

five BELOW®

BY MARTIN HIDALGO & DANIELLA CORNIDE

**INSIGHT: WE ALL WANT TO FEEL LIKE
A KID AGAIN, NO MATTER WHAT AGE
WE ARE.**

TAGLINE: LIVE CHILDISH!

THE 5 BELOW PIÑATA

- We would place huge piñatas in different central locations in the United States.
- The prizes in the piñatas would correspond to where they are placed.



Beach and Picnic Essentials from the 5 Below Catalog

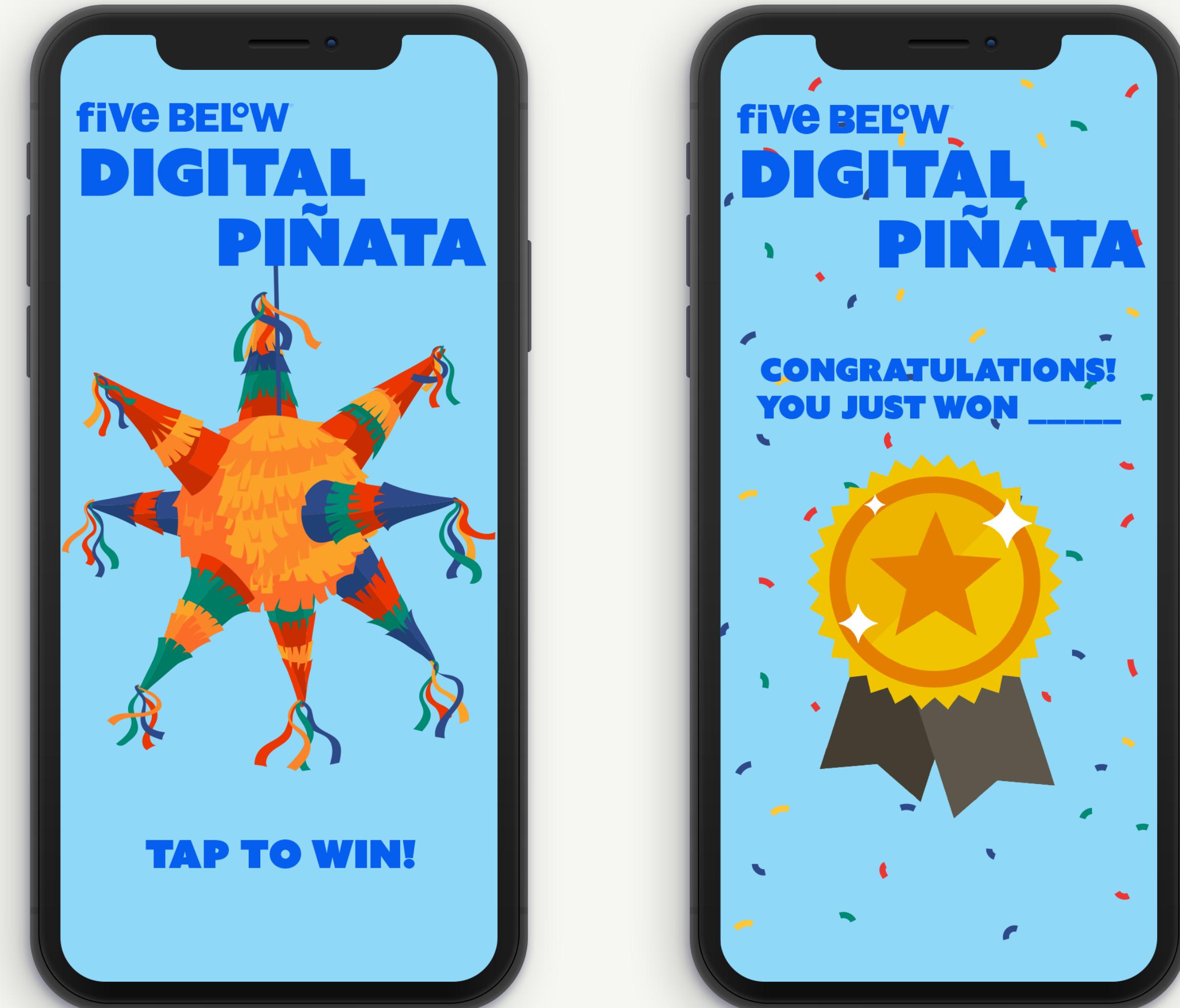


Who wouldn't want a hit!



THE 5 BELOW (DIGITAL) PIÑATA

The Digital Piñata would give users an opportunity to win prizes all throughout the length of the campaign





fivebelow

...

brain: break
me: why?
brain: you gotta



Liked by **lorem ipsum, dolor_sit** and **948 others**

fivebelow Happy #ThrowbackThursday lets think back to the weird things we did as children...



Add a comment...

THROWBACK THURSDAY POSTS

Every Thursday the 5 Below Instagram will post a meme, or something relatable from childhood. People can also share funny childhood photo's to be featured on the Instagram.



THAT'S CHILDISH SECTION

A section in the store where you could go to find fun “vintage” toys.

