Playboy Halloween: Bunnies in The Wild



Playboy's Classic Bunny Costume Nets 44% of All Halloween Revenue Through WITHIN's Inclusive Influencer Campaign

+ CHALLENGE

For Halloween this year, Playboy set out to prove that its iconic Bunny costume is meant for every bunny, with a campaign featuring **all body types and genders**. While most people pair Playboy with 80's and 90's mansion parties with centerfold model, the brand has always been a proponent of inclusive, progressive sexual expression. Playboy sought to empower individuals to pursue playful self-expression and aimed to shift public perception towards diversity, inclusion and its revived Playboy Pillars (Playfulness, Pleasure, Progressiveness) with the campaign. Playboy aimed to confront its legacy with this campaign and reposition values to drive positive change.

SOLUTION

In tandem with a groundbreaking digital cover featuring Bretman Rock in the Bunny costume, Playboy enlisted WITHIN's Influencer team to source notable photographers to direct and shoot a series titled "Bunnies In The Wild". The series featured unique models and influencers wearing the Bunny costume. WITHIN's Influencer team partnered with artists, photographers, and filmmakers representing diverse and varied points of view to capture what "Bunnies In The Wild" meant to them — showcasing that the brand is truly for anyone who wants to feel empowered.

+ RESULTS

The "Bunnies In The Wild" campaign earned 1.3M organic impressions, with the top ad driving over $50,000 in revenue and achieving a 5.09% ROAS. The campaign introduced the Bunny Costume to new body types and genders, drove organic UGC, and sparked conversation on social.

1.3M+

Organic Impressions

44%

of all Halloween revenue was generated by the bunny costume content

5.09x

ROAS and **$50k revenue** with top-performing influencer ad