

Hunt for Togetherness

Insight

In recent years it's been harder to find ways to come together with strangers and make meaningful connections.

Idea

The GB can facilitate togetherness and a sense of excitement and wonder for people of all ages with a hunt that brings out everyone's inner child.

Execution

Open on a quiet cozy kitchen in which the Master Chocolatier is crafting Gold Bunnies. He gently ties the red ribbon and bell to the completed bunnies. He smiles to himself, an idea forming.

The Chocolatier walks through a large, iconic park, placing GBs in hidden spots – under benches, in bushes, near trees, fountains etc.

He takes out a phone and goes to social media.

“The GBs are waiting. Let's find them. Together.”

People begin trickling into the park, hesitant but curious.

A child spots the first one, wide-eyed with delight.

Adults smile and then:

A stranger helps a toddler reach one in a tree nook.

Teens put away their phones, laugh and run around searching.

Someone cheers and shares a bunny with a friend they just made.

The park is now buzzing, a shared joyful chaos.

People are laughing, talking, holding their bunnies up proudly.

The Chocolatier watches from a bench, smiling softly. Mission accomplished.

Close out with a shot of the GB in the grass with people mingling joyfully in the blurred background.

“Together starts with gold.”