

Approach: Togetherness

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# Generations of Joy

## Insight

The GB is a constant presence during Easter, and is always presented from a consumers' point of view, as an Easter gift.

## Idea

What does GB see at Easter? What drives the GB to keep showing up every year in everyone's homes? Reveal the stories of what they see and what it means to them.

## Execution

A young mom places the Gold Bunny carefully in the center of the Easter table, smiling.  
From the bunny's perspective we see little kids rush in giggling, reaching for him.

Quick emotional flashes from the bunny's view:

- A slightly older child helping a toddler search for eggs
- A teen reluctantly sitting at the table but smiling
- A family dinner, laughter, a boy clapping when he locks eyes with GB
- A quiet moment: the kids are young adults and the baskets are gone, but they're still looking for the bunny. they smile when they see him.

Pan out to customer view to see the GB on new family table with the next generation of the family.

**VO: "Crafted from generations of joy"**