

# **CREATIVE OUTLINE**

WE

HAVE



5

BRAND

ATTRIBUTES

real  
heartfelt  
simple  
furry  
funny

## ATTRIBUTE

## OUR LOOK

## OUR VOICE

**real**

reflects our  
everyday lives

- “real world” settings or elements/  
textures from the outdoors  
(asphalt, grass, brick, etc.)
- visible emotion

- genuine, honest and empowering
- respects kids
- reflects what’s going on in  
kids’ lives today

**heartfelt**

shows genuine warmth  
and affection

- using handmade elements. Showing  
the craft, the “hand of the maker”
- a full palette of bright colors

- big-hearted and unguarded
- the voice of a child
- optimistic and hopeful

**simple**

makes complicated things  
easy to understand

- bold visuals, always in support  
of a single, clear message
- uncomplicated compositions
- use of white space

- straightforward and clear
- breaks down difficult topics

**furry**

lets our Muppets shine

- Muppet-focused
- illustrates Muppets’ personalities
- shows fur, felt and feathers

- childlike, speaking from the heart
- uses each Muppet’s distinctive voice

**funny**

makes you giggle

- showing Muppets in unexpected  
or surprising ways
- parodies of popular culture

- a little irreverent
- full of age-appropriate word-play,  
fun rhyming and clever spoofs



**FOCUS ON THE FURRY FACE  
CREATE A LITTLE ENERGY!**

- Rotate the image slightly to simulate some of movement
- Be playful, have their faces peeking into the page from the bottom, side or corner

**ANOTHER IMPORTANT NOTE:**

Due to Sesame Workshop's non profit status, you cannot use the characters to be spokesmuppets for the products. They should never hold, touch or gesture toward a product, another brand, or logo.





# Social Media Strategy

Entertain, Inspire, Partner



Cookie Monster

Like This Page · June 23 ·

Dis me searching for friend to share cookie with. Any takers?



## Entertain

Let our characters' unique, furry, friendly personalities shine

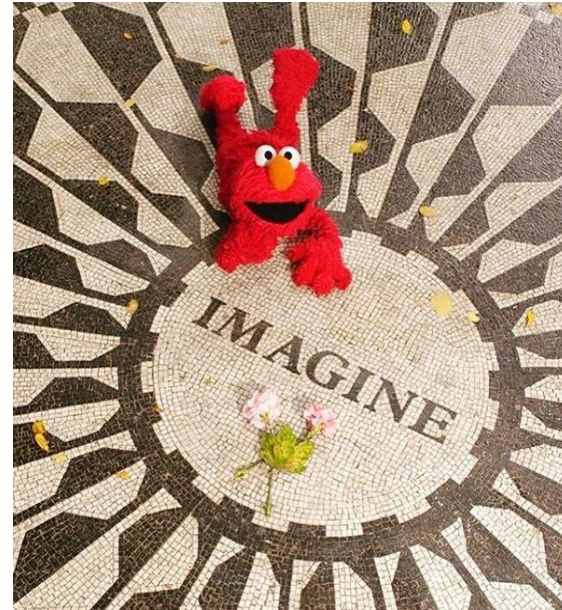


## Partner

Leverage the audience of celebrity fans and our media partners to extend our reach

## Inspire

Put a Sesame spin on what trending while highlighting our mission



sesamestreet

Follow

5,051 likes

1w

sesamestreet Remember to use your imagination. It'll take you anywhere you want to go! #MondayMotivation

view all 62 comments

brendanmcn\_ @sarahgarratt1  
#centralpark

nadoo0o0sh @boss809911

anina.yanyu @tiffunnyy

prilsie @ovieredblue

ovieredblue Cici @prilsie kenapa santal  
disituuhhhh hihihhi

prilsie mau ngayal dulu yaaaa  
@ovieredblue

bunbunnub Lucunya elmo

darylanggara My cute buddy

fangfaith I feel motivated

missmaisie3 @john marsland yussss

Log in to like or comment.

...

# Snapshot of Instagram & Twitter



Dedicated Twitter accounts for each of our characters in their unique voices—garnering an average of 1K retweets and likes on our most popular posts

**Cookie Monster** @MeCookieMonster

IT NATIONAL CHOCOLATE CHIP (COOOOONKKKIIIEEEE) DAY!!!!!!!!!!!!!!!!!!!!!! 🍪💙

11:48 AM · 15 May 2016

RETWEETS 1,527 LIKES 1,933

**Elmo** @elmo

SMILE! Someone loves you. (And Elmo does too!)

RETWEETS 1,747 LIKES 1,933

11:20 AM · 15 Jan 2015

**Oscar the Grouch** @OscarTheGrouch

Did somebody say Oscar?

RETWEETS 985 LIKES 881

11:20 AM · 15 Jan 2015

**Big Bird** @BigBird

Tweet?

RETWEETS 8,826 LIKES 6,660

3:40 PM · 13 Feb 2015

**sesamestreet** Taronga Zoo

5,517 likes  
sesamestreet After a considerable amount of attempts, Grover finally nailed it! #NationalSelfieDay

**sesamestreet** SXSW

2,254 likes  
sesamestreet Bert had so much fun at the @mashable house earlier today! We can't wait to see what tomorrow brings! #SXSW

**sesamestreet** Taronga Zoo

4,571 likes  
sesamestreet Cookie Monster is in #Sydney #Australia today and visiting the kangaroos at the @tarongazoo!

**sesamestreet**

3,031 likes  
sesamestreet When your hair is perfect for play time. #SesameTakesLA

**sesamestreet**

3,253 likes  
sesamestreet Elmo in his element. #RedRoom #WhiteHouse #AlexanderHamilton

**sesamestreet**

3,334 likes  
sesamestreet To all of the wonderful green grouches, monsters, and friends we know: Happy #StPatricksDay!



Our Instagram account chronicles our muppets wherever they go- from the set to all around the world- and makes each day a celebration



# Character Birthdays

October  
21

ABBY



BIG BIRD

March  
20



July  
26

BERT



ERNIE

January  
28



COOKIE  
MONSTER

November  
2



February  
3

ELMO



GROVER

October  
14



OSCAR

June 1

