
Social Media Mini-Campaign Posts



Post 1 Caption

Craving cookies for the holidays?
T-Rex Cookie is in your local Midwest
grocery store!



Post 2 Caption

Choose T-Rex Cookie this year. We have our best-selling flavors for sale at your local midwest grocer! We know you can't be bothered to bake this holiday season, so we did the hard work for you.



Post 3 Caption

We've taken the stress out of holiday baking. Have four of your very own T-Rex cookies in 10 minutes or less!

T-REX COOKIE REEL

STORYBOARD

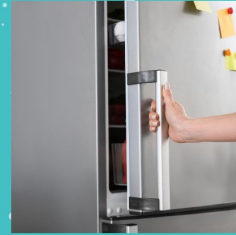
1



VO: When you're busy preparing for the holidays, baking cookies may seem like a hassle.

Video: A woman goes from decorating her home to walking through her festive kitchen to the freezer.

2



VO: Luckily for you, your freezer can be home to the tastiest cookies for the holiday season.

Video: She grabs a bag of T-Rex frozen dough from the freezer.

3



VO: T-Rex frozen cookie dough is perfect for the holidays busiest days.

Video: She places the cookie dough on the cookie sheet.

4



VO: Only taking 10 minutes or less to bake, they'll be ready to serve in no time!

Video: She places the cookies in the oven.

5



VO: Serve straight out of the oven when they're hot.

Video: The cookies are placed to cool on a rack.

6



VO: or pair with your favorite holiday beverage. Make holiday baking the easiest it's ever been with T-Rex Cookie.

Video: A cookie is shown next to egg nog and the reel ends with the woman taking a bite out of the cookie.

Post 4 Caption

Bake your own T-Rex Cookies now for the holiday season! There are four cookies in a pack, the perfect amount to share (though we know you won't want to), Buy them today at your local Midwest grocery store for a taste of the holidays in just 10 minutes.

