



crumbl
cookies

WHY THIS WENT
VIRAL

CRUMBL COOKIES



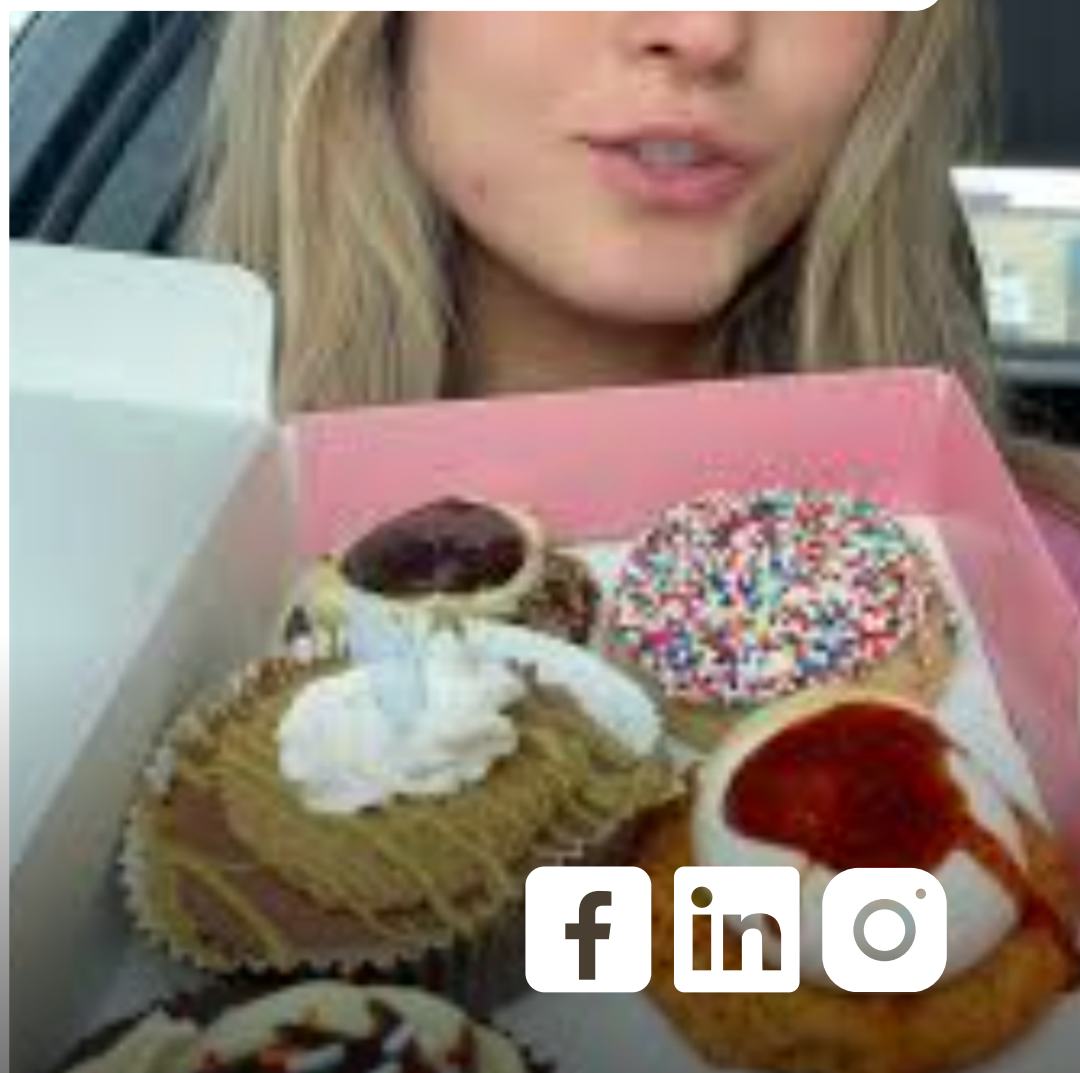
The reason Crumbl Cookies took over social media isn't just because of the cookies themselves. **It's because the brand turned dessert into a weekly event.** With rotating flavors and highly shareable content, every menu drop creates excitement, sparking reviews, taste tests, and conversations across social media.



THE PRODUCT IS INSTANTLY RECOGNIZABLE

Crumbl built one of the strongest visual identities in food marketing.

- The signature light pink box stands out immediately.
- Consumers associate the color with Crumbl before they even see the logo.
- Opening the pink box has become part of the experience itself.



SCARCITY CREATES DEMAND

Crumbl doesn't sell the same menu every week.

- Weekly rotating flavors create urgency.
- Customers know that if they don't buy a flavor this week, it may disappear for months.
- Limited availability triggers FOMO (fear of missing out).
- People feel pressure to try flavors before they're gone.



Instead of asking "Do I want cookies?", consumers ask "**What are this week's flavors?**"



EVERY FLAVOR DROP CREATES BUZZ

Every Monday feels like a product launch.



- New flavor reveals generate anticipation.
- TikTok creators post taste tests and reviews.
- Consumers rank flavors from best to worst
- People share predictions and reactions before they even buy.



MULTIPLE AUDIENCE ENTRY POINTS

Crumbl appeals to:

- Food reviewers
- Dessert lovers
- TikTok trend followers
- College students
- Families
- Influencers looking for content
- People curious about unusual flavors

The brand reaches multiple online communities simultaneously, which helps algorithms push the content further.



THE COOKIES ARE VISUALLY SHAREABLE

Crumbl doesn't make ordinary cookies.

- Oversized portions
- Bright colors
- Unique toppings
- Seasonal decorations
- Cookies inspired by popular desserts and candies



Even before tasting them, **people want to photograph them.**

The product is **designed** to look good in a 5-second TikTok clip.



WHY THIS WENT **VIRAL**

It became a weekly ritual, and a **shareable experience** that people couldn't wait to talk about.



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