And then, all of the sudden, you are all grown up...

well, you're suppose to be, anyway…

With all kinds of responsibilities and serious "female" behavior. Blergh.

Remember those times? When you where climbing in trees? Running after cats? Licking your plate, running naked in the street with your underwear on your head (No? oh sorry, it was just me then...)

As you grow older you whipe out our inner child (or inner-Maltesers, as we like to call it) with super serious business.

However that inner-Maltesers is still in all of us, just waiting to burst out!

We just need a little pinch...

"THE GIDDY DELIGHT PROJECT"

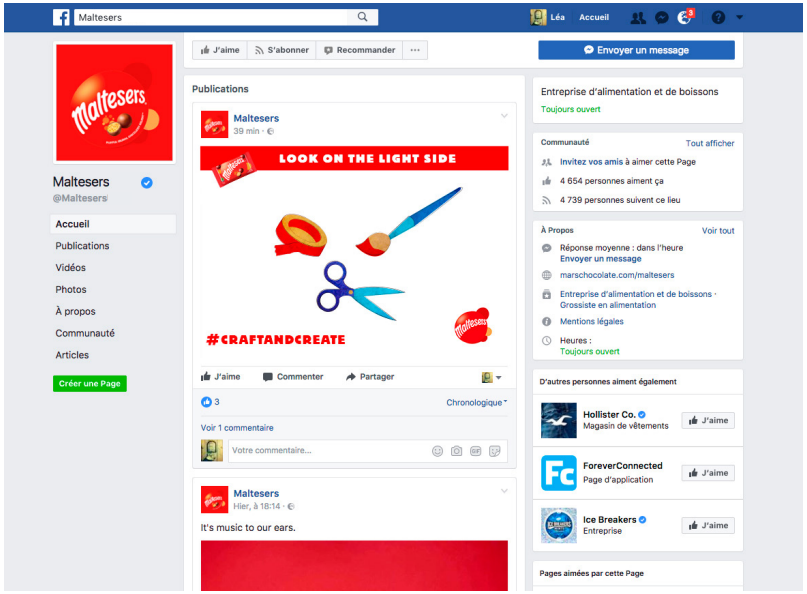
Maltesers is your little pinch of light happiness everyday. A chance to let loose, feel free, and just don't care!

For a social media campaign, we've created a series of inspirational weekly challenges to feed your inner Maltesers! We visualize acts of fun and childish behavior to engage our chocolate lovin' ladies (and boys of course, we do not discriminate when it comes to chocolate).

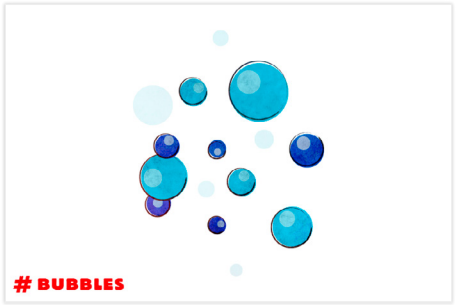
look on the light side

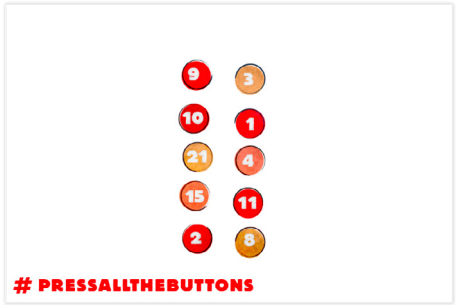
Maltesers

"THE GIDDY DELIGHT PROJECT"



Engagement illustration on social media





User output

Why would it work?

Simple really,
have you read the text above?
Do it again.

Do you remember being a child?
How much fun it was? We think that the Maltesers consumer gets this. Better even, feels this in their core.

Which means that if we tap in this inner-Maltesers feeling, it will create a viral buzz that everybody can relate to.
For Maltesers this means: more followers, more brand engagement, more brand interaction.

Just a click away for more awesomeness.

And this is what could happen...
click here