK!!!! 🔥🔥

18w 37 likes Reply

 **hollywoodclutch** Give the Cumberland farm marketing team a raise 😂

 **danieldides** My daughter is 11 months old and I'm prepared to spend an obscene amount of money to get her in a Cumbys outfit.

 **chelseybeaulieu.jpg** This collab is Boston royalty

18w 3 likes Reply

 **itsjessbccollins** This might be the best video I've seen

18w 9 likes Reply

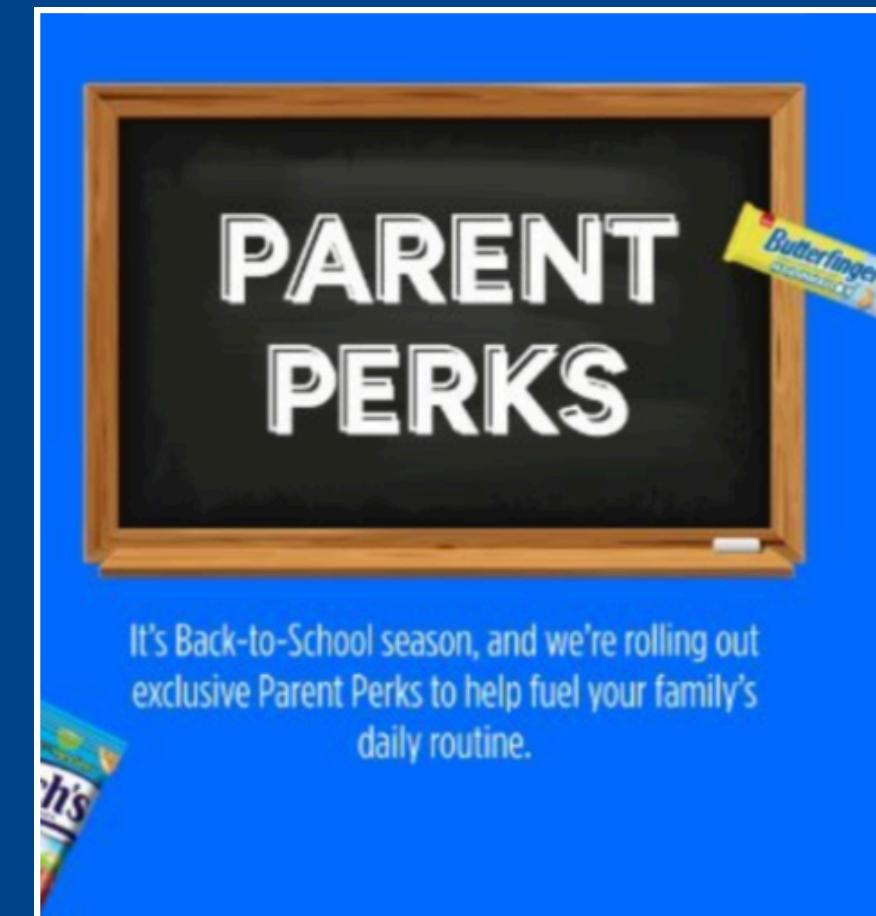
Integrated Impact

This wasn't content built for feeds alone, we showed up everywhere parents already were.

The campaign lived across:

- Social platforms (TikTok, Instagram, YouTube)
- In-store digital screens and audio
- CRM: email, push, in-app banners
- Delivery platforms and paid placements

We let culture lead and utility followed.





Results

Cultural relevance translated into scale.

- **1.9M+ social impressions** on launch week with overwhelmingly positive sentiment
- **75M+ total impressions** across social, in-store, CRM, and delivery through September
- **Brand engagement** from Dunkin', Ocean Spray, Welch's, Butterfinger, Sam Adams Beer, and tons of shared fans
- **Influencer reach:** Sammy Adams (1M), Kevin Cooney (2M+)

More importantly, the campaign helped us reassert Cumberland Farms as more than a transactional stop, but a cultural constant in our customers' everyday lives.



**We didn't chase a trend.
We met our audience where
they actually were.**

And reminded a generation that
no matter the era, Cumby's has
always been **that** spot.

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