

MARCOM  
AWARDS



Material+



**CHUCK E.  
CHEESE.**



As a means to garner positive recognition and reassert Chuck E. Cheese into the zeitgeist of America, Material proposed a first-of-its-kind, social activation for April Fools' Day. As an organic social initiative shot from a guest's point of view, Material leveraged the playful spirit of April Fools to announce Chuck E. Cheese newest (and fictitious) offering, Chuck E. Cheese "weddings." The video content resulted in the highest engagement rate and impressions for 2023 across FB, IG & X.

# Material+



## MarCom Awards 2023

**Category:** Audio/Video

**Subcategory:** Special Event

## OPPORTUNITY

In an effort to build positive brand awareness for Chuck E. Cheese, as the remodeling of all locations was rapidly approaching, Material devised a way to engage Millennial parents, using diplomatic adult humor, in a completely new way for Chuck E. Cheese. The approach was meant to signal to customers and Millennial parents that the brand is not just culturally relevant but better than you remember.

The content also gave the brand an opportunity to test guest and fan interest in booking weddings at Chuck E. Cheese in the future.

## CLIENT SOLUTION

The strategy for creating this content included shooting a scrappy organic social media spot via iPhones that captured the magic, joy and nostalgia of Chuck E. Cheese in a modern, humorous way that appealed to Millennial parents.

Material's solution was to create a satirical, promotion video offering "exclusive wedding packages," including:

- Development of the tagline, "Where a Mouse Can Make You a Spouse."
- Highlighting key fun-center elements at Chuck E. Cheese locations, and new fun-center additions.
- Complete production, post and deployment of the organic social spot.

## CLIENT SUCCESS

As a result of this campaign's content, Material helped Chuck E. Cheese generate the highest **engagement** rate and **impressions** in 2023 across Facebook, Instagram and X:

- FB ER: 10.2%
- IG ER: 20.6%
- X ER: 8.4%
- Total Impressions: 16.55 MM

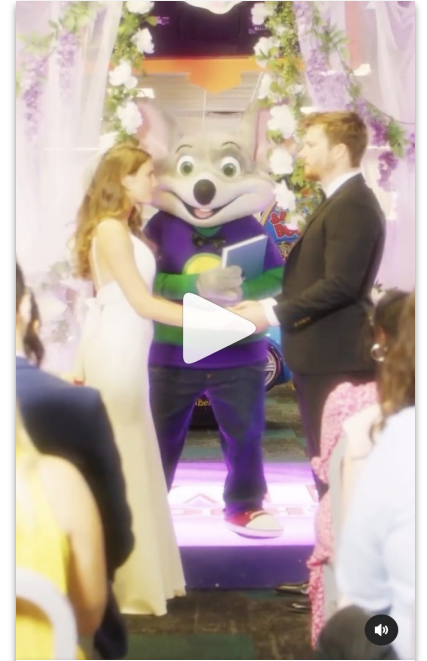
This campaign also received industry recognition, with earned media stories in *The Drum* and *AdAge*.

# April Fool's Day

## WHAT IT LOOKED LIKE



[View the video on YouTube here](#)



chuckecheese 🌟 For the lovers of games, pizza, and each other — introducing Chuck E. Cheese Weddings!

# A Snapshot of Engagement



**abstractredd** WHERE A MOUSE CAN MAKE YOU A SPOUSE BAHHAHAH

18w 5,655 likes Reply

— Hide replies



**halvesushi\_** @abstractredd right why aren't more people talking about that 🤔

18w 12 likes Reply



**jescb7** @abstractredd \*TM

17w 7 likes Reply



**still\_salma** @abstractredd @ruby\_skinner.04

14w 1 like Reply



**smashed.banana** @abstractredd brilliant! 🥰🥰🥰🥰

14w 1 like Reply



**bthankfultoday** @abstractredd Hahahahahaahahahah

13w 1 like Reply



**wanderingin deception** It probably costed then 999,999,999,9999 tickets to get a 3 minute wedding

18w 3,790 likes Reply

— View replies (5)



**therealseanmflynn** This is it. This is how I want to get married. I'm doing it.

23w 1,190 likes Reply



**funtownfollies** Wedding cake flavored pizza when? 🍕

23w 2,885 likes Reply

— View replies (8)



**gborysh** Truly the dream wedding. Might get a divorce just to do it right the second time.

23w 5,736 likes Reply

— View replies (12)



**dinky.dolly.doo** Where's the waitlist sign up

18w 13,261 likes Reply

— View replies (1)



**zackjustzack\_** Imagine getting married lawfully by Charles Entertainment Cheese

18w 354 likes Reply

— View replies (6)



**kuhnstephanie** Flower girl tossing tokens...a bouquet made from 5,673 tickets 🤪 everyone goes home with a clacker toy and a rubber lizard



**pasquallytheplumber** In what states can Chuck E. legally officiate a wedding?

23w 1,554 likes Reply

— View replies (27)



**ashyi** HUH LOLLLLLL OMG

16w 50 likes Reply



**spooey\_ghosty1710** Um when did Chuck E. Cheese become master of quality content 🤔

10w 2 likes Reply



**fyfehurst** Are you going to check w/ Chuck E if there's an opening on 9/30/23?

11w 1 like Reply ...



**freshy\_ow** This is where I want my wedding

23w 4 likes Reply

— View replies (1)



**officialjoshuak** phenomenal

17w 5 likes Reply



**matthefranchise454** Just booked my venue. Now all that's missing is someone to marry. 🤔🤔🤔

23w 308 likes Reply



**parker14\_** happy april fool's day!! but honestly, this wouldn't be that bad of a wedding place 🤔❤️

23w 330 likes Reply

— Hide replies



**chuckecheese** @parker14\_ there's no better place to renew your vows!

23w 173 likes Reply



**parker14\_** @chuckecheese facts!!

23w 3 likes Reply

# A Snapshot of Engagement



**@natsauer2677** 3 months ago

Do you guys do funerals

👍 2 🗨️ Reply



**@VasquezBeanies** 2 weeks ago

Do you all do funerals?

👍 🗨️ Reply



**@ymodnar** 4 months ago

do you do funerals?

👍 14 🗨️ Reply

▲ 2 replies



**@jacobramirez5432** 2 months ago

I would also like to know the answer, because I want my funeral to be at Chuck E Cheeses

👍 1 🗨️ Reply



**@barluepanye3850** 1 month ago

[@jacobramirez5432](#) same bro

👍 1 🗨️ Reply



**@FilmmakeroftheFuture** 5 months ago

Nice April Fools prank! Now why do I have a feeling someone might try to make this real?

👍 3 🗨️ Reply



**@holliejimenez3121** 3 months ago

I just died laughing 😂

👍 🗨️ Reply



**@MoreV25** 5 months ago

I want this to be real LOL

👍 3 🗨️ Reply

▼ 1 reply



**@cullenterry2450** 4 months ago

Do y'all do funerals?

👍 9 🗨️ Reply



**@thepuppetworld3955** 5 months ago

Kiiiinda wish this was real honestly, just to see the reactions people would get

👍 24 🗨️ Reply



**@piratethatsteal** 4 months ago

This needs to happen!!

👍 3 🗨️ Reply



**@PizzaTimeFanatic** 4 months ago

With this I would finally have motivation to marry someone.

👍 7 🗨️ Reply

▼ 1 reply



**@joelitodelosreyes772** 4 months ago

This needs to happen could we at least get this real 100%

👍 1 🗨️ Reply



**@MasonPlays12** 3 months ago

Where a mouse can get a spouse :)

👍 🗨️ Reply

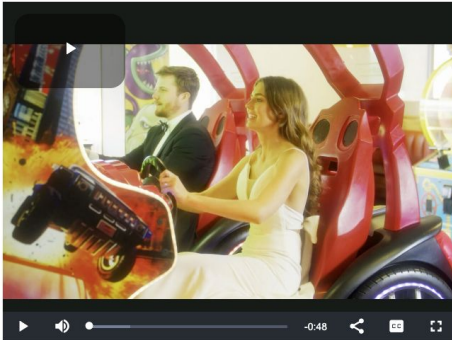
# Media Coverage

## WHAT IT LOOKED LIKE

### AdAge

#### CHUCK E. CHEESE

Chuck E. Cheese wants to help soon-to-be-wed customers tie the knot. The entertainment center said it will soon expand its party offerings to include wedding packages for adults who are still young at heart. Couples can say their vows as Chuck E. himself officiates the ceremony, then cut the pizza cake together, toss a cotton candy bouquet, party with professional in-house DJ Munch, and kick off the reception in the game room.



[Link to coverage](#)

### The Drum

#### Chuck E. Cheese opens its doors for adult weddings



What better place to spend the happiest day of one's adult life than Chuck E. Cheese, where, famously, "a kid can be a kid?" For April Fools' Day, the arcade chain announced that it is now "where a mouse can make you a spouse." Its new 'wedding package' stunt allegedly offers Chuck E. himself to officiate the ceremony, professional in-house DJ Munch and a reception in the game room. The brand worked with its creative agency partner Material on the project.

[Link to coverage](#)