



#TWIZZLERING FACEBOOK FILTER UX

THE BRAND'S ASK TO US

CREATE A PR ACTIVATION TO GARNER EARNED MEDIA FOR TWIZZLERS AND MAKE #TWIZZLERING FAMOUS IN CULTURE, NOT JUST EVERYDAY SERIOUS SITUATIONS

WHY

IT HELPS US ACHIEVE OUR BRAND AND BUSINESS GOALS:

- REVITALIZE THE BRAND BY IMPROVING BRAND EQUITY WITH ADULT 25-49
- INCREASE HHP
- INCREASE SALES AND SHARE



CAN YOU BE SERIOUS?

WHAT'S THE IDEA: Let's challenge people to stay serious as long as possible in the face of a floppy Twizzlers. With our Facebook Beta test invitation, we'll be one of the first brands to use their new mask and filter technology. We'll spread Twizzlerring by using the program's facial detection/recognition and allow users to film themselves with the front-facing camera and see how long it takes before they break—all with a Twizzlers poking them in the face.

CONTENT WE'LL GET: Facebook lens video posts from fans #twizzlerring themselves and fan posts talking about Twizzlers use of Facebook's new technology.

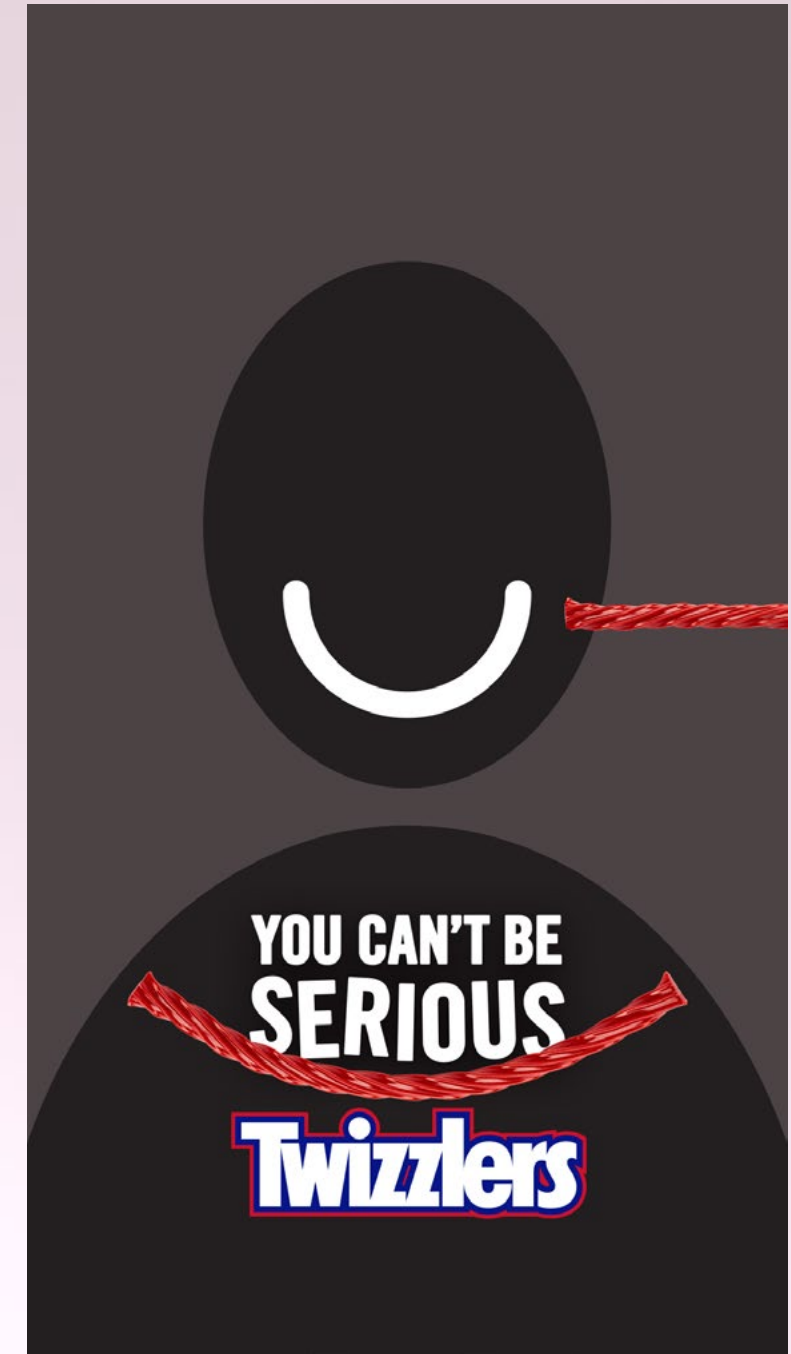
VERSION 2



1. The facial recognition technology recognizes a face. The YCBS logo lockup is fixed on screen with a frowny Twizzlers that slightly wiggles.



2. A Twizzlers comes in and begins poking your face. It will come in from random sides (Right, Left, Top or Bottom).



3. Recognizes if the person's mouth opens/smiles which causes the Twizzlers in the YCBS logo to changes from frown to smile.

FACEBOOK FILTER #TWIZZLERING

WHY IT WORKS

- MAKES #TWIZZLERING FAMOUS BY BEING ONE OF THE FIRST BRANDS TO LEVERAGE FACEBOOK'S NEW FACE FILTER.
- BRINGS OUR "LOOSEN UP" STRATEGY TO LIFE BY SHOWING TRANSFORMATION IN PERSONAL WAYS.
- SCALES THE SOCIAL CONVERSATION BY INVITING USERS TO SHARE THEIR VIDEO CONTENT WITHIN THE FACEBOOK PLATFORM

COSTS & TIMING

PROJECT SUBTOTAL:

\$29,000

Kick-off – 8/23

Release to Facebook – 9/25