

# **Magic Spoon**

# **Final Team Project**

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Professor Distel  
ADBR 254  
Spring 2023

# Magic Spoon

**Target:** All genders, age 21-30, \$35K-\$75K who work, lead busy lives, married or single, kids or no kids, who have started working in their chosen career, still like to have fun, aren't always psyched about all the adult things they have to do. They are focused on the future, but enjoy small acts of nostalgia that make them feel good.

**Key Message:** Feed your inner child the good stuff.

# #EmbarrassingChildhoodStory

## About:

Being focused on being grown-ups makes young adults forget how they used to see, taste and feel when they were kids. Magic Spoon wants people to remember the food they used to love and eat when they were kids and how with their cereal you could almost taste the memories while eating healthier than when you were a kid. Creating this space will allow young adults to take time to go back to a memory of their childhood.

## Incentive:

People are encouraged to post their most embarrassing story from their childhood. The funniest story, decided with likes by the followers, will win a dinner in the 5-Star restaurant "Ai Fiori" in NYC, with a nostalgic kid's menu and three friends. Among the plates one of them will be a Magic Spoon bowl.

# Instagram Stories



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That time I decided  
to be a table for  
Halloween.



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**That time I met my  
favorite character  
and it ended like this.**



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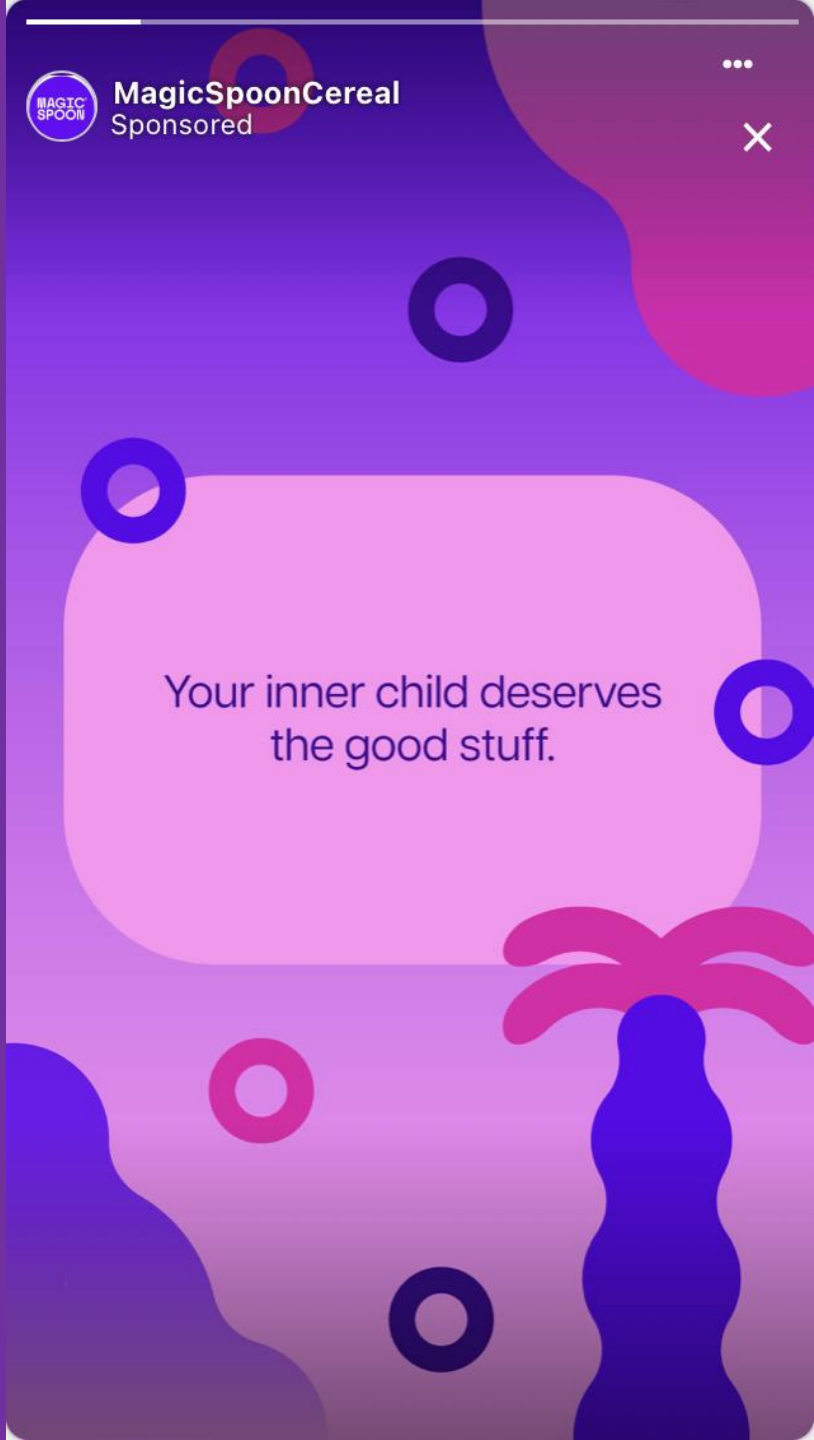
That time I got stuck  
inside the freezer of  
the supermarket.



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Your inner child deserves  
the good stuff.





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Share your most  
#embarrassingchildhoodstory  
for a chance to win a dinner in  
the 5-star restaurant "Ai Fiori"  
with a nostalgic kids menu in  
NYC with three friends.





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That time I got in the  
fish tank and drank  
the water.



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**That time I gave myself a makeover and went out like that.**



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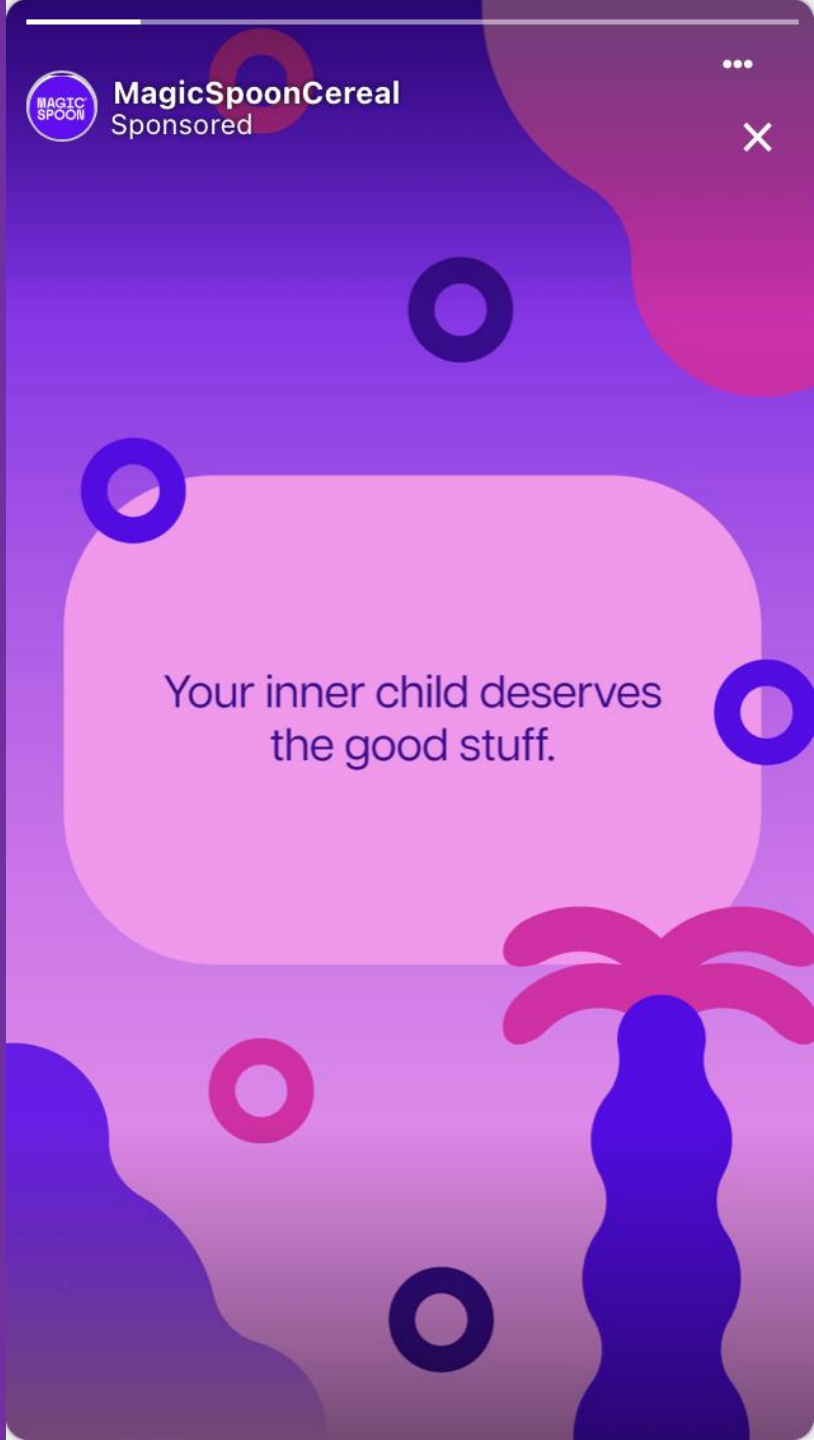
That time I decided  
to clean up the  
table by licking it.



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the good stuff.





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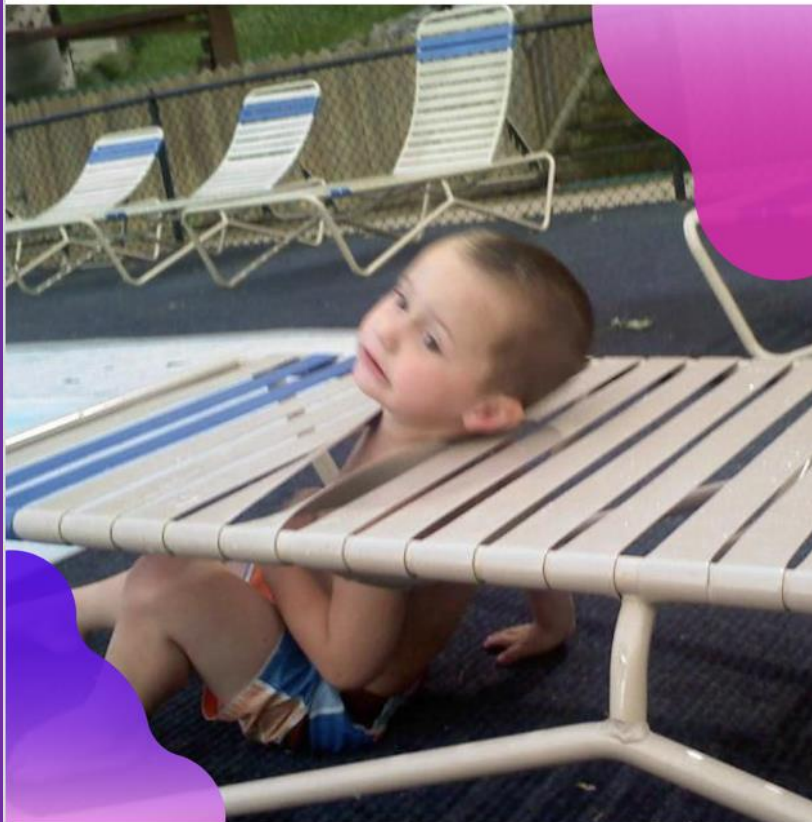
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the 5-star restaurant "Ai Fiori"  
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NYC with three friends.



# Instagram Carousel



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89 views

MagicSpoonCereal One time I wanted to jump from a chair to show my parents a dive but I ended up stuck in it. #stuckinplastic #helpmedad #embarrassingchildhoodstory

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89 views

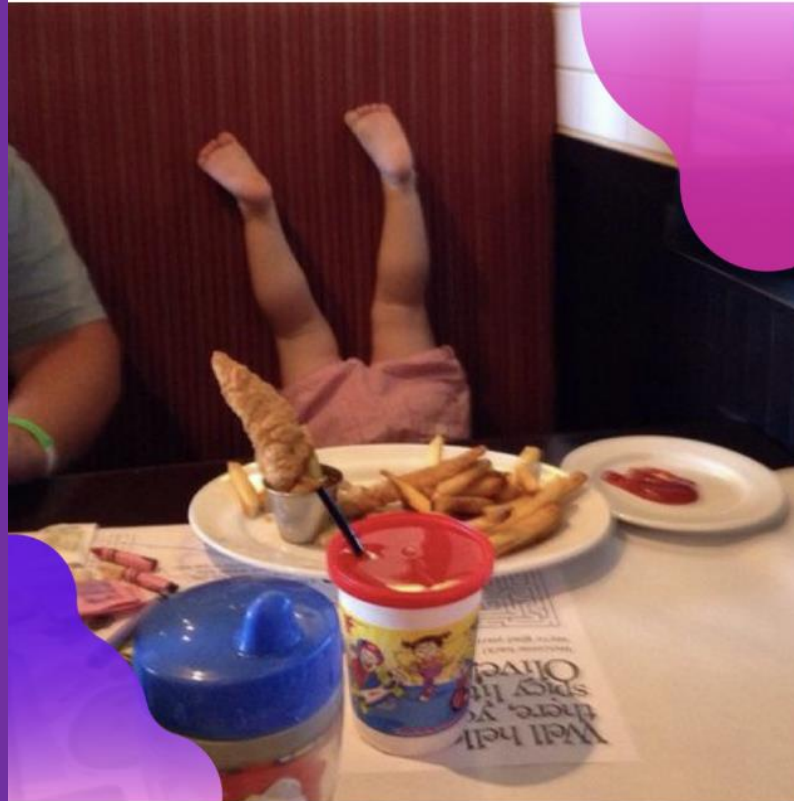
**MagicSpoonCereal** One time my parents decided to dress me up as grapes for halloween and no one else at school was in costume. #whereistheparty #earthswallowme #embarrassingchildhoodstory

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MagicSpoonCereal

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89 views

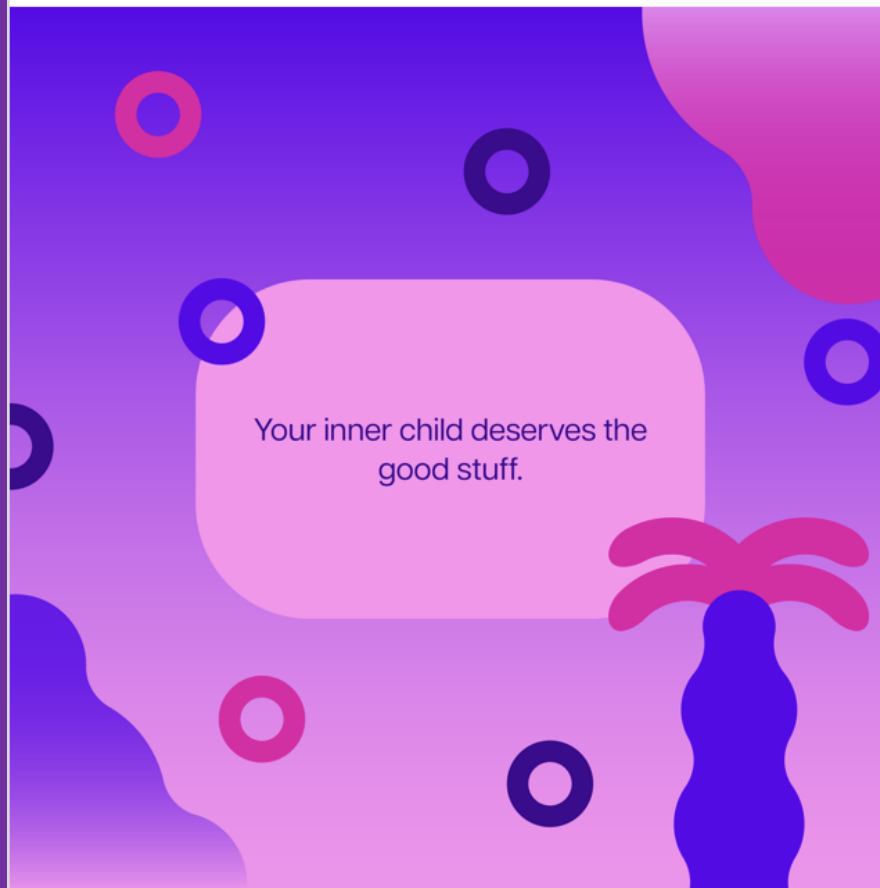
MagicSpoonCereal One time my sister told me that if I stood on my hands in a restaurant they were going to give me free ice cream. I never got it. #whereismyicecream #ideservedit #embarrassingchildhoodstory

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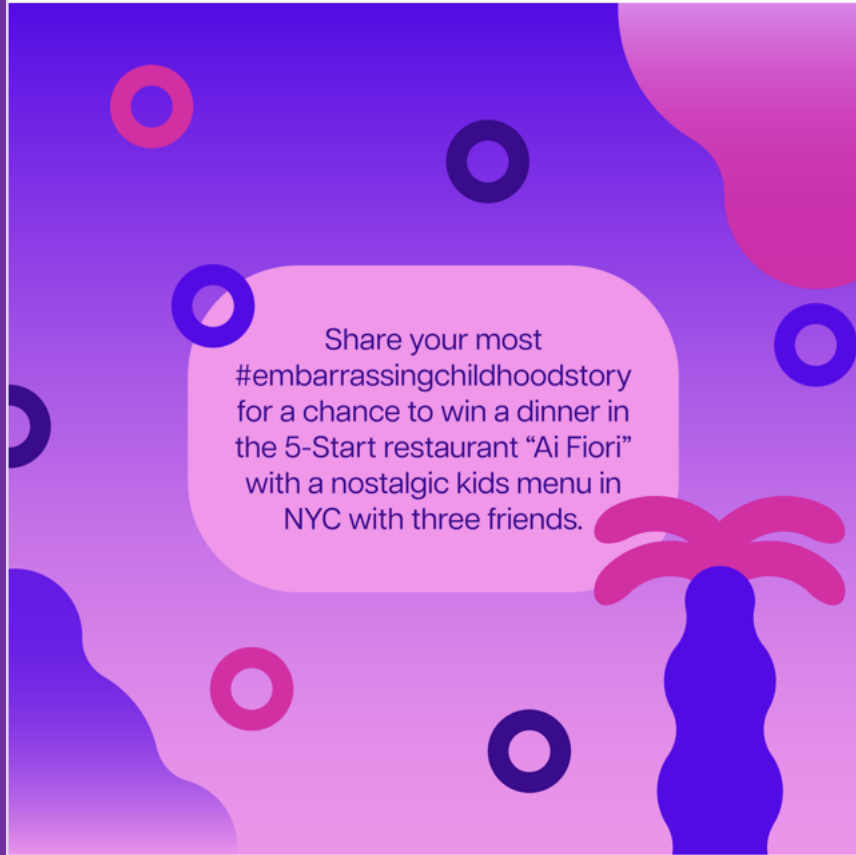
89 views

**MagicSpoonCereal** Even though we grow up, some childhood flavors do not have to change.

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MagicSpoonCereal Your most #embarrassingchildhoodstory is now a funny memory, admit it.

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MagicSpoonCereal One time I had a family lunch and I decided to "cook" them a pie. it clearly went wrong. #messyhouse #sorymom #embarrassingchildhoodstory

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MagicSpoonCereal One time I was at a friend's party, I asked to be painted like a fairy princess and I ended up being a clown.  
#clowningsinceiwasakid #iwasthejoke  
#embarrassingchildhoodstory

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**MagicSpoonCereal** One time my sister drew a unicorn in my cheek while I was sleeping and I had no idea. I guess I'm a heavy sleeper.

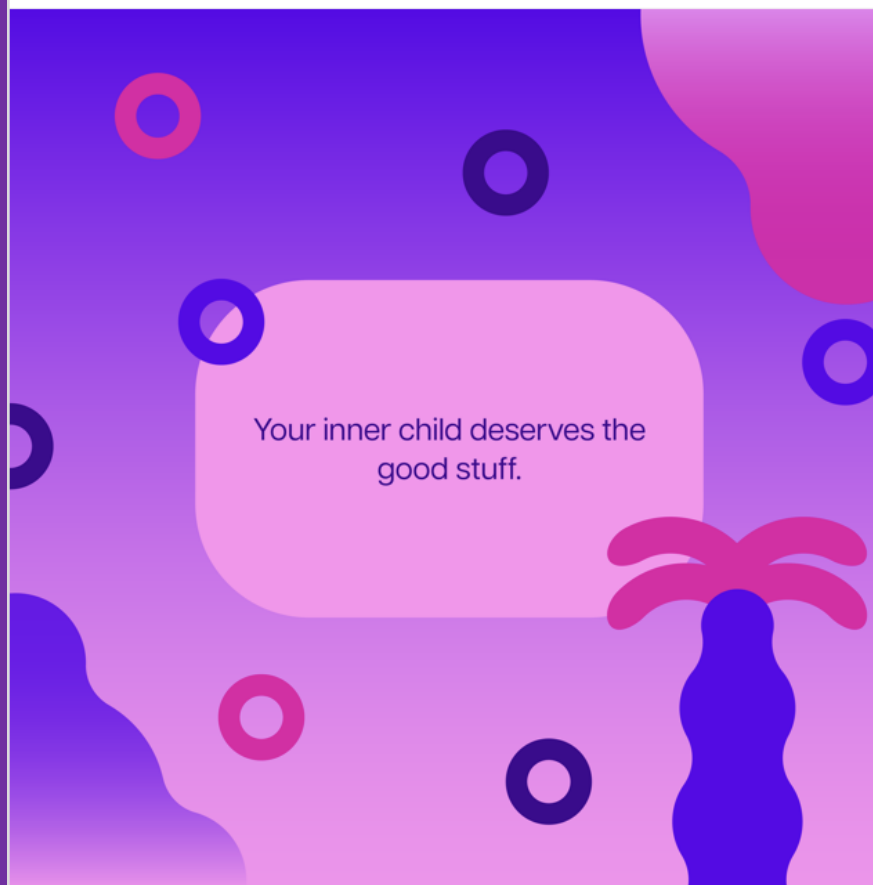
#lovetosleep #hateunicorns  
#embarrassingchildhoodstory

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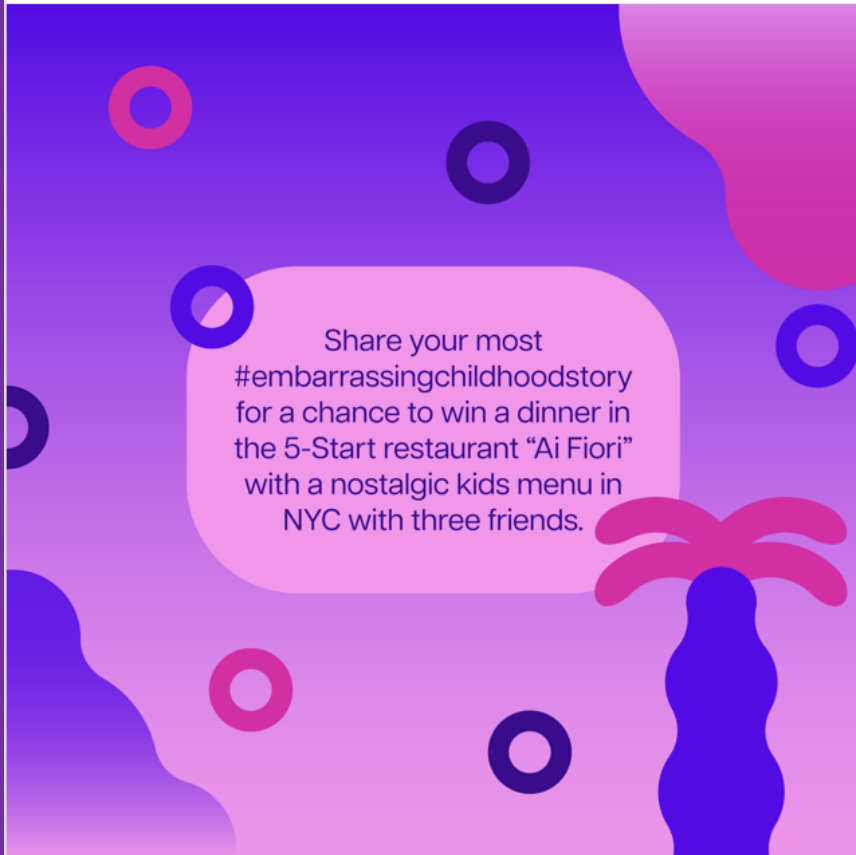
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MagicSpoonCereal Your most #embarrassingchildhoodstory is now a funny memory, admit it.

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# Transit Ads

That time I fell in the  
lake on my class  
field trip.



Your inner child deserves  
the good stuff.  
Share your most  
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5-Start restaurant “Ai Fiori” with a  
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SPOON**

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I once thought it was a good idea to cut my own bangs. Clearly, I was wrong.

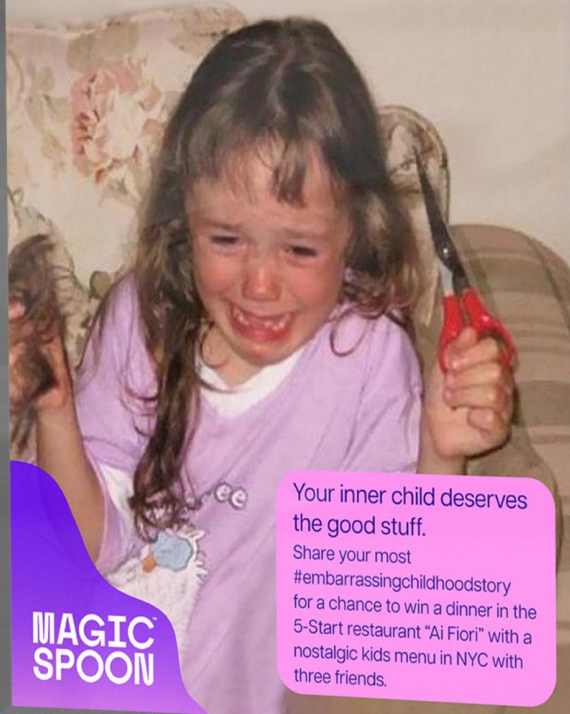


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