



# Little Bites<sup>®</sup> Creative Campaign



## Little Moments That Feel Really Big

### What is this campaign about?

This is a campaign about being a kid, as told by kids, to all kids (and parents who have kids and used to be kids). Kids have always been at the center of the Little Bites brand, but now we are making them the heroes, and letting all the little big moments of being a kid inform everything we do as a brand and to spread joy.

### What is a Little Moment That Feels Really Big?

They are humorously mundane on the surface but life-changing and memorable for a kid. They are moments that adults might not even notice or fully understand, but it makes them (and us) smile.

Think: picking up a caterpillar and helping it cross the sidewalk, or feeling the power that comes from wielding a garden hose turned on.

