

A circular stone tablet with a dark grey, textured surface and a decorative border of raised, geometric patterns. The center of the tablet features a golden-brown pretzel crust pizza with several red pepperoni toppings. The text "PRETZEL CRUST" is written across the middle of the tablet in large, bold, grey, 3D block letters. Below it, the word "ISLAND" is written in smaller, white, 3D block letters. The background is a vibrant tropical island scene with lush green palm trees, a white sandy beach, and clear blue water under a bright sky.

PRETZEL CRUST

ISLAND

YOU KNOW THAT THIRD WHEEL FEELING WHEN YOUR FRIENDS ARE TALKING ABOUT THE NEWEST SHOW, AND YOU'RE NOT CAUGHT UP YET?

SITTING THERE YOU TRY AND CONVINCING YOURSELF THAT IT SOUNDS LAME, AND YOU'VE GOT BETTER THINGS TO DO WITH YOUR TIME.

BUT THEN YOU START SEEING IT EVERYWHERE AND HEARING ABOUT IT NON-STOP. AND YOU START TO QUESTION, WHAT AM I MISSING?

IT'S THE REALITY TV RECIPE, AND IT'S EERILY SIMILAR TO A GREAT PRODUCT LAUNCH.



HOW WE GO TO MARKET

C2 Pretzel Crust Island																													
Day	4/7	4/8	4/9	4/10	4/11	4/12	4/13	4/14	4/15	4/16	4/17	4/18	4/19	4/20	4/21	4/22	4/23	4/24	4/25	4/26	4/27	4/28	4/29	4/30	5/1	5/2	5/3	5/4	5/5
Pretzel Crust Island Timeline											Teaser Support		Ep. 1	Ep. 2	Ep. 3	Ep. 4 (Finale)													

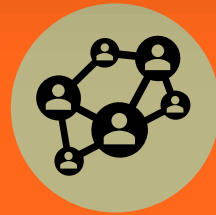
Alert the insiders											[Orange bar]																	
Rally the communities																					[Blue bar]							
Take over the mainstream																					[Green bar]							



ALERT THE INSIDERS

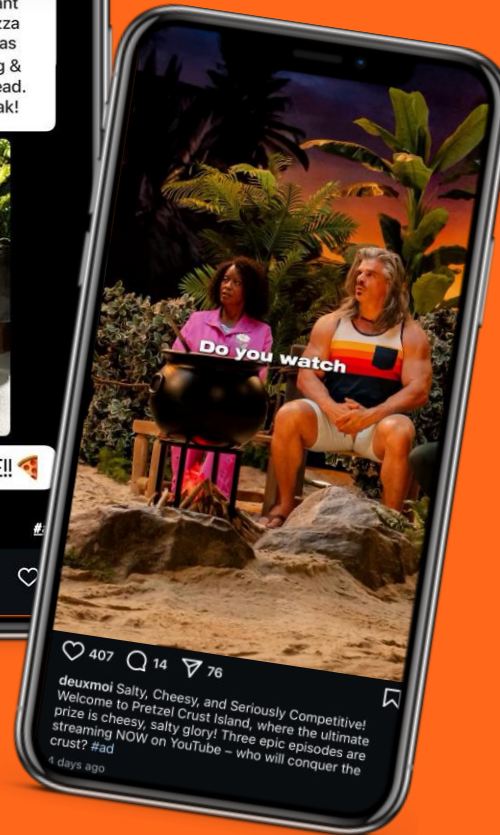
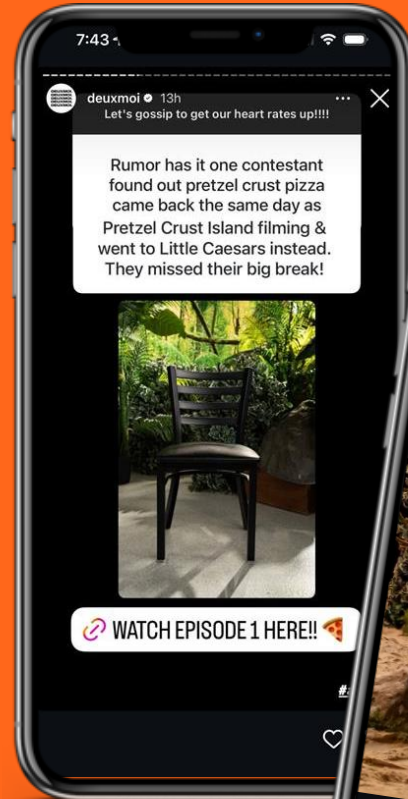
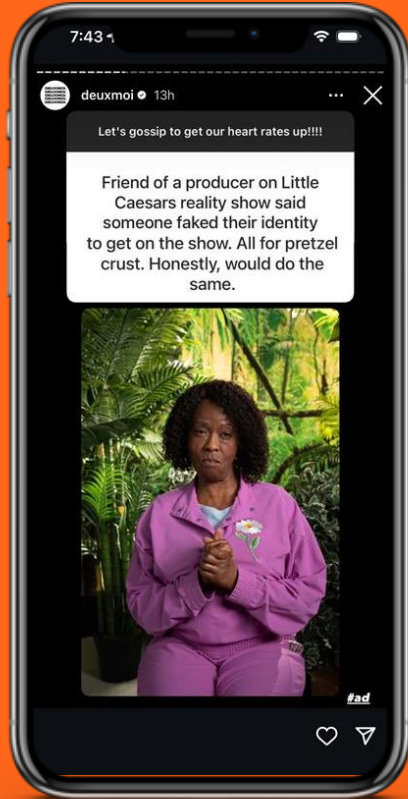


RALLY THE COMMUNITIES



TAKE OVER THE MAINSTREAM

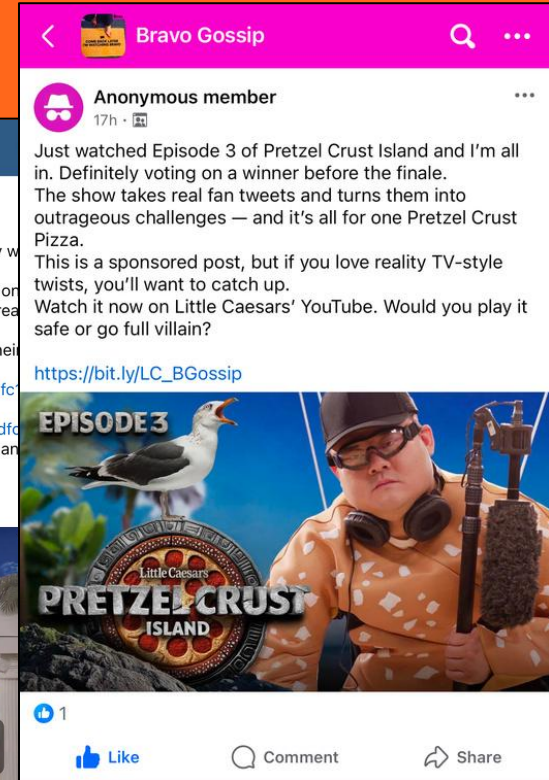
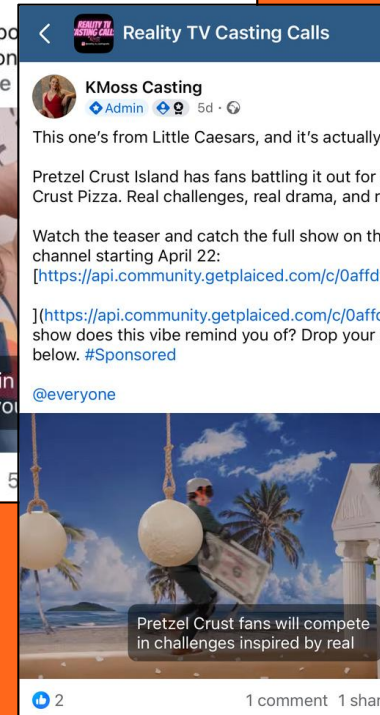
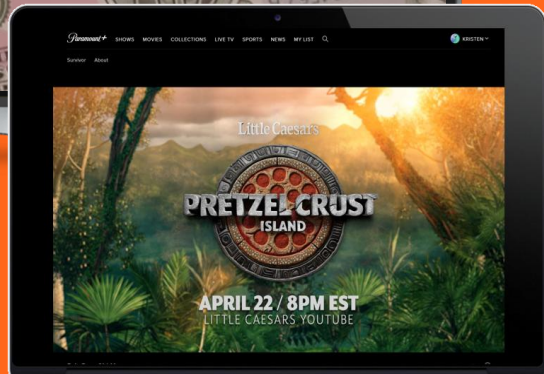
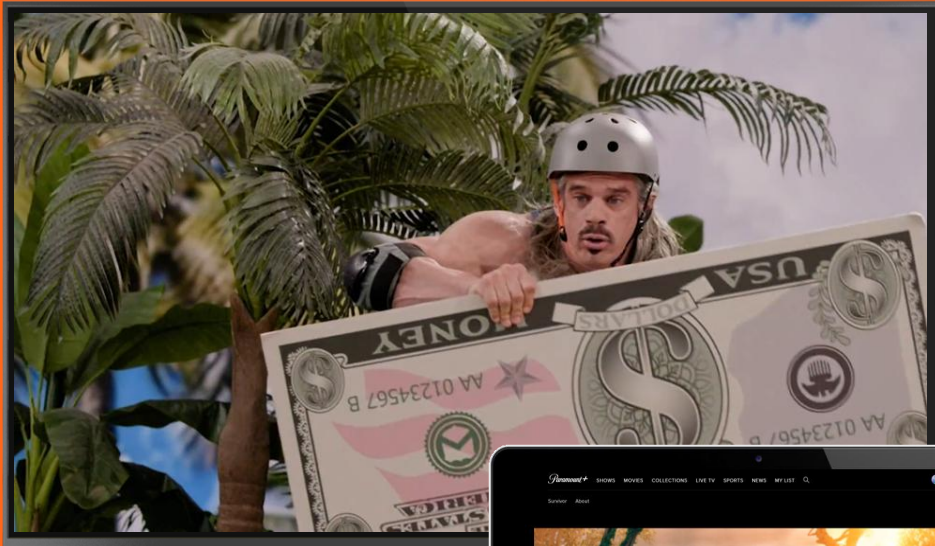
ALERT THE INSIDERS



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@deuxmoi

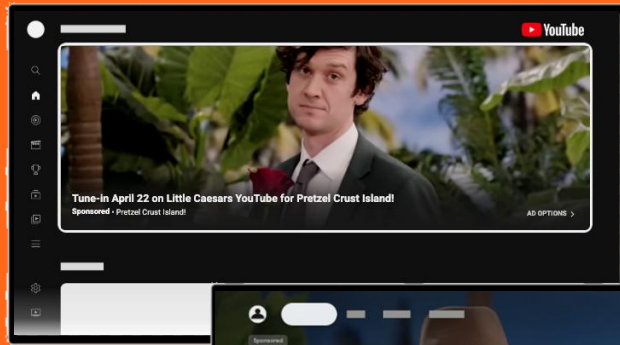
RALLY THE COMMUNITIES



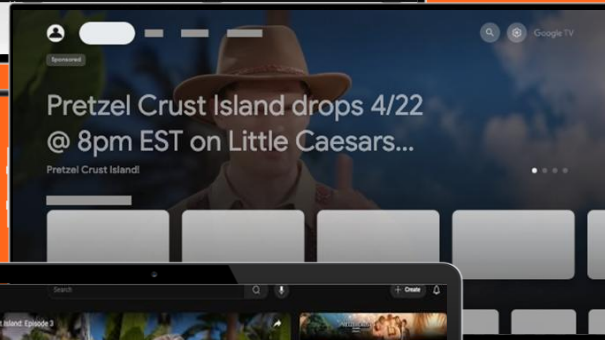
peacock
Paramount+ EyeQ

Meta
reddit

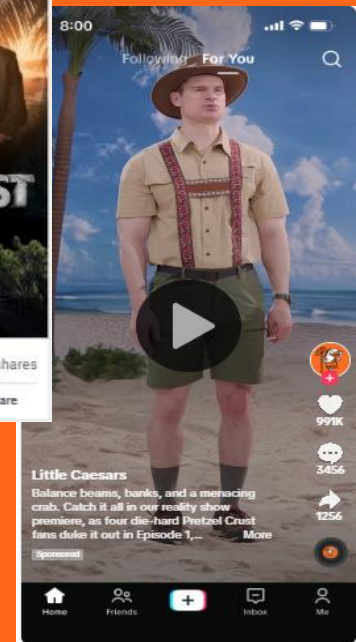
TAKE OVER MAINSTREAM



YouTube



TMZ



DELICIOUS RESULTS

**51.8M TOTAL
IMPRESSIONS**

including Paid and Owned

**7M EPISODE
VIEWS**

on Little Caesars YouTube

**4X SOCIAL
ENGAGEMENT**

*compared to similar Little
Caesars social activations*