



**2025 PEEPS for All Generations**



# Owned Content



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**hawkttermouse** Thats so sweet 🥰, sub to YT channel 🎉🎉

43w 1 like [Reply](#)



**savansenbest** Waiting on my invite to the next taste test!

43w 1 like [Reply](#)



**madalynweaver** This is so sweet!!! ❤️

43w 1 like [Reply](#)

[View replies \(1\)](#)



**catherinewatts\_** I need to try those strawberry peeps! Thanks for the rec mamaw!!

43w 1 like [Reply](#)

[View replies \(1\)](#)



**khoggard17** Love this so much! Thanks for the cookies and cream rec Mawmaw! Can't wait to add some peeps to our bunny basket 🐰🐰

43w 1 like [Reply](#)

[View replies \(1\)](#)



**the.metta.life** Aww, love this moment with mamaw! 🥰

43w 2 likes [Reply](#)

[View replies \(1\)](#)



**smitcait** Cookie and cream!!! Yum!!! 🎉

43w 2 likes [Reply](#)

[View replies \(1\)](#)



**crank\_that\_ac** 🎉🎉

43w 1 like [Reply](#)



**mokeirnbeech** Ok I was today years old when I learned that Peeps come in chocolate 🥰

43w 1 like [Reply](#)

[View replies \(1\)](#)



**mistyrose2m** The s'mores are so good too!

43w 1 like [Reply](#)

[View replies \(1\)](#)



**mnlloyd0415** Yes!!

43w 1 like [Reply](#)

**pburrows99** Mamaw knows the good peeps!

43w 2 likes [Reply](#)

**theyarenotme** Mamaw is the best!

43w 3 likes [Reply](#)

[View replies \(1\)](#)



**elizalroberts** Mamaw's sold me on all 3! Can't wait to try these!!! 🥰

43w 3 likes [Reply](#)

[View replies \(1\)](#)



**taylor\_christinaaa** this is too cute!

43w 1 like [Reply](#)

[View replies \(1\)](#)



**staceybwalker** So adorable! 🥰 I bet the cookies and cream is amazing!

43w 2 likes [Reply](#)



**dallasgray** I gotta try the cookies and cream!! 🎉

43w 2 likes [Reply](#)



**ksqwiss** Love this!! 🎉❤️

43w 2 likes [Reply](#)



**deniselienschard1** I'd love to share Peeps with my dad & brother @ejlienschard ! 🐰🐰❤️

43w 1 like [Reply](#)



**sbgsambora** Love this! ❤️💛🐰⚡

43w 1 like [Reply](#)



**benb61698** Cmon mamaw!

43w 1 like [Reply](#)



**mrsdaiuto** Adorable 🎉

43w 2 likes [Reply](#)



# Owned Content



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PEEPS  March 13, 2025 · 

Who do you think of when you think of PEEPS? For these two, it's memories of Easters past at Grandma's house, where PEEPS were as constant as the love, laughter, and memories they shared. [#PEEPSAllGenerations](#)



0:05 / 1:01

**Kelly Michele**  
I got a Peep tattoo to memorialize my grandma after she died. So fun that grandmas seem to be universal Peep lovers!



43w Like Reply 9  

**Author PEEPS**  We're honored 😊❤️

43w Like Reply 

**Beth Mayo Seay**  
I am 65 and there was never a year that we did not have peeps as a child or an adult. I always have peeps. When they come out of Easter, I like to stop bottom. They're better stale anyway. 🍦

43w Like Reply 2 

**Wendy Calhoun**  
Reminds me of spending Easter in the country hunting eggs with about 50 other kids

43w Like Reply 2 

**Linda Kravarik Cyr**  
I lovingly think of my late mother with fond memories. We always would see who could find the Easter Peeps first! Back then, they were mostly an annual Easter treat. I still bring them to the cemetery when I go visit her and we have a Peep together. My daughter and I continue the tradition... but now it's the Peeps and all the assorted other options for most holidays...and we see who finds them first ..and now who can find all the different candy, plushies, throws, etc. 🐰🐣

43w Like Reply 

**Donna M Lutz**  
Peeps always remind me of my dear friend Diane!!!

41w Like Reply

**Li L Angel**  
**Roxanne O'Donnell Cassidy** I will always think of you 😊❤️

42w Like Reply

**Anissa Amer**  
I think of my dad, he always had them around as a kid. They will forever make me think of him

43w Like Reply 

**Top fan Chris Sidwell Hauser**  
Selfishly I think of me. I love my Peeps. I also think of my Great Granddaughter, Lennon. She knows where I hide my hard ones and she loves eating my fresh ones too!

43w Like Reply 3  

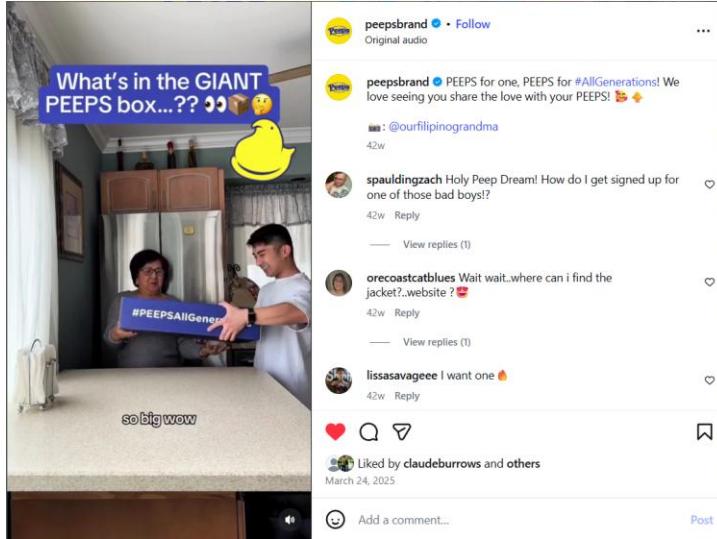


# Owned Content





# Repurposed Content



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We repurposed content from our influencer partnerships to Instagram and TikTok to generate increased awareness of the campaign.



# Influencer Content



ourfilipinograndma • Follow  
Paid partnership

ourfilipinograndma • #ad ❤️ "When the PEEPS Mystery Box arrives... WOW!" 🤩

From classic PEEPS Marshmallow Chicks to new flavors like Cotton Candy and Chocolate Pudding Flavored Bunnies, Mama is tasting them all!

👉 "The original one! 😊"  
👉 "The kids will love this... even the oldies! 😊"  
👉 "Oh yeah... chocolatey-chocolatey! 😊"

Which flavor would YOU try first? Let us know in the comments!  
👉

Check out all the flavors at @peepsbrand or <https://bit.ly/42fy7u5>!

#PEEPSAllGenerations #PEEPS #SpringTreats  
42w

yer.mynameisjep Let's gooo.. that's a BIG BOX, Mama 🎉😊

Like Liked by claudieburrows and others  
March 21, 2025

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# Influencer Content



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# Influencer Content



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# Influencer Content



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We were able to work with 3 different generations of influencers for this campaign. Emma Grace and her Memama made their signature candy jars using the newest PEEPS varieties.

One of our goals is to always make sure influencers are able to create content that is authentic to the brand while also staying true to themselves. We want their personalities on display to bring PEEPS to new audiences.



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# Follower Response



## Response to this campaign was hugely positive

We analyzed 193 comments on influencer posts about the PEEPS For All Generation Campaign.

Initial segmentation was automated through artificial intelligence. Comment categorization was then confirmed or adjusted upon human review.

- 98.96% (191) of comments were Positive
- 1.04% (2) were Neutral
- 0% (0) were Negative

This **overwhelmingly positive sentiment suggests strong emotional resonance with content**—likely due to nostalgic appeal, fun presentation, or flavor excitement.

The first screenshot shows three comments from **VickitheVacationeer** (2025-3-20), **VickitheVacationeer** (2025-3-21), and **Sabrina Burke \*EmmaGrace's Mom** (2025-3-21). The second screenshot shows three comments from **LaDonna Richardson18+** (2025-3-21), **memama1140** (2025-3-20), and **sweetsally** (2025-3-20).

A series of 15 tweets from different users, each with a timestamp of 41w (41 weeks ago). The users and their comments are:

- viki\_america**: Peeps are best roasted over a campfire!!! Delicious
- cherhubsher**: It's game changer!!!!
- annleslie\_**: oohhhh....that sounds good!!!
- LaDonna Richardson18+**: I love peeps
- memama1140**: Love these peeps
- sweetsally**: The cutest
- viki\_america**: This is such a sweet tradition
- cherhubsher**: Aw I love this!!
- annleslie\_**: Such a great family Easter themed activity
- our.life.in.pieces**: I didn't know they made them in chocolate! Need to try
- our.blog.life**: Oh, this is such a fun idea Fara! how nostalgic
- seedsofthree**: How fun!!
- awesome\_together**: I am excited for these new flavors! Kids would love to try them!
- livingwiththewiggins**: An Easter staple for sure!
- lifewithlaurie\_**: My students love peeps!
- rorynoble**: Peep this
- ourfilipinograndma**: PEEP the new jackets ... another day, another slay
- rorynoble**: @ourfilipinograndma the cotton candy peeps look so good! Are the polly pockets edible too?
- ourfilipinograndma**: @rorynoble I wish!!
- nordhaus.designs**: How fun! They have so many flavors now
- mamasocal\_**: Sour watermelon oh my gosh that sounds amazing



# The Custom PEEPS® Jacket



People loved the custom PEEPS bomber jackets that influencers received! We received hundreds of comments from followers on their obsession over the box and all that was inside. This provided a great opportunity in the future to source custom merch to reward loyal fans through sweepstakes, surprise & delights, and other limited time deals.



**orecoastcatblues** Wait wait..where can i find the jacket?..website ?!

42w Reply



**ksqwish** Phew, this box is 🤩AMAZING🤩 I think you'd have to cut that jacket off me, eventually 😊

42w 9 likes Reply



**emmabauman** How do I get one of those jackets!!!!??????!

42w Reply



**kristencourtney86** OMG I WANT THIS SOO BAD!! I'm 38 yes, but I collect peeps! I have every single Jumbo Peep Plush Color & I love them! That Jacket is everything! ❤️

42w 2 likes Reply



**hello\_katie83** Okay but where can I get that jacket!!

42w Reply



**ksaunders2** I need that jacket for my Peep Olympics this year!!

42w Reply



**jtreleaven81** @peeps. Where can we get the jacket? I need this!

42w Reply



**danamschaeffer** Need this box!! I've been a fan since they had the "peeps fan club" back in early 2000s and I have a peep tattoo. 🎉❤️

42w 22 likes Reply



**jaime79chrastil** This jacket gives me Pink Lady's vibes! 🍒🍒

42w Reply



**netgia** I need this!!! And that jacket!!!!

42w Reply



**princess\_alysiana** i need the jacket so bad

42w Reply

# Bonus!



PEEPS influencer content was featured on the April 13 episode of CBS News "Sunday Morning".

- CBS News' "Sunday Morning" typically attracts around 5M viewers per broadcast, consistently holding the top spot in Sunday morning news viewership.
- To calculate the advertising value equivalent (AVE), CBS Sunday Morning ad rate is \$75,000 per 30 seconds
- Also, [the episode video](#) was featured on the YouTube channel (1.7M subscribers)
  - The video has 49K views
  - 1.2K likes
- Also, [the episode](#) was featured on the Instagram channel (727K followers)
  - The video has 230K views
  - 21K likes





# Thank you!

