



BACKGROUND:

The holidays are supposed to be joyful—but let's be real; everyone knows it's just the next season to stress. You're balancing endless to-do lists, family traditions, last minute work deadlines, and unexpected guests. And that's before you even factor in the bigger pressures like tariffs, inflation, and economic uncertainty, which are tightening everyone's

THE HUMAN PROBLEM:

The holidays hit differently when you're figuring life out. Money's tight, time's tighter, and somehow you're supposed to pull off the magic?

THE TARGET:

We are targeting the budget-conscious holiday shoppers who are experiencing the "post-college weirdness." They are 23-29 juggling finite time and living dollar-dollar.

INSIGHT:

At the peak of holiday pressure, you don't need another sale, you need a co-conspirator. Dollar tree can be just that: fast, affordable, and always just around the corner.

STRATEGIC WAYS IN:

Show up for this generation not with glitter, but with grit and compassion. Position Dollar Tree as the brand that gets it...
Be the practical fix in a season full of pressure.

EXECUTION & MANDATORIES:

All creative avenues are open. Develop a breakthrough campaign and make the competitors wish it was theirs. Something that will increase brand awareness but also deepen engagement. Make their jaws drop.

The
**Crowbar
Awards**

by Breaking & Entering