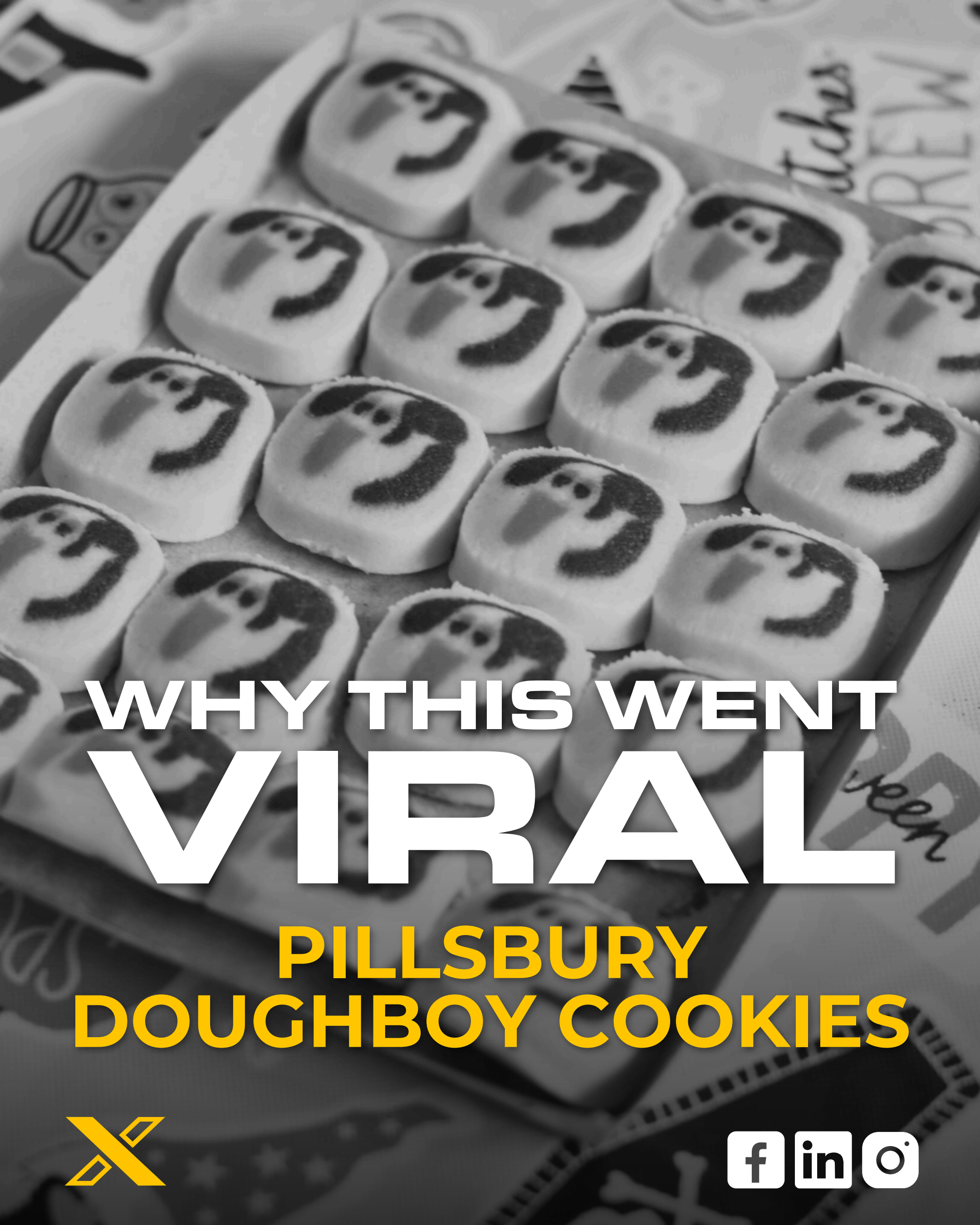




WHY THIS WENT
VIRAL

**PILLSBURY
DOUGHBOY COOKIES**





PILLSBURY'S HOLIDAY COOKIES HAVE BECOME A SEASONAL STAPLE.

From pumpkins and ghosts to hearts and Christmas designs, the cookies show up throughout the year when people are getting into the holiday spirit.

They're not just something to bake. They've become part of the experience of watching a Halloween or Christmas movie, baking with family and friends, and making seasonal treats.



THE HOLIDAY DESIGNS CREATED A SEASONAL TRADITION

Pillsbury keeps the cookies coming back for different holidays:

- ❤️ Valentine's Day
- 🐰 Easter
- 🎃 Halloween
- 🎄 Christmas
- ❄️ Winter



SOCIAL MEDIA MADE THEM PART OF **THE BAKING EXPERIENCE**

TikTok and Instagram turned the cookies into **more than something you bake.**

People share:

- Holiday baking recipes
- Halloween desserts
- Valentine's Day treats
- Christmas recipes
- Decorating ideas
- Creative ways to use the cookies



They became an easy ingredient for fun content that **people want to recreate and share.**



THEY CREATE A FEELING AROUND THE PRODUCT



The holiday designs are connected to the **feeling of the season**: watching a scary movie with Halloween cookies, making Valentine's Day treats, or baking Christmas cookies while a holiday movie plays in the background.





THEY'RE EASY TO SHARE

Pillsbury cookies are simple enough for anyone to bake, but recognizable enough to make fun content.

That makes them perfect for TikTok and Instagram, where people can share recipes, baking ideas, holiday traditions, and creative ways to use them.

The easier something is to recreate, **the easier it is to turn it into a trend.**



WHY THIS WENT VIRAL

Pillsbury turned a simple cookie into a seasonal experience.

Holiday designs and social media recipes made the cookies something people look forward to throughout the year.



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