



# IT'S SKULL HOUR

Creative case for  
**Cheetos Skulls.**

*By Nallely Reyes*





# TONALITY

Playful, mysterious and mischievous.

# TARGET

Young-spirited people looking to break free through fun and play. Those who add a touch of mischief and joy to life when it gets too serious, and believe there is always an opportunity to shake up the routine and break away from the daily monotony.







Creative concept:

The opportunity to  
**participate in a Halloween  
prank with Chester.**

MISHIEF

Eating Cheetos Skulls  
**unleashes your  
naughty and fun side.**





Copy out:

# IT'S SKULL HOUR



Special moment where  
Cheetos Skulls "come to life".

It evokes a **dark and fun  
atmosphere**, perfect for  
Halloween.

✓ **Exclusivity** of  
the product.

✓ Perfect **time to get in  
the game.**







Call to action:

# FIND, TASTE, AND UNLEASH THE MISCHIEF!



Mystery

Sensory  
experience

(The flavor is part of  
the mischief).

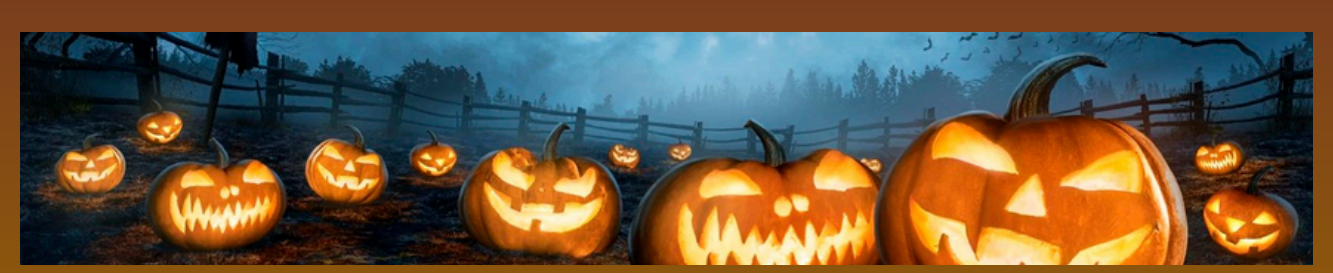
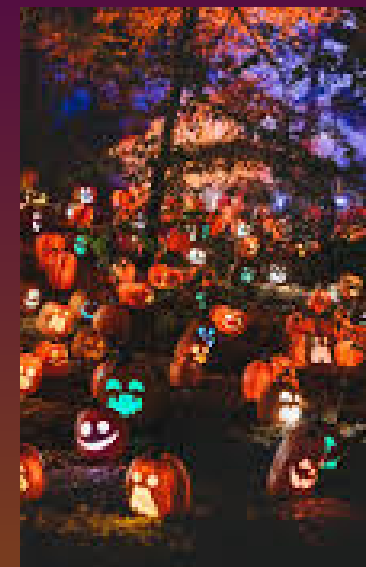
They aren't only  
eaten, they are a  
**"Halloween ritual"**  
to unleash fun and  
daring.







# Moodboard







# Sketches:

IDEAS

- Liberarse a través de la diversión y el juego
- Persona que añade un toque de diversión a la vida cuando se vuelve seria
- LO NO MONOTONO
- + Travesuras

→ Ir más allá de las ocasiones de comer algo

PARA KEY VISUAL

destellos

Cheetle

with

Hora Skull

- ✓ Encontrar
- ✓ Escuchar
- ✓ Ver
- ✓ Oír
- ✓ Saborear

- Encontrar
- Probar
- Desatar la Travesura

KEY VISUAL

Cheetos SKULLS

Cheetle

Logo

COPY

tebranca

luna con

casa

árbol

Cementeno

Cheetle con una pala

Galaras despertando

Instagram Story → animado

Banner 1

Banner 2

Banner 3

Logo

COPY

cta

Logo

COPY

cta

Logo

COPY

cta

Logo

COPY

cta



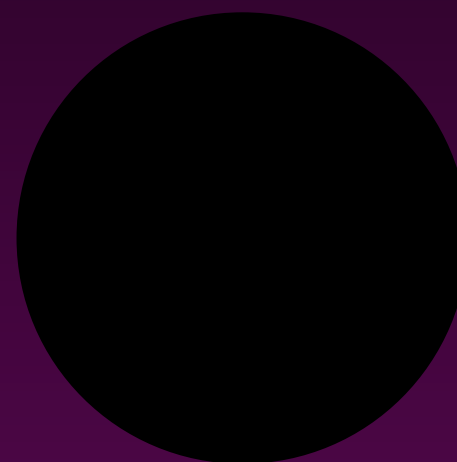




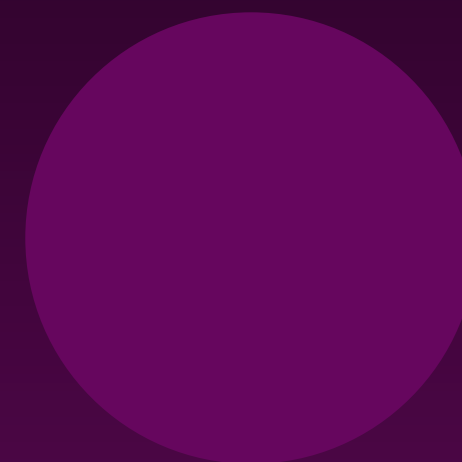
Color  
palette



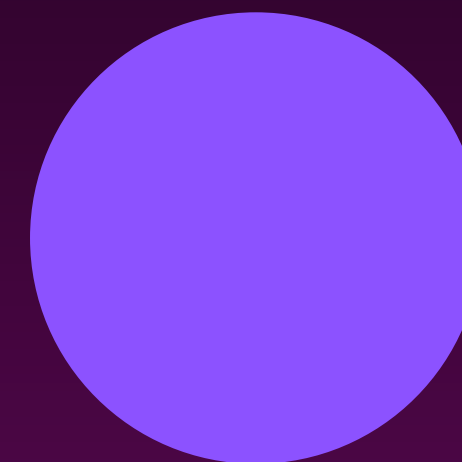
#FF8300



#000000



#FF8300



#8C52FF

Typography

SUNDAY

ANTON

CHEWY





# Cheetos SKULLS

Product image  
design.







KEY VISUAL





# Cheetos SKULLS

IT'S SKULL HOUR



Find, taste, and  
unleash the mischief!







# BANNERS









# Cheetos SKULLS

IT'S SKULL  
HOUR

Just  
\$1.50



Find, taste, and unleash  
the Mischief!





# Cheetos SKULLS

IT'S  
SKULL  
HOUR

Just  
\$1.50



Find, taste, and unleash  
the Mischief!







# INSTAGRAM STORY







# IT'S SKULL HOUR

Historia de  
Instagram animada



ARE YOU READY TO  
UNLEASH THE MISCHIEF...?

**Cheetos**  
SKULLS

