

Approach: Togetherness

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Bunnyles Easter

Insight

Sometimes we get so used to something being around, that we don't fully appreciate what we have, until it's gone.

Idea

An Easter without Gold Bunnies.

After being a staple on store shelves and family tables for decades, the gold bunny is suddenly gone this Easter.

Execution

We open with empty store shelves, all the other Easter decor/candy looks drab without the golden glow of the bunnies.

Kids look at their Easter baskets, confused. They're full but dull.

A table's centerpiece is just flowers and eggs. Feels incomplete without a bunny.

A grandparent looks wistfully at an old photo of a kid with a gold bunny, they sigh.

We see social posts and news reels asking where the Gold Bunny is.

People try to exchange paper bunnies, even tin foil bunnies. They try to use red string as a ribbon. But the magic isn't the same.

A kid draws a gold bunny in crayon and puts it on the fridge, looking hopeful.

We cut to a shot of a grocery aisle where a golden glimmer peaks out from a back shelf, someone found one last gold bunny.

The music shifts to happier tones, the world brightens. Adults and children perk up. The bunny is back!

Cut to the Master Chocolatier crafting bunnies, and a table full of hundreds of them.

We see people tickling the bunnies' bells, gently unwrapping gold foil as if it's precious, coming together and savoring the moment and the bunny.

"Wrapped in gold. Woven into tradition."