

# ELMER'S



**CHALLENGE:** Elmer's Glue wanted a campaign that jumped on the hot trend of kids and parents making slime. They approached JR to help them make sure Elmer's was the go-to glue for slime making. It was a big challenge, and we only had 14 days.

**SOLUTION:** When the huge online buzz about creating slime hit, we got in early by putting our message out quickly and efficiently. Our audience was turning to YouTube to learn to make their own slime, so, with only two weeks to plan and shoot, JR got straight to work and produced three videos in six languages. We also created hundreds of photos that we used in a powerful social media launch to promote the now-famous slime recipes featuring Elmer's Glue.

**RESULTS:** We introduced consumers to a whole new way to use their imaginations, and their Elmer's Glue.

- Created a successful launch in two weeks
- One million bottles sold within 24 hours

