



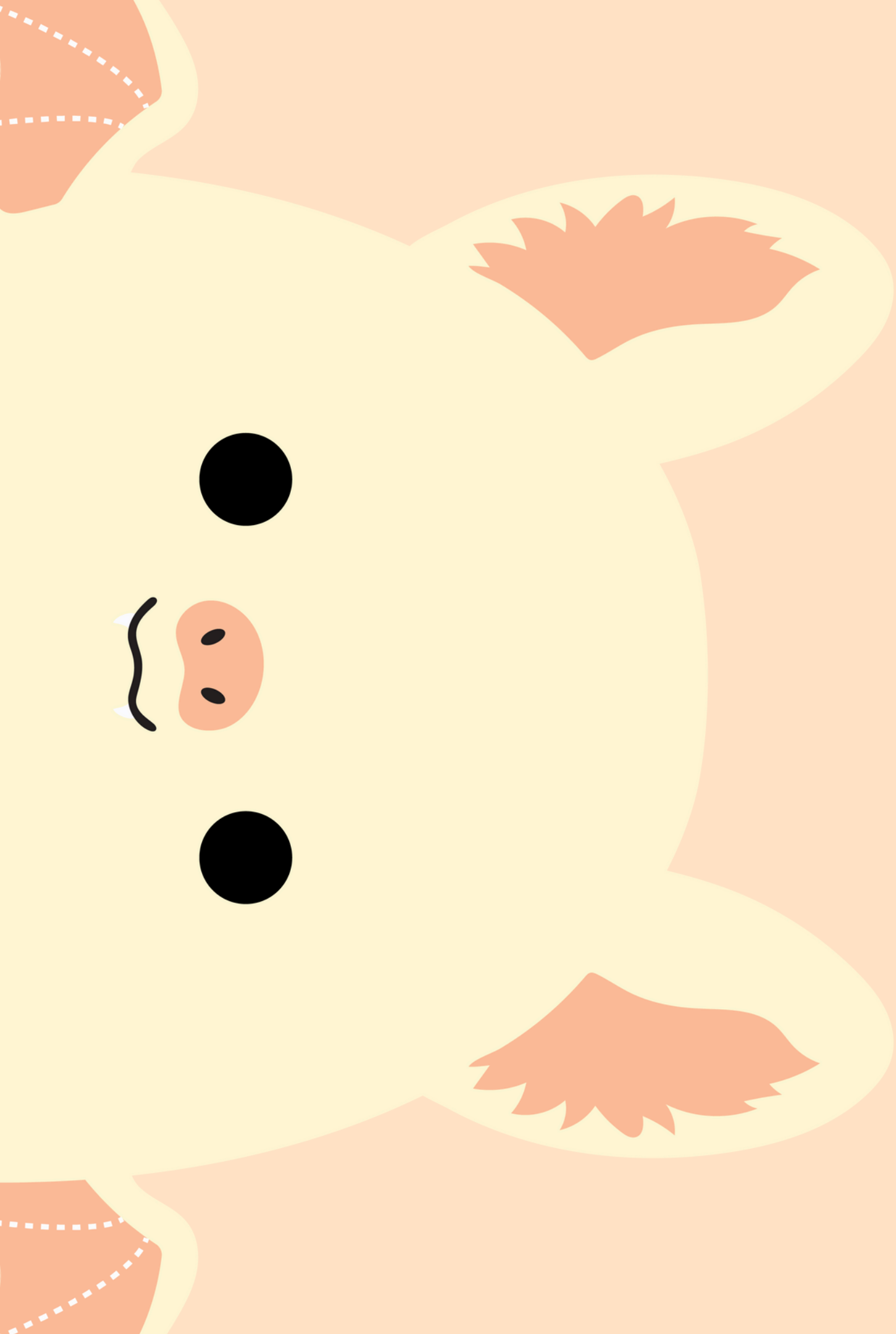
ORIGINAL
SOULSHMALLOW



SQUISHMALLOW

A Story In
Every Squish

ALLOWS



Squishmallows?

Debuting in 2017, the iconic Squishmallows brand features collectible plush with lovable personalities, a whimsical design, and ultrasoft feel.

Jazwares (1997)

A toy and entertainment company that designs, manufactures, and distributes a wide range of toys, collectibles, and consumer products.



The Squish Sensation

In 2022, NPD (National Purchase Diary) named Squishmallows #1 Best Selling Toy, and the Toy Association honored the brand with seven Toy of the Year (TOTY) Awards.



Competition

Squishmallows faces direct competition from other plush toy brands like Ty Beanie Babies and Build-A-Bear Workshop

They also compete with entertainment activities like video games, streaming services, and outdoor recreation.





Business Challenges

Maintaining relevance and desirability in a highly competitive market where trends change rapidly.

Ensuring that Squishmallows continue to connect with their core demographic while appealing to new segments is crucial for sustained success.

Research

Squishmallows experienced a surge in demand during the COVID-19 pandemic as people sought comfort and entertainment at home.



Brand Pillar I

Characters & Stories: Squishmallows are cool because they excel at storytelling through characters, each plush embodying a unique personality that sparks imagination and fosters emotional connections.



Brand Pillar 2

Sensory Appeal: The soft, squishy texture of Squishmallows provides a sensory experience that can be soothing, comforting, and appeals to both children and adults.



Brand Pillar 3

Collectible Craze: Squishmallows foster a sense of community and excitement among collectors, with new releases and limited editions driving anticipation and engagement.





Insight

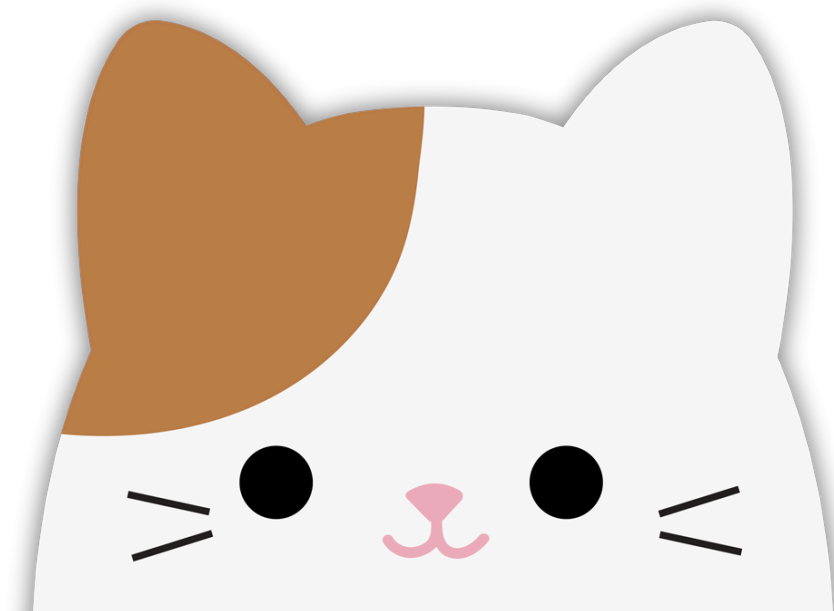
Squish Therapy

Creative Driver

A Story in Every Squish

SQUISHY MALLOW

A Story In
Every Squish





Launch

April 27th

National Tell A
Story Day

Goal

To highlight connections through the storytelling aspect associated with each Squishmallow character

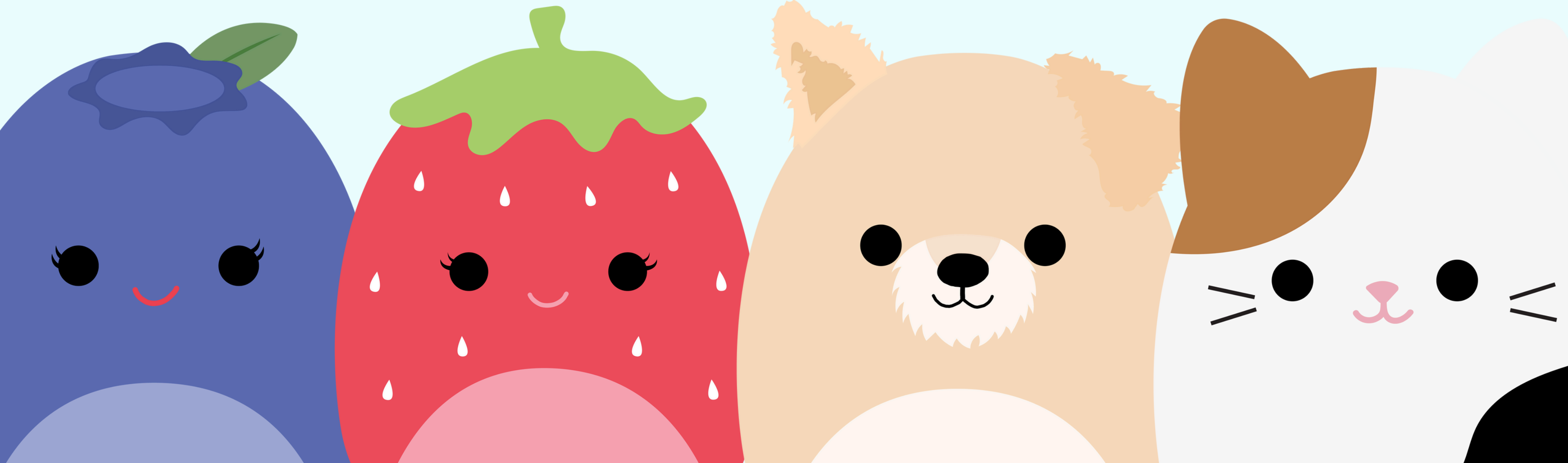




Executions

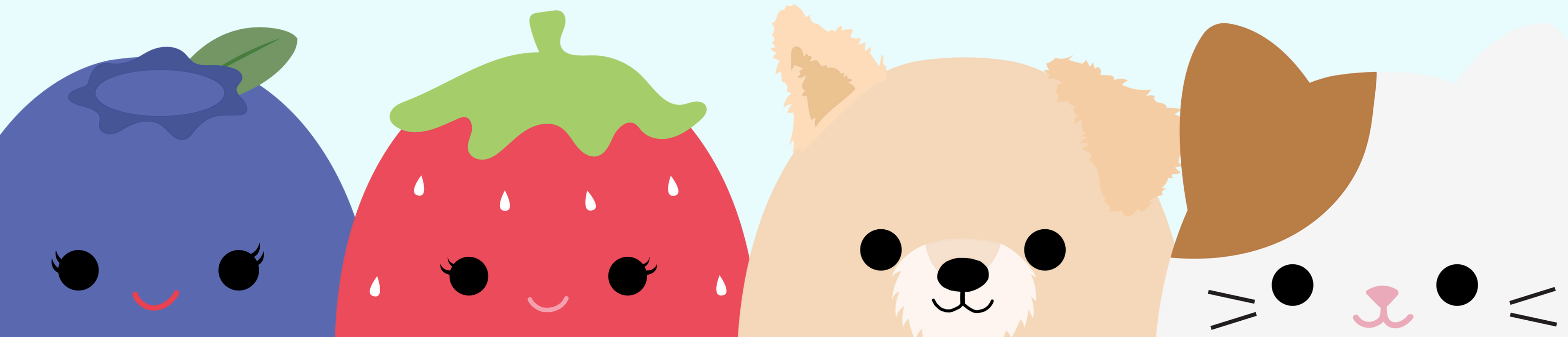
- (1) Website Activation**
- (2) Tag Tales on Social**

Tag Tales



Leverage social media platforms to amplify the campaign's reach.

By integrating compelling narratives through visually appealing posts and stories, we aim to engage the audience and strengthen their bond with Squishmallows.



Online Storybook Series

Each storybook will focus on a group of Squishmallow characters embarking on adventures and heartwarming journeys.

Users can interact with the storybooks by flipping through pages, revealing hidden surprises, and even making choices that influence the outcome of the narrative.