



By Janet Jurado

INITIAL INSTAGRAM OBSERVATIONS

- -Layout of the overall page is very neat and aesthetically pleasing
- -Posts seem frequent and consistent; have organized highlights as well
- -Pastel pink theme with "crumbl" logo that is all lowercase letters
- -Over six million followers and a verified account (that is a LOT!)
- -Every week (their "weeks" start on Mondays as they are closed on Sundays) they have a new cookie lineup and switch things up
- -Usually two cookies remain static in the lineup and don't change (always have a chocolate chip cookie and a traditional sugar cookie of some kind)
- -Many of the thumbnails for their posts at first glance is high quality, zoomed in, details pictures of their cookies and other desserts
- -In their posts, they "pose" their desserts in unique and modern ways



- -Cookie lineup for this week was NOT shown as a whole in one singular post
- -5 total Instagram posts for the week
- -One post was a video of the baking process for the brownie batter cookie
- -Other posts were very detailed close ups of some of the cookies
- -Included an aesthetic video with leaves and pinecones to promote the pumpkin spice cookie



- -First post for this week was the full cookie lineup in a video post!
- -NEW shareable dessert: the confetti celebration cake (one of the lineups)
- -Made "Mini Mondays" available all week long (mini versions of the weekly cookies)
- -Introduced a giveaway: 4 winners will each receive a free 4-pack of cookies
- -7 total posts for this week (one every day of the week)
- -Release of a free sticker for every purchase made for a limited time
- -Sep. 25 Crumbl's birthday: Receive a 6 pack for the price of a 4 pack for that day
- -Posted about the release of their new merch drop

It may be Mini Mondays[™] tomorrow... but Minis are now available all week long! • Available only in select products while supplies last. :

3 GIVEAWAY! We are giving away a 4-Pack to 4 WINNERS! To enter, tag 3 friends below, and we'll announce and DM the winners from Crumbl's verified Instagram account tomorrow at 10 am MT. #Crumbl

This giveaway is in no way sponsored, endorsed, administered by, or associated with Instagram.



12:57 🖊



CRUMBL Posts

crumbl It's our birthday this week... so you know we're dropping a stellar menu to celebrate Sep 23–28

Try our NEW shareable dessert—Confetti Celebration Cake! A fluffy, three-tiered shareable cake batter confetti cake, layered with velvety vanilla buttercream and topped with rainbow confetti sprinkles. It's your ticket to an unforgettable party.

BIRTHDAY CAKE FT. OREO®

A thick cookie made with OREO® cookie pieces, covered in cake batter cream cheese frosting and topped with more OREO® cookie pieces and rainbow sprinkles.

🥳 CONFETTI CAKE (NEW)

Two fluffy tiers of cake batter confetti cake generously layered with smooth vanilla buttercream and crowned with a dash of vibrant rainbow sprinkles.

CARAMEL SHORTBREAD FT. TWIX®

A shortbread-inspired cookie filled with TWIX® pieces, then topped with a gooey layer of caramel, chilly milk chocolate, and crunchy chopped TWIX® pieces.

💞 THE ORIGINAL PINK SUGAR

Our original recipe is back! An almond sugar cookie topped with a perfect pink swoop of real almond frosting.

PEANUT BUTTER FT. SNICKERS®

A peanut butter cookie studded with chopped SNICKERS®, topped with caramel buttercream, a sprinkle of delicious SNICKERS® pieces, and a smooth milk chocolate drizzle.

MILK CHOCOLATE CHIP

The classic—vou can't go wrong. Thick, soft, and









WEEK 5 (September 29th-October 5th)

- -First post for this week was once again the full cookie lineup in a video post!
- -Emphasis again of the Mini Mondays all week long and also did the same giveaway as last week
- -6 total posts for the week
- -One of the posts was UGC "Fall Inspo Vibes"
- -Also posted a video of the baking and creation process for their OREO and peanut butter cookies
- -For the week of beginning the Halloween month, their weekly lineup included a Pumpkin Cake cookie
- -Logo at the end of the weekly lineup video was altered to have leaves for that specific week -Close up images of the cookie details



12:54









Page 25 Liked by steven.rickmanjr25 and others

crumbl New season just dropped, so did a new menu 🛝 🥯 Sep 30–Oct 5 🦣

BROWNIE SUNDAE (NEW)

A gooey brownie cradled by crisp chocolatey edges, topped with velvety vanilla mousse, smothered in warm fudge, and finished with rainbow sprinkles and a cherry

NO OATMEAL CHOCOLATE CHIP

A thick cinnamon oatmeal cookie filled with layers of melty milk chocolate chips.

PUMPKIN CAKE COOKIE

A warm and fluffy pumpkin spiced cookie layered with cream cheese frosting and a sprinkle of semi-sweet chocolate chips.

COOKIES & CREAM MILKSHAKE FT. MINI OREO® A chilly cookies & cream milkshake-inspired cookie bursting with OREO® cookie pieces from the base to the creamy vanilla buttercream, and finished with a MINI OREO® cookie.

🐙 ULTIMATE PEANUT BUTTER

A peanut butter cookie stuffed with peanut butter and topped with a drizzle of melted peanut butter.

SEMI-SWEET CHOCOLATE CHUNK

Chocolate chip, but make it chunky—a delicious cookie filled with irresistible semi-sweet chocolate chunks and a sprinkle of flaky sea salt.











WEEK 6 (October 6th-12th)

- -First post for this week was the weekly lineup in a video as per usual recently
- -Announced the Mini Mondays expansion as well as the same giveaway once again
- -5 total posts for the week
- -One of this week's cookies was the Tres Leches Cake (notice of beginning to be inclusive with flavors?)
- -Caramel apple cookie for this week was promoted through a short video with Elphaba from Wicked
- -Up close picture post of the chocolate and peanut butter cookie from this week





12:45

CRUMBL Posts







Liked by _lillymehring_ and others crumbl Let's go ghouls... weekly menu just dropped! ★★★ Oct 7–12 → O

TRES LECHES CAKE

A light, fluffy vanilla cake soaked in a classic tres leches sauce, topped with whipped cream, and sprinkled with a laver of cinnamon.

CHOCOLATE PEANUT BUTTER PIE

A cookies & cream pie cookie topped with a peanut butter filling, a drizzle of milk chocolate, and chopped peanut butter cups.

CARAMEL APPLE

A warm cinnamon apple cookie topped with caramel cream cheese frosting, chopped Granny Smith apples, a drizzle of caramel, and a house-made streusel.

🝁 MAPLE CREAM SANDWICH

Two vanilla shortbread cookies sandwiching velvety maple cream cheese frosting with a decorative maple leaf stamped on top.

PUMPKIN CHOCOLATE CHIP

An autumn staple—a fluffy pumpkin spice cookie packed with semi-sweet chocolate chips.

MILK CHOCOLATE CHIP

The classic—you can't go wrong. Thick, soft, and packed with milk chocolate chips.











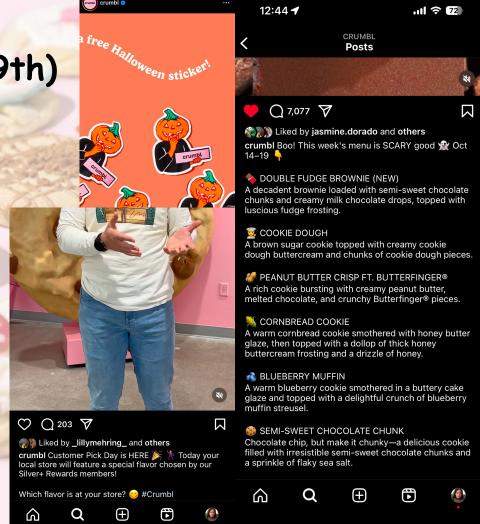


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WEEK 7 (October 13th-19th)

- -First post for this week was the weekly lineup in a video per usual
- -Announced the Mini Mondays expansion as well as the same giveaway once again
- -8 total posts for this week including 2 in one day
- Posted a quick baking process video of one of the weekly cookies: Double Fudge Brownie
- -Introduced "customer pick day" this week where each Crumbl location featured a special unique flavor for a day chosen by "Silver+ Rewards" members
- -Gave away one free Halloween sticker for every purchasing customer for a day during this week too



WEEK 8 (October 20th-26th)

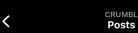
- -First post for this week was the weekly lineup in a video per usual
- -Announced the Mini Mondays expansion as well as the same giveaway once again
- -7 total posts for this week (one per day)
- -Posted detailed pictures of the Sticky Buns cookie
- -Posted a quick creation process video of the confetti milkshake cookie
- -Posted a UGC video of someone trying the Red Velvet cookie for that week as a form of promotion
- -Posted another video with green witch hands to further add to the Halloween aesthetic
- -Promoted their Banana Upside Down cake cookie with close-up detailed pictures



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Verdict:





12:42



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Liked by _lillymehring_ and others crumbl We're creepin it real with this menu 🛞 🦲 Oct 21–26

📐 BANANA UPSIDE DOWN CAKE (NEW)

A gooey banana cake drenched in a toffee glaze, topped with a vanilla bean whipped cream dollop, and then finished with a drizzle of more toffee glaze.

PINK VELVET CAKE COOKIE

A velvety cake batter cookie topped with a layer of vanilla cream cheese frosting and pink velvet cookie crumbs.

🞉 CONFETTI MILKSHAKE

A confetti sugar cookie rolled in rainbow sprinkles and topped with cake-flavored buttercream and a dollop of whipped cream.

KENTUCKY BUTTER CAKE

A vellow butter cake cookie smothered with a melt-inyour-mouth buttery glaze.

STICKY BUN

A buttery cookie stuffed with cinnamon sugar filling, then topped with butterscotch caramel and a crunch of pecan streusel

MILK CHOCOLATE CHIP

The classic-you can't go wrong. Thick, soft, and packed with milk chocolate chips.











WEEK 9 (October 27th-November 2nd)

- -Week of Halloween!! 6 total posts this week
- -First post for this week was the weekly lineup in a video per usual (lots of spooky cookie names)
- -Announced the Mini Mondays expansion as well as the same giveaway once again
- -Made a promotional video with fog, beakers, candles, and other spooky ambiance to add to the holiday
- -Posted another promotional video of people dressed as a mummy and witch feeding each other Crumbl
- -More really cool promotional photos for Halloween of the cookies in cool spooky settings and backdrops
- -The day of Halloween posted a montage video of different clips advertising the cookies



12:40



CRUMBL Posts



♥ Q 5,263 ♥



Riked by ada.ziccarelli and others 28-Nov 2 👇

o Pumpkin Cake (NEW)

Two fluffy tiers of spiced pumpkin cake layered with smooth vanilla bean cream cheese frosting and topped with crumbled pumpkin cake pieces.

MALLOWEEN CAKE BATTER BLONDIE

A smooth cake batter cookie packed with white drops and a splash of spooky sprinkles.

DIRT CAKE

A chocolate cookie coated in cookies & cream crumbs, swirled with fudge frosting, sprinkled with crunchy chocolate streusel, and finished with a gummy worm!

PEANUT BUTTER FT. REESE'S PIECES

A thick peanut butter cookie packed with irresistible REESE'S PIECES candies.

BLUE MONSTER FT. CHIPS AHOY!®

A cookie popping with brown sugar, semi-sweet chocolate chips, and CHIPS AHOY!® Cookie Pieces, then topped with creamy blue vanilla frosting and a mini CHIPS AHOY!® Cookie.

🦚 SEMI-SWEET CHOCOLATE CHUNK

Chocolate chip, but make it chunky—a delicious cookie filled with irresistible semi-sweet chocolate chunks and a sprinkle of flaky sea salt.











WEEK 10 (November 3rd-9th)

- -First post for this week was the weekly lineup in a video per usual
- -Announced the Mini Mondays expansion as well as the same giveaway once again
- -Announced Crumbl pies for preorder for Thanksgiving
- -7 total posts for this week (2 in same day)
- -Posted promotional video strictly about the preorder release for their Thanksgiving week (pies, no cookies)
- -Quick creation process video of the M&M cookie post
- -Up close detailed picture post of the Peanut Butter Blossom cookie
- -Posted a pic between big and mini cookie sizes
- -Quick video of frosting process for Cheesecake



Liked by _lillymehring_ and others crumbl Let us handle dessert this Thanksgiving For the first time ever, we're offering a lineup of REAL pies (not cookies) on Thanksgiving week. Available in 6 flavors and 2 sizes, there's a pie for everyone at the table! Cross dessert off your to-do list and PREORDER your pies NOW through Nov. 27 using the link in our stories. Which flavor is calling your name?

French Silk Pie

Apple Pie

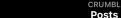
Cookies & Cream Pie

Key Lime PiePumpkin Pie

Pumpkin P
Pecan Pie

12:37





crumbl 8 desserts on the menu? You butter believe it → Nov 4–9

BUTTER CAKE

A warm, gooey butter cake baked with a crunch of sugar crystals, then topped with a delectable buttery glaze and a smooth vanilla bean whipped cream.

NEW YORK CHEESECAKE

A chilled buttery graham cracker cookie swirled with vanilla cheesecake frosting and sprinkled with a graham cracker streusel.

ORIGINAL FT. M&M'S® CANDIES

A tried-and-true cookie packed with sweet and crispy M&M'S® Milk Chocolate Candies.

N OATMEAL RAISIN

A thick cinnamon oatmeal cookie packed with delicious raisins.

STRAWBERRY CUPCAKE

A vanilla cupcake cookie with a heavenly swirl of strawberry cream cheese frosting and a splash of white sprinkles.

PEANUT BUTTER BLOSSOM

An iconic peanut butter cookie rolled in white sugar and decorated with a rich swoop of fudge frosting.

THE ORIGINAL PINK SUGAR

Our original recipe is back! An almond sugar cookie topped with a perfect pink swoop of real almond frosting.

MILK CHOCOLATE CHIP

The classic—you can't go wrong. Thick, soft, and packed with milk chocolate chips.











WEEK 11 (November 10th-16th)

- -First post for this week was the weekly lineup in a video per usual
- -Announced the Mini Mondays all week, same giveaway once again and the Thanksgiving pies for preorder
- -7 total posts for the week (2 in one day)
- -Posted a quick creation process video of the Cherry Cheesecake cookie for the week
- -Did a creative picture post montage to promote the Pumpkin Roll cookie
- -Posted about their official social media name change from @crumblcookies to just @crumbl to promote their adaption into selling more than just cookies (desserts)
- -Video post about the creation process for Pink Doughnut cookie (caption: "this and yap")

MORE THAN JUST COOKIES



It's official! We're now @crumbl A Make way for more desserts A Make way



↑ 177 ▼

Liked by kendyl.samuels and others

crumbl This and yap <a> → Send this to a Pink Doughnut fan! <a> #Crumbl













all 🛜 74

CRUMBL Posts

crumbl 8 desserts that'll be the cherry on top of your week Nov 11–16

CHERRY CHEESECAKE (NEW)

A classic vanilla cheesecake baked over a buttery graham cracker crust, then finished with tart cherry topping and a dollop of whipped cream.

CHOCOLATE CUPCAKE

A warm vanilla sugar cookie topped with a luscious bloom of fudge frosting and a pinch of chocolate sprinkles.

★ SNICKERDOODLE

A classic vanilla sugar cookie rolled in a sparkly cinnamon sugar coating.

PINK DOUGHNUT

A soft vanilla cookie crowned with a luscious pink glaze and rainbow sprinkles, finished with a classic doughnut-style hole!

LEMON CRINKLE

A warm cake-y lemon cookie rolled in crunchy sugar crystals and sprinkled with fluffy powdered sugar.

MAPLE GLAZE

A cookie bursting with brown sugar flavor and drizzled with a tasty maple glaze.

PUMPKIN ROLL

A pumpkin cookie blended with autumn spices and topped with a spiral vanilla cream cheese frosting.

SEMI-SWEET CHOCOLATE CHUNK

Chocolate chip, but make it chunky—a delicious cookie filled with irresistible semi-sweet chocolate chunks and a sprinkle of flaky sea salt.









WEEK 12 (November 17th-23rd)

- -First post for this week was the weekly lineup in a video per usual
- -Announced the Mini Mondays all week, same giveaway once again and the Thanksgiving pies for preorder
- -7 total posts for this week (one every day)
- -Posted a quick creation process video of the Mint Mallow Sandwich cookie
- -Once again did the "customer pick day" for those who are Silver+ rewards members
- -Aesthetic photo posts of some of the cookies
- -Posted a video challenge where two Crumbl workers tried to frost cookies blindfolded

∩ 193
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By Liked by _lillymehring_ and others

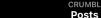
crumbl Today's forecast: Customer Pick Day
Today your local store will feature a special flavor chosen by our Silver+ Rewards members!

-Up close pictures of the Churro cookie!









crumbl How many sweet treats are on this week's menu? Ate. Nov 18–23

MINT MALLOW SANDWICH (NEW)

A cool minty mousse nestled between two luscious cookies & cream cookies.

PINK VELVET CAKE (NEW)

Two tiers of fluffy cake batter-flavored cake layered with smooth vanilla cream cheese frosting and topped with vibrant pink cake crumbles.

CHURRO

A warm cookie bursting with cinnamon flavor and topped with a swirl of smooth cinnamon buttercream and a dusting of cinnamon sugar.

LEMON CHEESECAKE

A buttery graham cracker cookie topped with a creamy cheesecake frosting, a tart punch of lemon curd, and a fresh lemon slice.

MO OATMEAL SKILLET COOKIE

A gooey oatmeal cookie crowned with a scoop of vanilla bean mousse, a drizzle of butterscotch caramel, and finished with oatmeal cookie crumbles.

M CONFETTI

A warm, delicious vanilla sugar cookie packed with rainbow sprinkles.

CLASSIC PEANUT BUTTER

An iconic cookie bursting with peanut butter and embellished with a classic cross-hatch pattern.

MILK CHOCOLATE CHIP

The classic—you can't go wrong. Thick, soft, and packed with milk chocolate chips.











OVERALL THOUGHTS/NOTES POST-MONITORING

- -So much attention and consideration towards what their audience wants and prefers!
- -Many giveaway opportunities almost every week; great way to increase numbers
- -Really good job at keeping up with and adapting their products to holidays/events
- -Occasional UGC posts and a LOT of UCG re-posting on their Instagram stories
- -Transitioned towards trending sayings and made them their captions (really smart of them to be keeping up with the Gen Z slang and language)
- -People love things like free stickers, merch, etc. so they are doing things to keep their customers happy and keep them coming back
- -They respond to people's comments on their posts, whether it's positive or negative feedback (in which they take really well and offer kind feedback and responses)
- -Created a rewards system with tiers that allows for further customer benefits
- -Know how to stay professional while also having fun with the content they post
- -Occasionally release new cookies instead of cycling through strictly only previous ones
- -Overall you can tell so much effort is put into their social media accounts and posts!

All posts from log and more can be found at:

