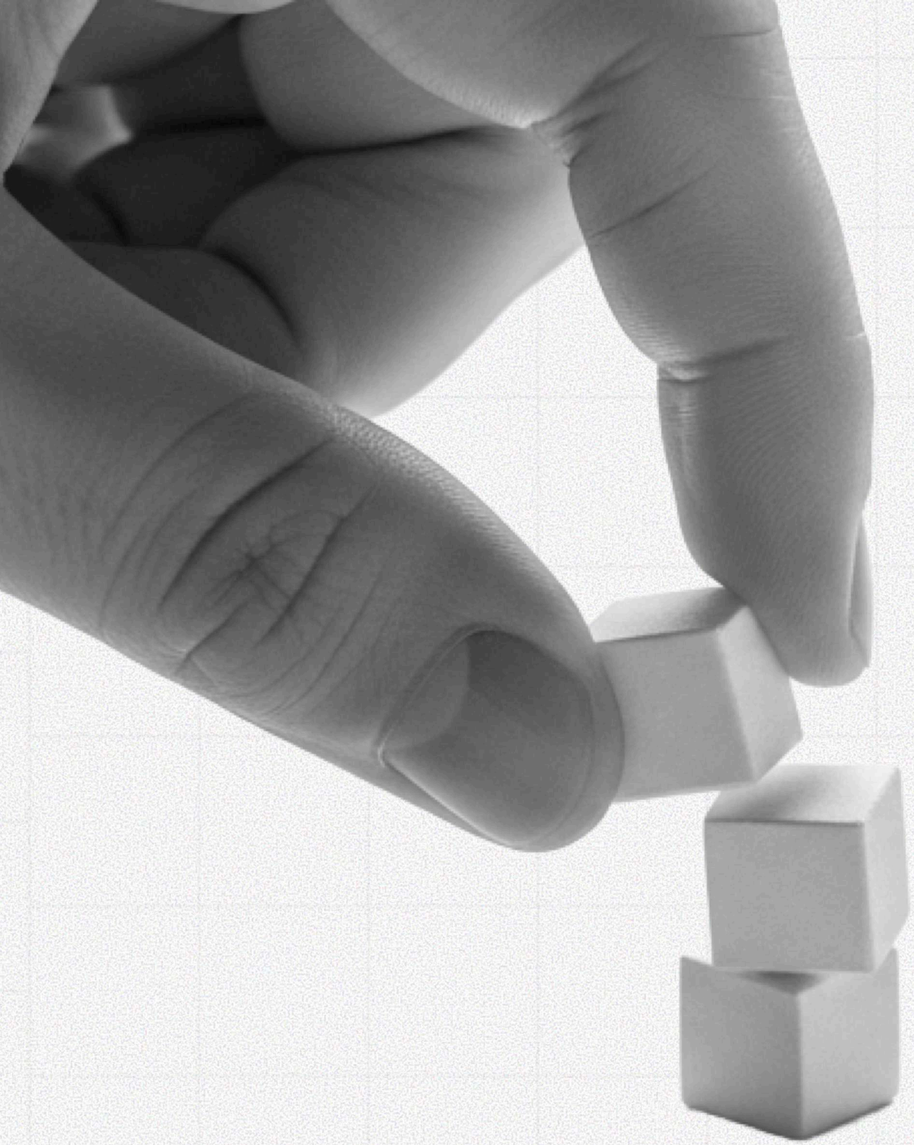


To Celebrate Today, They're Sacrificing Tomorrow.

56% Of Gen Z Are Sacrificing Long-Term Savings To Cover Holiday Costs *

DIY Has Become Their Workaround

67% Of Gen Z Shoppers Plan To DIY Their Gifts This Year *

Introducing

Be Merry, Be Messy

A HOLID.I.Y AT DOLLAR TREE

HoliD.I.Y Tree-Sure Hunt

INSIGHT

72% of Gen Z would be disappointed to no longer receive mail and say they are excited to discover what the mail brings every day *

Yet, most retailers kill this excitement with digital email. Dollar Tree has a unique opportunity to match the anticipation of the mailbox with the excitement of the aisle, inviting them to the thrill of the hunt.

INFLUENCERS

@doitonadime

@tomdaley

@peachyymaddi

@zachking

IDEA

Delivered directly to shoppers' mailboxes via the postal service, we replace the standard junk flyer with a mysterious physical "HoliD.I.Y APPROVED"

Instead of listing products, the mailer features a prominent QR code that gamifies the shopping trip. Once scanned, it assigns the user a random "HoliD.I.Y. project" and launches a mobile interface that acts as a compass, guiding them from their mailbox to the store aisles to hunt for the specific materials they need.

To ignite the campaign, we first seed these mailers to D.I.Y. creators and influencers, using their unboxing and in-store hunts to amplify the mystery and drive traffic.

"Forget the Erewhon run, Gen Z is finding way more dopamine in the chaos of a Dollar Tree hunt this holiday"

BuzzFeed

"Dollar Tree proves that you don't need a big budget to build big holiday memories"

ADWEEK

DIY Christmas Tree In The Cities

We'll host DIY Christmas Tree pop-ups in major cities like New York and Chicago, timed with their annual tree-lighting events.

Gen Z can gather and decorate custom ornaments to hang them up on the tree while also hanging out with new friends instead of celebrating on their own.

#MERRYMESSY with Santa

INSIGHT

Gen Z loves DIY and how-to content on TikTok, but they often need a little push to actually start their projects.

IDEA

Bring back the most iconic "creator" of their childhood: Santa.

But this time, he's not dropping gifts, he's dropping greenprints and become holiday mentor who shows Gen Z how to make their own gifts.

He guides the steps, embraces the mess, and most importantly, he's *rooting for you* the whole way.

THE HOLID.I.Y STAMPS

Using the TikTok stamp filter on your DIY projects to be featured and get points from our store

STEP 1

Follow Santa to craft your D.I.Y project

STEP 2

Take a photo of it with the TikTok HoliD.I.Y Stamp Filter

STEP 3

Share your stamped creation on TikTok

STEP 4

Your work will be featured on our website gallery to be voted for a chance of being produced as a DIY kit. You can also redeem promotional points at our store.

The Brand That Makes It And
The Brand That Makes It Feel Like Home
Join Us To Deepen The Personal Touch

Bic Pen X Dollar Tree

INSIGHT

Even in a digital world, there's something personal and meaningful about putting pen to paper.

IDEA

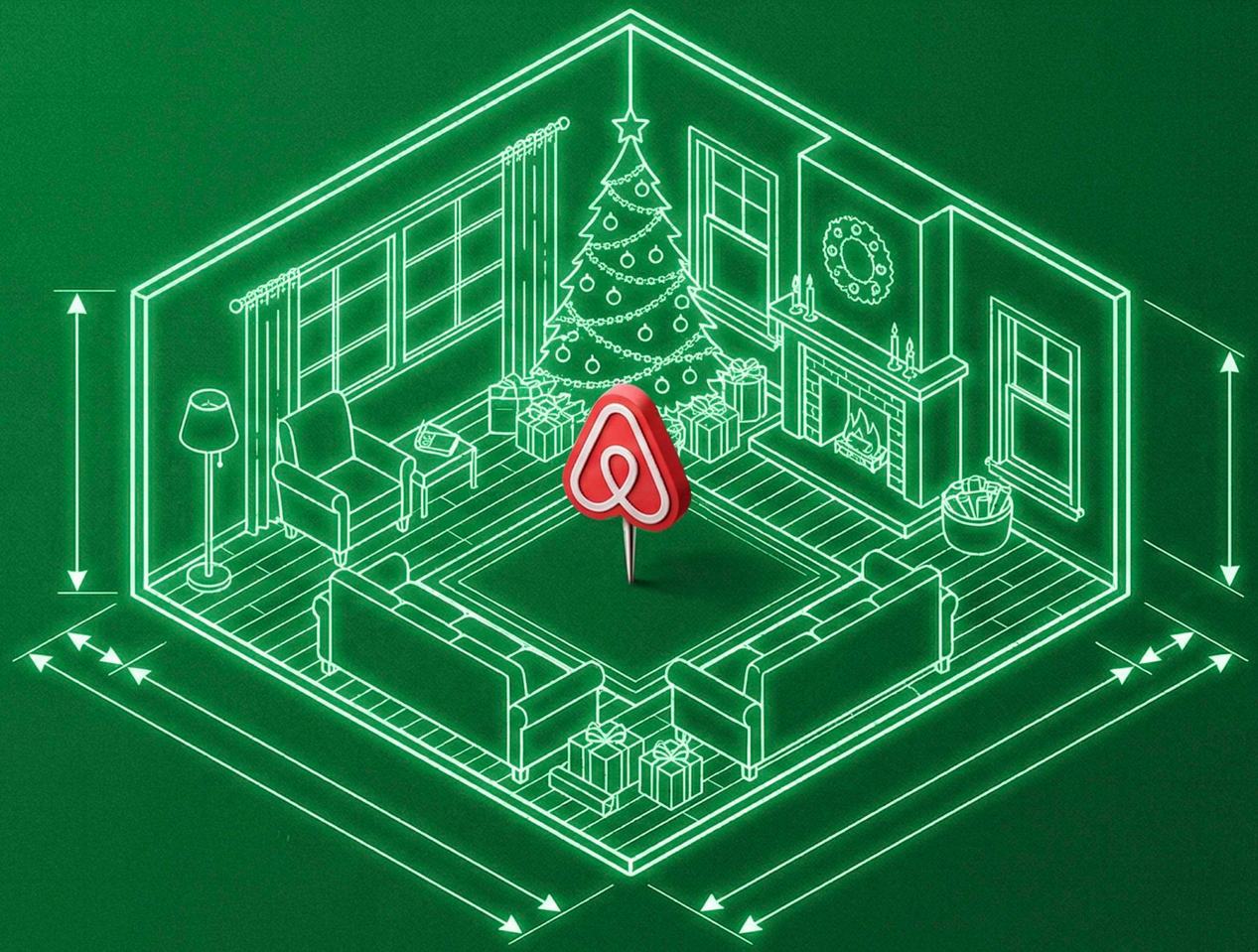
This collaboration introduces a special-edition BIC pen in Dollar Tree's signature green.

Paired with Mad Libs–style fill-in-the-blank cards, shoppers can swap out generic greetings for playful, customizable messages or use the pen to sketch out their next projects.

THE HOLID.I.Y STAYCATION

INSIGHT

Every holiday, Gen Z plans a trip that never leaves the group chat. What if they can turn their homes into the getaway they couldn't book?



IDEA

Dollar Tree x Airbnb launch the first-ever Airbnb At-Home Experience

A HoliD.I.Y staycation.

It's the most affordable "experience" on Airbnb, and the only one that requires zero travel, maximum vibes.

STEP 1

Choose a Staycation Experience on Airbnb (Cozy Cabin, Snowy Cottage, Desert Retreat, Minimalist Loft, etc.)

STEP 2

Host the Experience by inviting 3-5 guests to unlock the free kit.

STEP 3

Pick up the kit in-store at Dollar Tree

STEP 4

Gather friends and start the Experience.

STEP 5

Transform the room and share the glow-up.

airbnb

Homes | NEW Experiences | NEW Services

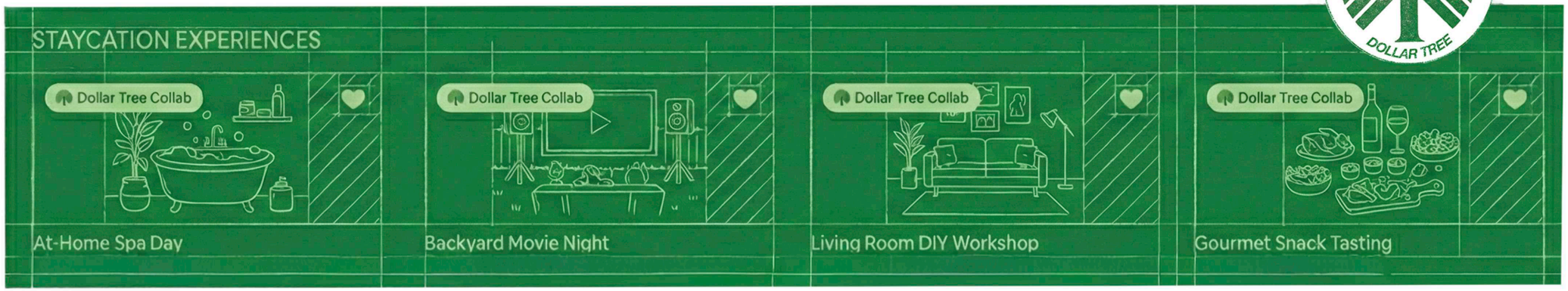
Become a host

Where
Search by city or landmark

When
Add dates

Who
Add guests

HoliD.I.Y. APPROVED
DOLLAR TREE



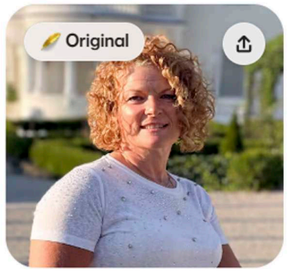
Airbnb Originals ›

Hosted by the world's most interesting people

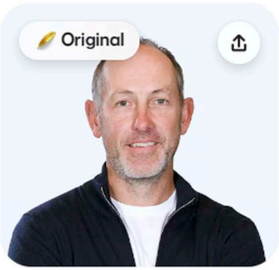
Tour Jack Pierson's new solo show with the artist
Miami Beach, Florida
From $200 / guest

Get in the gym with Olympian Omar Visintin
Milan, Italy
From $31 / guest

Customize an Ana bag with LUAR founder Raul Lopez
New York, New York
From $200 / guest



Hero mindset with Paralympian Francesca Porcellato
Milan, Italy
From $31 / guest



Learn to curl with Olympian Brent Laing
Milan, Italy
From $31 / guest

Carve marble with a third-generation sculptor
Athens, Greece
From $58 / guest · ★ 5.0

Experience a sacred Buddhist ritual and yoga class
Haiya Sub-district, Thailand
From $16 / guest · ★ 4.99

STAYCATION
KIT
HOT
COCOA
MIX
Pretzes

STAYCATION
KIT
DOLLAR TREE
Pretzes
HOT
COCOA
MIX
Wreath
HOLIDAY APPROVED
DOLLAR TREE

Not Perfect, Just Perfectly Theirs

THANK YOU!