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ATE & LEFT NO CRUMBS

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WHY POP-TARTS NEEDED TO REBRAND?

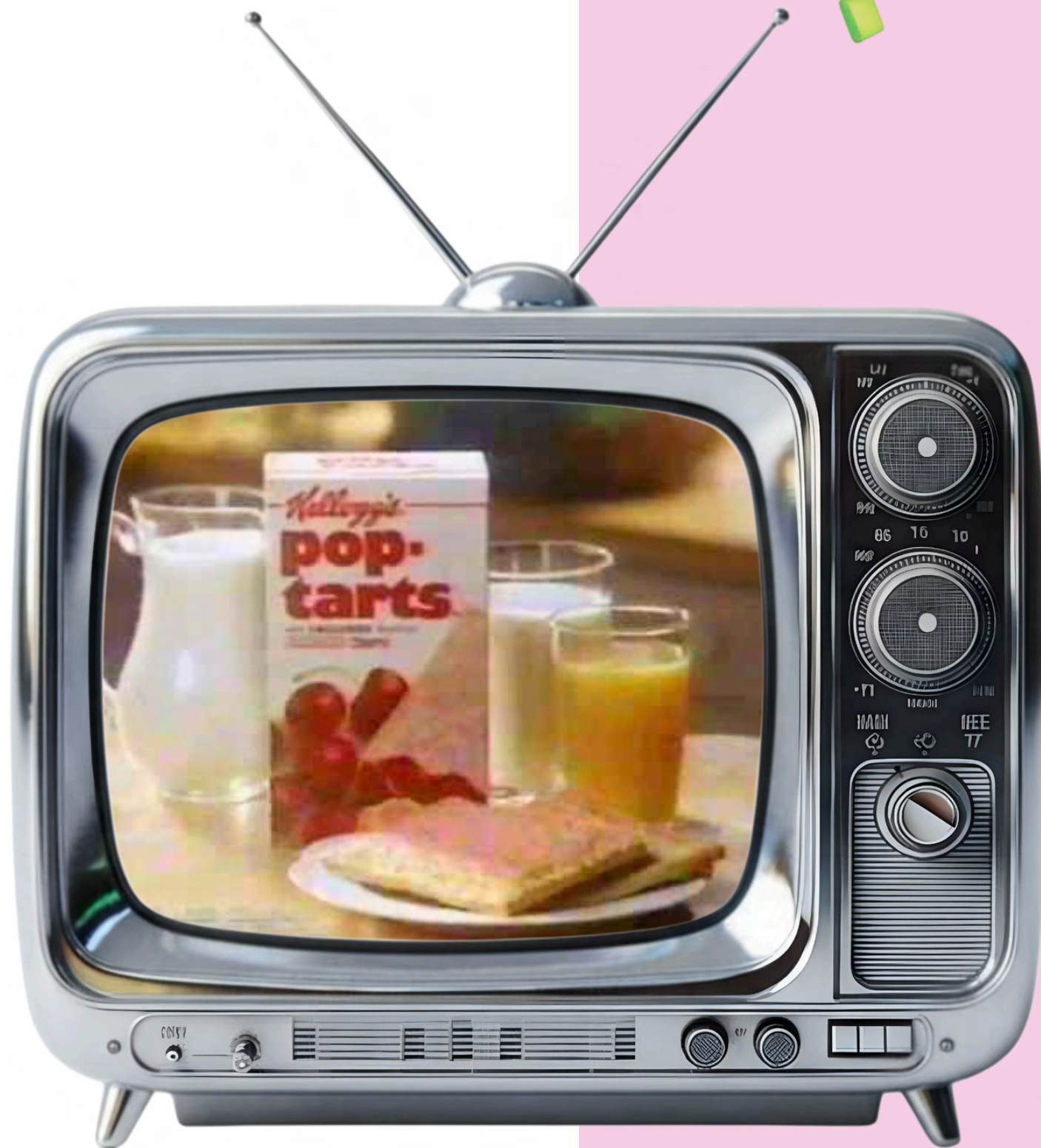
* THE CHALLENGE

Pop-Tarts is a beloved brand, but many consumers still see it mainly as a breakfast staple. The brand needed to expand that perception and show that Pop-Tarts could also belong in the broader snacking category.

* THE SOLUTION

What says snacking more than college football? Pop-Tarts brought the best parts of the brand (flavor and humor) into the center of the bowl game experience.

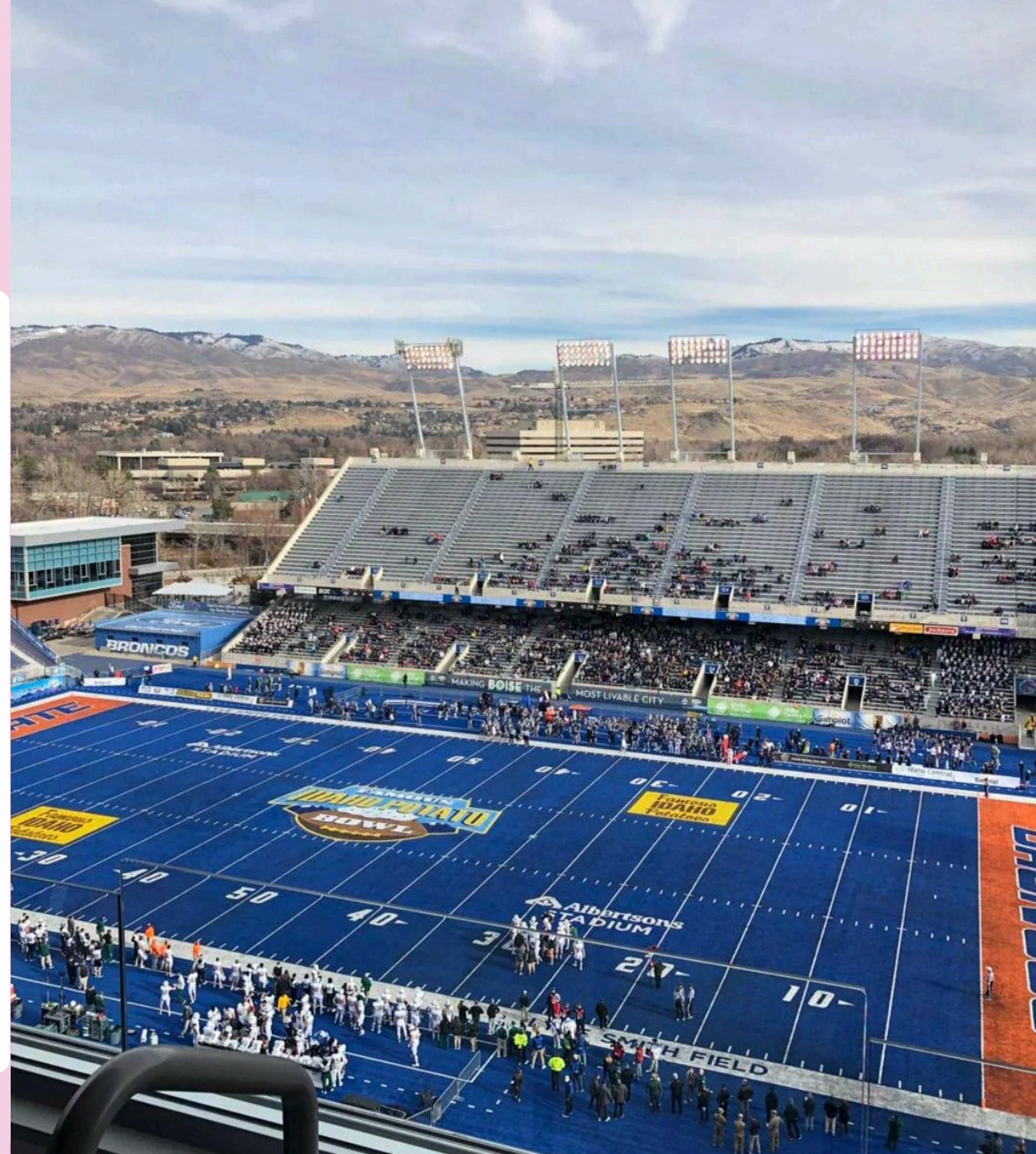
Instead of just putting its name on the game, Pop-Tarts made itself part of the celebration and proved it had a place far beyond the breakfast table.



THE NON-CFP BOWL GAME BURNOUT

- Bowl season has become oversaturated and uncompetitive, making games feel repetitive and easy to skip
- Bowl game **attendance declining 16%** from 2023 to 2024, **then another 9%** from 2024 to 2025
- Player opt-outs, NFL Draft prep, and the transfer portal made non-CFP bowls feel less important

Pop-Tarts entered into a bowl system that was losing attention and wanted to create a game people actually wanted to watch, share, and talk about.



WHAT IS THE POP-TARTS BOWL?

A non-college football playoff bowl game that somehow became the **"People's National Championship."**

- Non-CFP bowl game played in Orlando, Florida
- Became the Pop-Tarts Bowl in 2023 after a multi-year sponsorship deal
- Introduced the **first "edible mascot"**
- Winning team celebrates by lowering the mascot into a giant toaster, killing it, and eating it
- Became known online as the **"snackrifice"**



HOW TO STAND OUT?





TikTok
@ espn

HEAT



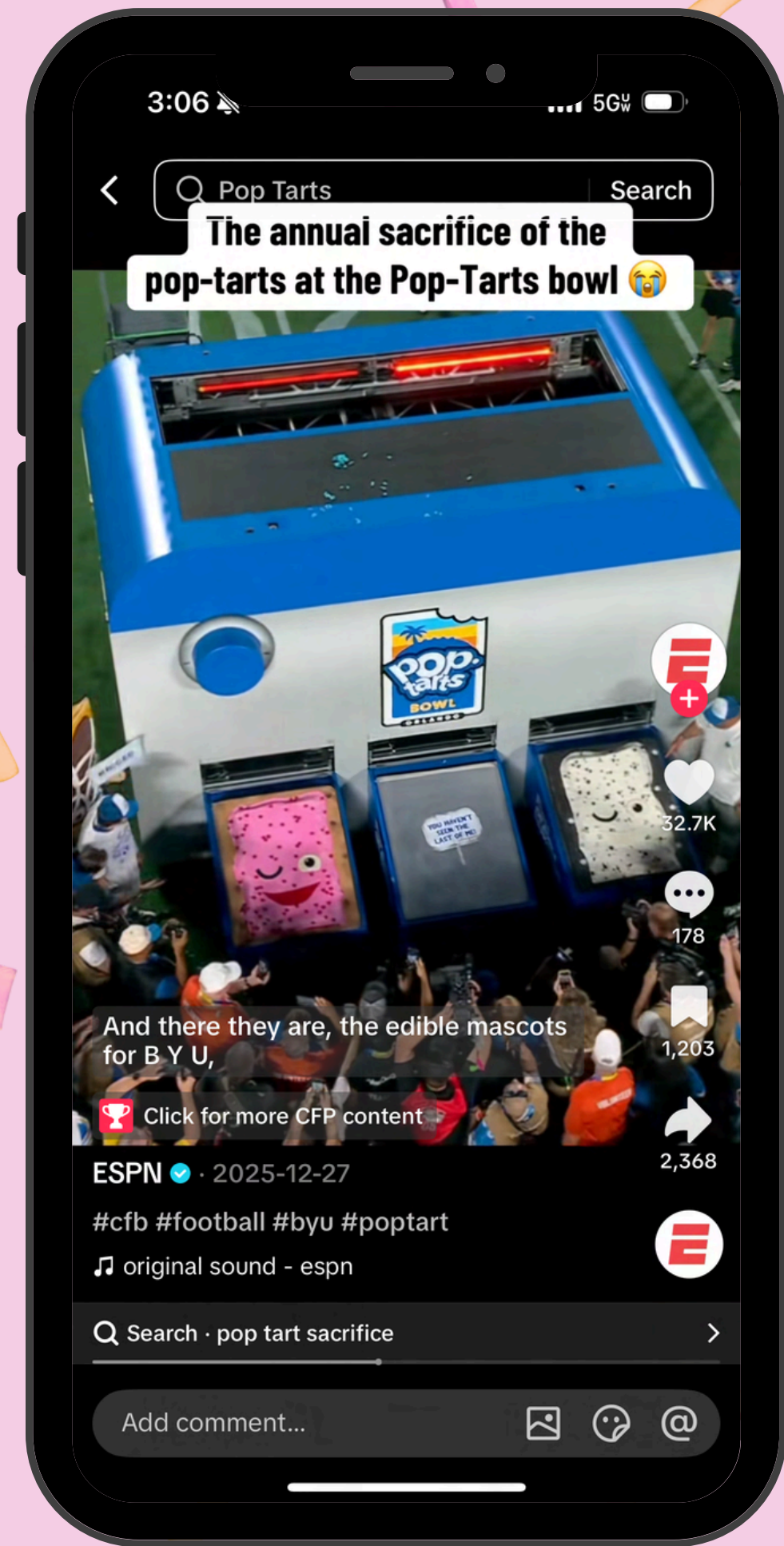
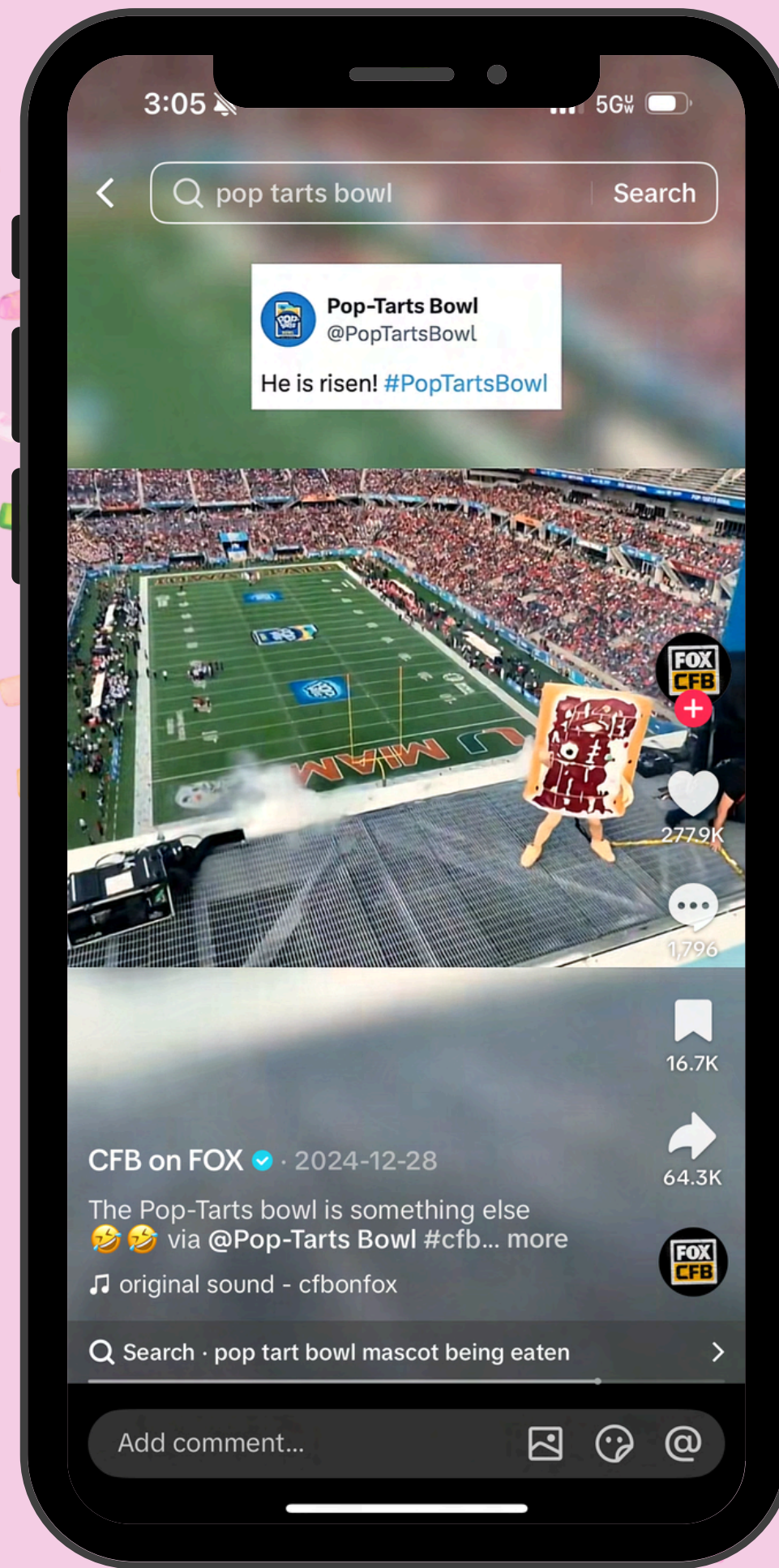
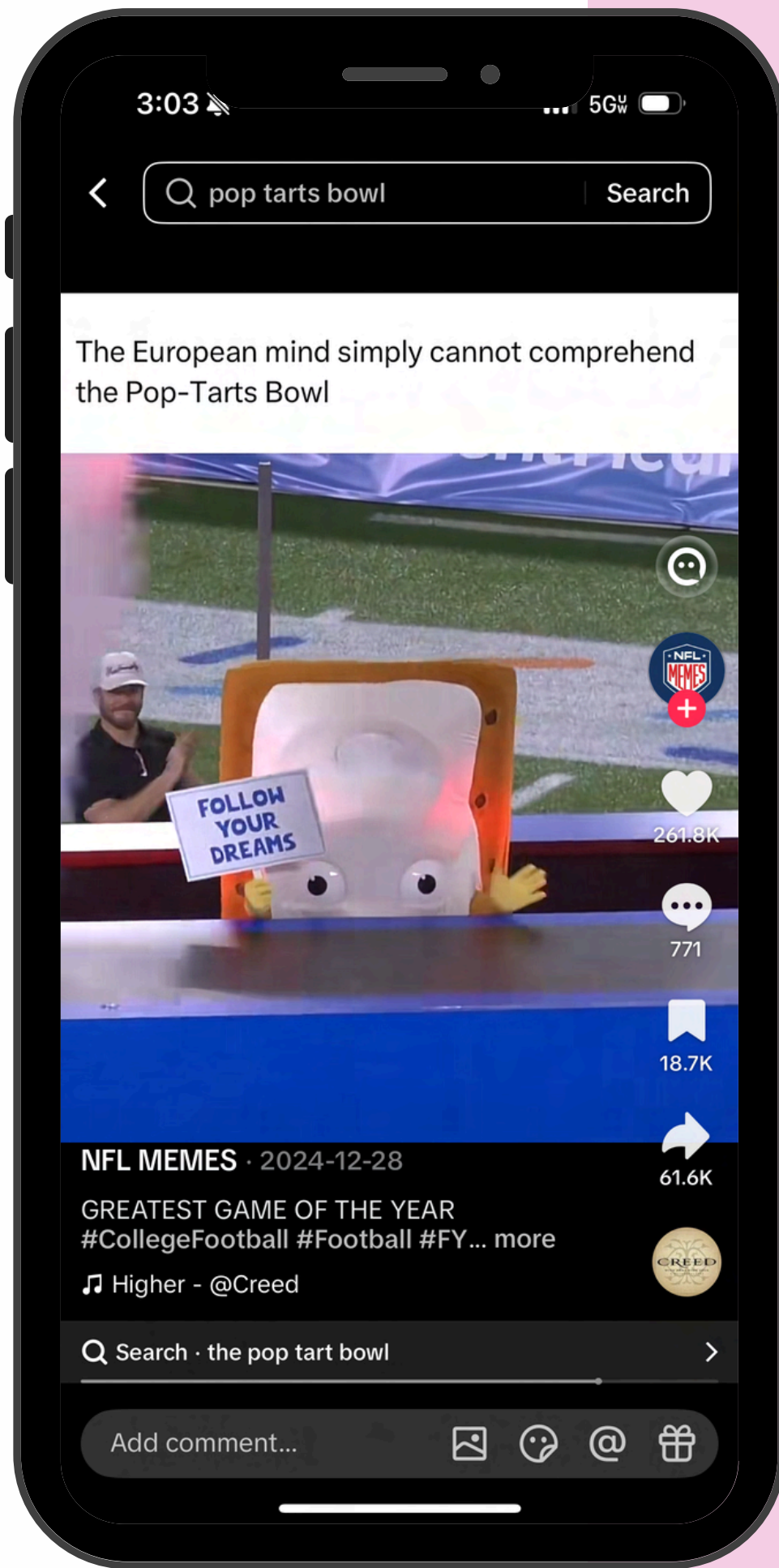
ATE UP THE COMPETITION

Other bowl mascots bring humor and personality, but Pop-Tarts gave its mascot a **full story arc**. They **want to be toasted**, willingly sacrificing themselves for the greater good of the game, the fans, and the brand.

The “snackrifice” gave fans a moment they could **instantly understand, joke about, meme, and share**. In 2025, Pop-Tarts took it a step further by letting **fans vote** on who would face the toaster next.

Each bowl adds more **lore**. From the toaster trophy to Frosted Strawberry resurrecting from the dead, there is **always something new**.





RESULTS THAT WERE CRAZY GOOD

The campaign drove:

- **4B+** impressions
- **\$1M** worth of 1P data
- **7x** search volume on gameday
- **1,500%** more mentions than other competing bowl games

Additional success:

- The NY Times declared that the Pop-Tarts Bowl **“won the internet”**



THE PROOF IS IN THE POP-TART

2023



Average: **4.6M**

Pop-Tarts Bowl: **4.3M**

\$12.1M in media value

RIP Frosted Strawberry

2024



Average: **2.7M**

Pop-Tarts Bowl: **6.8M**

\$26.1M in media value

RIP Frosted Cinnamon Roll

2025



Average: **3.1M**

Pop-Tarts Bowl: **8.7M**

Expected to **surpass \$26.1M**

RIP Cookies & Creme and Cherry

2026



Snackrificed at the

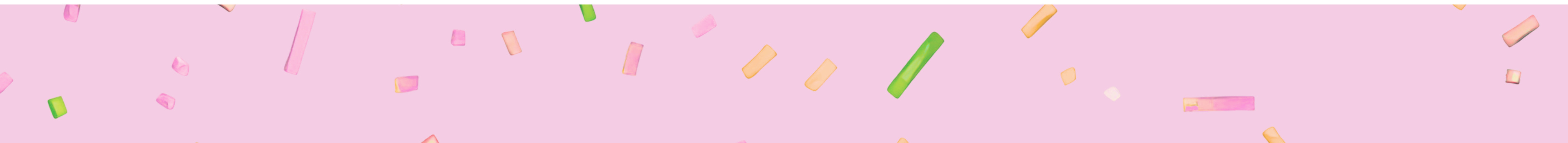
2026 NFL Draft

RIP Protein Strawberry

HOW THIS SNACK CAN KEEP IT POPPING

Recommendations:

- **Keep the core ritual:** mascot, toaster, snackrifice
- Build **more fan voting** into the experience
 - Flavor
 - Entrance
 - Toaster design
- Create more **pre-game hype** with mascot lore and **countdown content**
- Add more **in-stadium moments** like photo ops, merch, and snack stations
- **Keep the tone** weird, funny, and self-aware
- Turn the bowl into a **year-round content moment**, not just one game day stunt





**THANK
YOU**

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