



## The Mythical Origin Story of Jolley Rancher Misfits:

No one ever changed the world by conforming to it. A Misfit stands up and stands out, conquers doubt, and has an #IDGAF attitude.

Our origin story is simple. **Every time you do something without fear of fitting in - a Jolley Rancher Misfit is magically born.**

A boy who wants to be a ballerina, a girl shredding the half pipe, someone playing guitar with a violin bow - these are the Misfit Moments that give MERBEARS and UNISHARKS life. They appear in a spontaneous puff of smoke to celebrate these wonderful weirdos.

We spread the word through shareable 15-second films that depict a range of Misfits Moments.

## Art Class :15

We open on an exterior of a school art studio. A puff of yellow and red smoke bursts out of a window.

We cut to a girl in art class painting a protest sign that reads: RESIST. We cut to a close up of her holding a MERBEAR in her other hand that winks before she takes a bite out of it.

She smiles and the title appears: MERBEAR, born from Misfit Moments.



***MERBEAR,  
BORN FROM  
MISFIT MOMENTS.***

**JOLLY  
rancher  
MISFITS  
GUMMIES**

## Ballet :15

We open on the exterior of a gymnasium. A puff blue and yellow smoke bursts from the under the door.

We cut to a boy in a leotard and ballet slippers at the front of a line of girls. We cut to a closeup of him holding a UNISHARK gummy that winks before he takes a bite out of it.

He smiles and the title appears:  
UNISHARK, born from Misfit Moments.



*UNISHARK,  
BORN FROM  
MISFIT MOMENTS.*

