



2025 PEEPS for All Generations

Owned Content



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hawkottermouse 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 Mamaw! Can't wait to add some peeps to our bunny basket 🍪🐣
43w 1 like Reply



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



mokeinrbeech 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)



mnllloyd0415 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)



staceywalker 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



ksqwishh Love this!! 🐣❤️
43w 2 likes Reply



denisellenhard1 I'd love to share Peeps with my dad & brother @ejlienhard! 🐣❤️
43w 1 like Reply



sbgsambora Love this! 🍪🐣🐣
43w 1 like Reply



benb61698 Cmon mamaw!
43w 1 like Reply

— View replies (1)




mrsdaiuto Adorable 🍪
43w 2 likes Reply

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










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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 Easter's past at Grandma's house, where PEEPS were as constant as the love, laughter, and memories they shared. [#PEEPSAllGenerations](#)



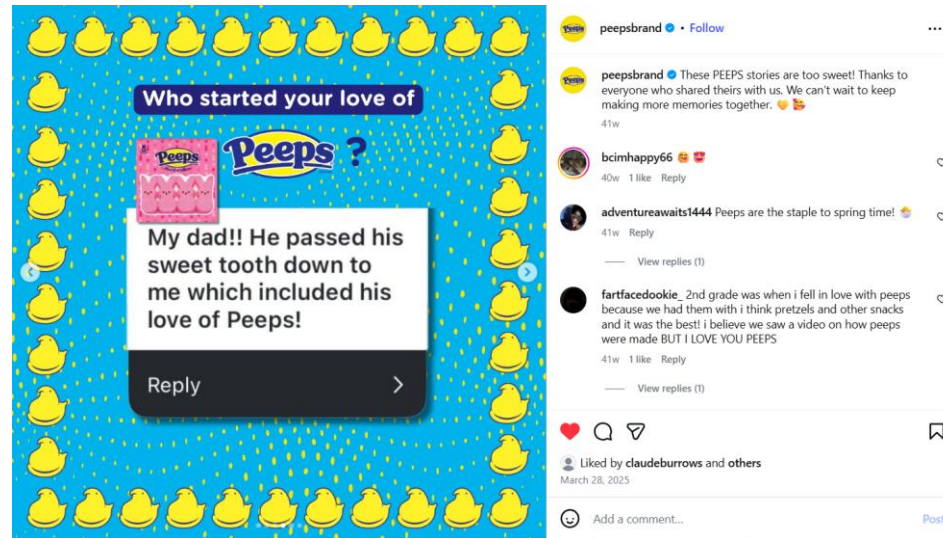
0:05 / 1:01

-  **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 
-  **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
-  **Lauren Louise**
My dad!! He loved peeps.
- 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 
-  **Sara Trzemzalski**
Absolutely loved seeing how Martha started a family tradition that's still being honored and done today. 🙏
- 43w Like Reply 3  
-  **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 

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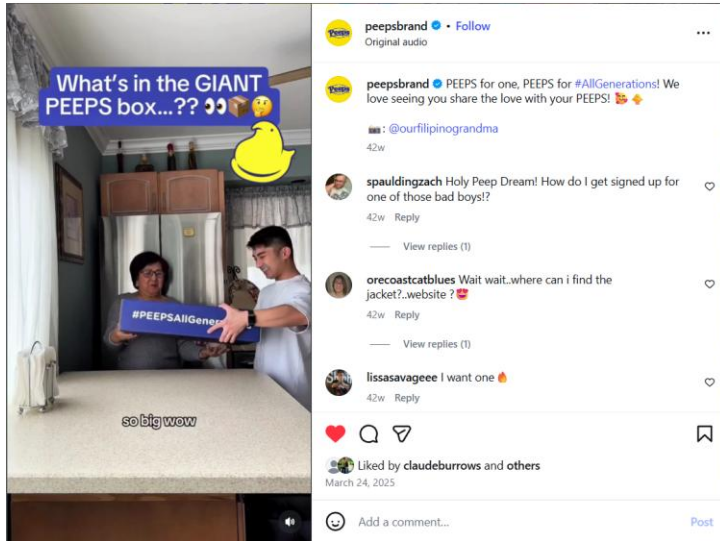


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Repurposed Content



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



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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



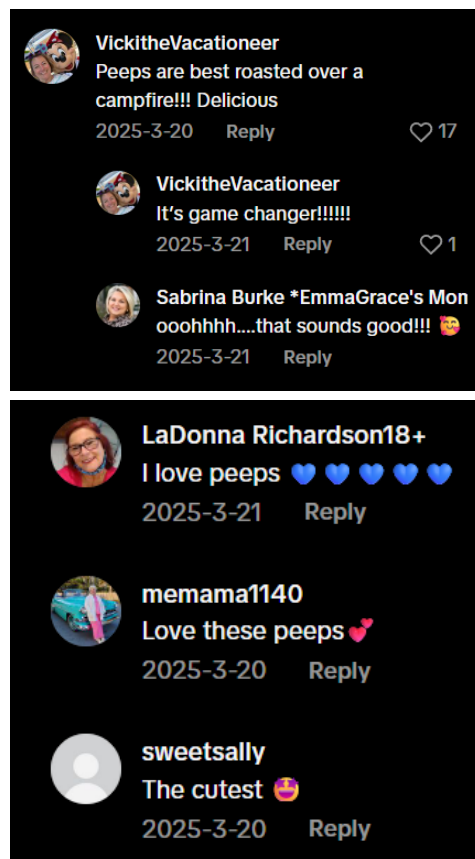
Response to this campaign was hugely positive

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.




 viki_america 41w
This is such a sweet tradition 🧡❤️
Reply

 cherhubsher 41w
Aw I love this!!
Reply

 annleslie_ 41w
Such a great family Easter themed activity
Reply


 our.life.in.pieces 41w
I didn't know they made them in chocolate! Need to try
Reply


 our.blog.life 41w
Oh, this is such a fun idea Fara! how nostalgic 🧡
Reply

 isabellepantell 42w
Same mama same
1 like Reply


— Hide all replies

 ourfilipinograndma 42w
@isabellepantell PEEP the new jackets 🧡... another day, another slay 🧡🧡
@peepsbrand
Reply

 seedsofthree 41w
How fun!!
Reply

 awesome_together 41w
I am excited for these new flavors! Kids would love to try them!
Reply

 livingwiththewiggins 41w
An Easter staple for sure!
Reply

 lifewithlaurie_ 41w
My students love peeps!
Reply

 rorynoble 42w
Peep this 🧡
2 likes Reply


— Hide all replies

 ourfilipinograndma 42w
@rorynoble which one are you trying first? 🧡🧡
Reply

 rorynoble 42w
@ourfilipinograndma the cotton candy peeps look so good! Are the polly pockets edible too? 🧡
1 like Reply

 ourfilipinograndma 42w
@rorynoble I wish!! 🧡🧡

 nordhaus.designs 41w
How fun! They have so many flavors now 🧡
Reply

 mamasocal_ 41w
Sour watermelon oh my gosh that sounds amazing 🧡
Reply

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



ksqwishh 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



lissasavageee I want one 🔥

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!

