## THE SITUATION

Pop-Tarts are a breakfast classic. But to reach a new generation, we needed to show we're a snack superstar too. So, we entered the kingdom of snacks, college football, to sponsor the Pop-Tarts Bowl. And quickly found the landscape flooded with brands. With 42 other bowl games, getting this audience to care about a 60-year old breakfast staple seemed...hard.

We created the world's first edible mascot and fed it to the winning team on the field. As a snack. While most brands turn their food into a mascot, for the first time ever, we turned a mascot into food-changing the playbook for sports sponsorships in the process.

"The future of sports is the Pop-Tarts Bowl where a Live pastry was toasted on-air and devoured by the victors."

INSIDER

than any other December Bowls

in the 8 weeks following the game compared to 8 weeks prior

MORE MENTIONS

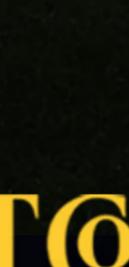
than competing sponsors

HIGHER BRAND SEARCH

vs. previous week - most searched since 2008

RETURN ON SPONSORSHIP

The New York Times Pop-Tarts Bowl won the internet.



What the people want

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