



Packaging Copy & Digital Campaign

Writer: Piper Anderson

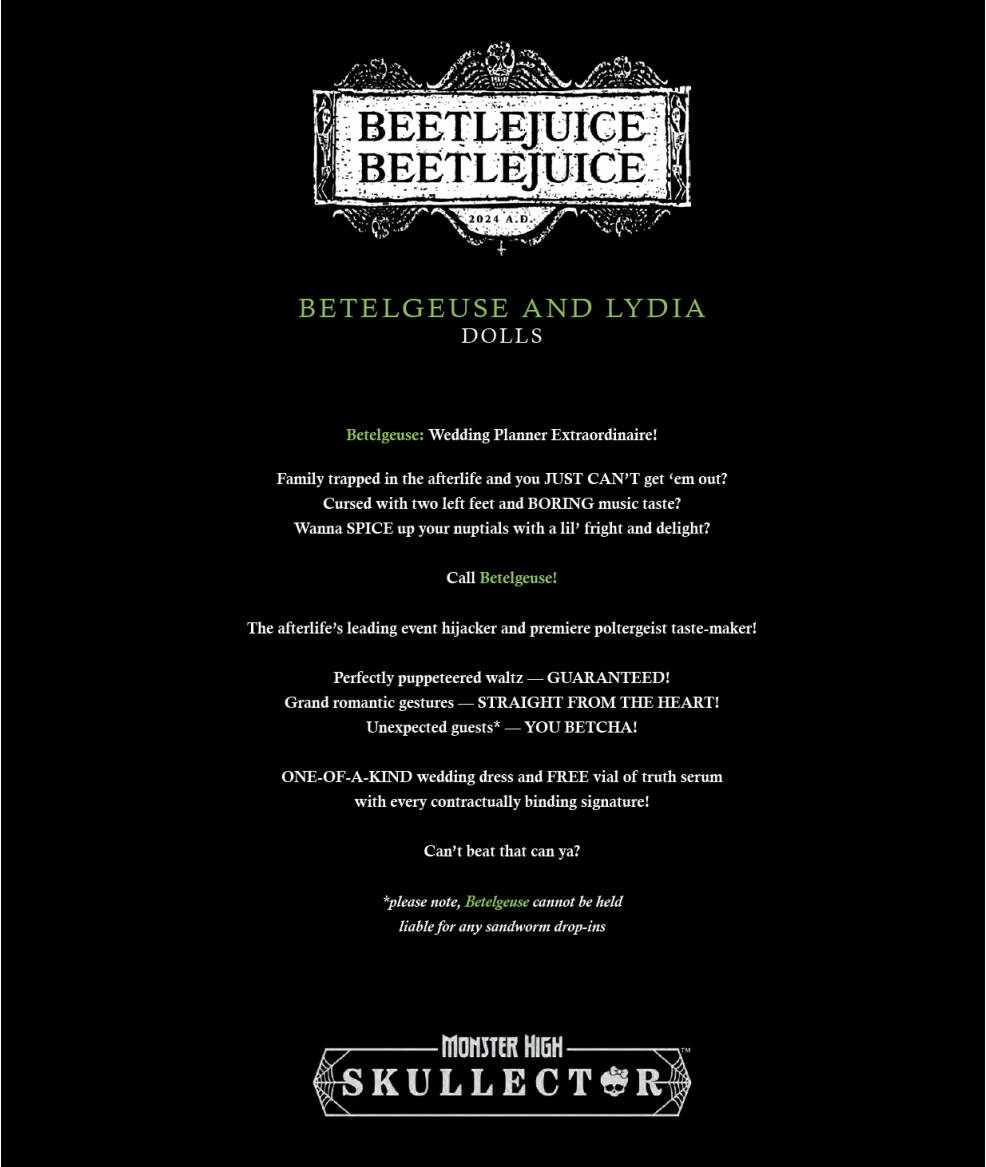


Front Panel of Package

Dolls Sold in Package:



Back Panel of Package
(ft. storytelling copy)



Packaging Copy

Product: Monster High x Beetlejuice
Beetlejuice Skullector Doll \$90 2-Pack

Wrote break-frame packaging copy in the voice of Betelgeuse, which was featured on the back panel of the collector package

Since Betelgeuse is a business-minded ghost with a passion for advertising his services, I thought it would be fun and fitting to write an ad in his voice, featuring a lot of easter eggs from the second film... including Betelgeuse written out three times (don't say it aloud!) The fact that it is an ad for wedding planning ties cheekily into the bridal theme of the 2-pack.

All copy approved by Warner Bros.

Betelgeuse: Wedding Planner Extraordinaire!

Family trapped in the afterlife and you **JUST CAN'T** get 'em out?

Cursed with two left feet and **BORING** music taste?

Wanna **SPICE** up your nuptials with a lil' fright and delight?

Call **Betelgeuse!**

The afterlife's leading event hijacker and premiere poltergeist taste-maker!

Perfectly puppeteered waltz — **GUARANTEED!**

Grand romantic gestures — **STRAIGHT FROM THE HEART!**

Unexpected guests* — **YOU BETCHA!**

ONE-OF-A-KIND wedding dress and **FREE** vial of truth serum

with every contractually binding signature!

Can't beat that can ya?

please note, **Betelgeuse cannot be held*

liable for any sandworm drop-ins



Digital Campaign

Wrote the following digital campaign copy:

- Landing Page for the product launch
- Mattel Creations PDP (Product Description Page)
- 6 email newsletters to Mattel Creations members
- Amazon Above the Fold (bullets) and Below the Fold (paragraph and photo captions) copy
- SEO Titles for Amazon and Mattel Creations



03:13:15:09

until Fang Club shopping window opens

→ **MY CREEPY
GHOULENTINE**

**Landing Page – Early
Access Announce**



03:13:15:09

until Fang Club shopping window closes

→ **MORBID ROMANTICS**

Monster High Skullector Betelgeuse and Lydia Doll 2-Pack

**Landing Page – Early
Access Launch**



→ **HAPPILY NEVER AFTER**

Monster High Skullector Betelgeuse and Lydia Doll 2-Pack

Buy Now

**Landing Page –
Public Launch**

Mattel Creations PDP Photo Captions



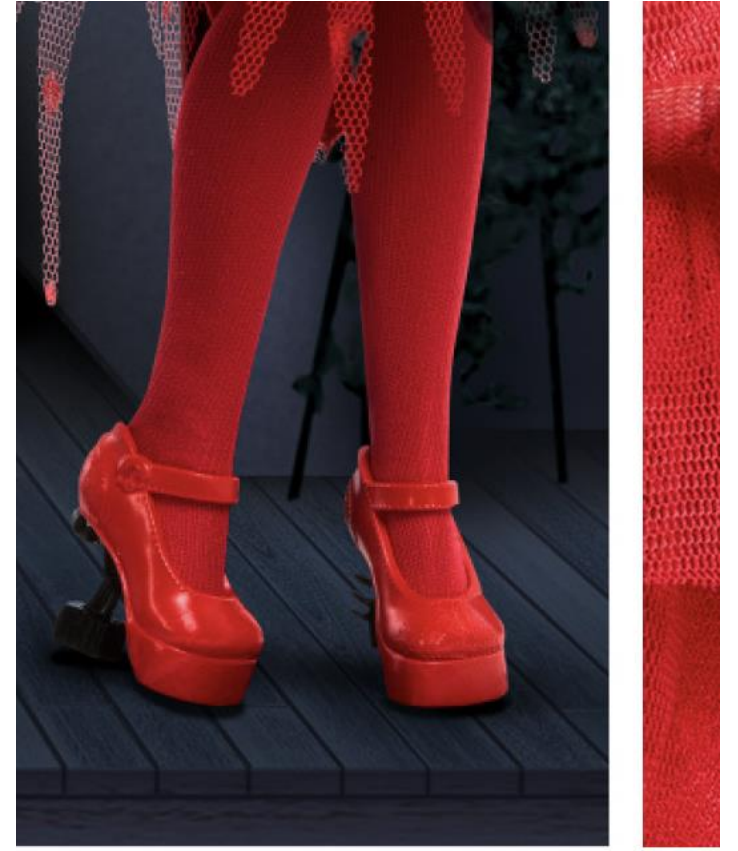
UNHOLY MATRIMONY

What a doomed couple! Betelgeuse and Lydia are poised to walk down the aisle in our Skullector set inspired by the film *Beetlejuice Beetlejuice*.



HEARTFELT DETAILS

Who knew “wearing your heart on your sleeve” could be taken so literally? Betelgeuse makes a gore-geous groom in a two-piece suit with faux leather accents.



A VISION IN CRIMSON

Lydia Deetz is dressed in her frightful finest: a vivid red tulle gown complete with a sheer veil, bow collar, and jagged Swiss dot skirt.

Amazon Copy

[\(link here\)](#)

Above the Fold PDP Copy:

Monster High Skullector Beetlejuice Beetlejuice Doll 2-Pack, Collectible Betelgeuse and Lydia Deetz Set with Accessories and Displayable Packaging

[Visit the Monster High Store](#)

1.0 ★☆☆☆☆ ∨ 1 rating | [Search this page](#)

- Beware, the Juice is loose And he wants to get married (it's a contract thing). For better or worse, Betelgeuse and Lydia dolls are ready to walk down the aisle in this Monster High Skullector set
- Inspired by the film Beetlejuice Beetlejuice, this collectible brings the doomed duo to un-life in stunning detail
- Betelgeuse wears a striped suit with a ruffled collar, accented by faux leather panels and shoes with tombstone and beetle heels
- Lydia is dressed in her frightful finest: a gore-geous red tulle gown complete with a sheer veil, bow collar, and jagged Swiss dot skirt
- Who says romance is dead? Betelgeuse holds heart in hand in the ultimate gesture of affection, while Lydia carries a bouquet that doubles as a purse
- With dreadfully deluxe packaging and two doll stands for display, this Beetlejuice Beetlejuice x Monster High Skullector 2-pack is a memorable creepsake for fans of the film.

Below the Fold Product Description:

You know what they say: “married in red, better off dead” — at least as long as Betelgeuse is the groom. Lydia Deetz and the infamous bio-exorcist himself make their return to the world of Monster High Skullector in this extraordin-eerie doll 2-pack. Inspired by the wedding scene in Beetlejuice Beetlejuice, this collectible pays tribute with strange and unusual fashions that would even make a sandworm do a double-take.

Below the Fold Photo Captions:



Betelgeuse makes quite the gore-geous groom in an eye-catching suit. Cross-legged beetle earrings nod to a scene in the first film, while a striped headband and skullette bow tie add fun detail.



Lydia Deetz is a vision at the ghostly altar in her vivid ensemble— from the veil framing her crimson eye makeup to her stockings and Mary Janes with sculpture heels, she is a fright to behold.



With each doll dripping in dread-lightful detail from head to toe, this Beetlejuice Beetlejuice Skullector set makes a unique gift for lovers of the film and Monster High fans alike.

Email Campaign

TEASER (MEMBER)

Subject Line:

Just in Time for Valentine's Day...

Pre-header:

...A boo-loved pair rises from the crypt.



EEK PREVIEW

Fang Club shopping window opens in

00 : 00 : 00 : 00

DAYS HOURS MINUTES SECONDS

Roses are red, violets are blue, this two-pack is almost too good to be true. A fan-favorite Skullector duo is making a comeback. Any guesses?

ANNOUNCE (MEMBER)

Subject Line:

Beetlejuice, Beetlejuice, Beetle—

Pre-header:

No need to say it three times. The dread-lightful duo is back.



SCARY SWEETHEARTS

Fang Club shopping window opens* in

00 : 00 : 00 : 00

DAYS HOURS MINUTES SECONDS

Beetlejuice and Lydia are reuniting at the ghostly altar, and this time they're arriving straight from the sequel *Beetlejuice Beetlejuice*.

LAUNCH (MEMBER)

Subject Line:

Fang Club, The Juice Is Loose: Get the Wedding 2-Pack Now

Pre-header:

Snatch up Betelgeuse and Lydia before the sandworms do.



CREEPTASTIC COUPLE

Fang Club shopping window closes* in

00 : 00 : 00 : 00

DAYS HOURS MINUTES SECONDS

This poltergeisty pair will disappear faster than you can say "I do." Don't miss this opportunity to add our latest Beetlejuice and Lydia dolls to your skullection.

LAUNCH (PUBLIC)

Subject Line:

Skelebrate Valentine's Day, Beetlejuice-style

Pre-header:

Don't miss out on getting the couple of the millennium.



A MATCH MADE IN PURGATORY

Monster High Skullector Betelgeuse and Lydia Doll 2-Pack

It's a nice day for a fright wedding. Get Betelgeuse and Lydia before they're lost to the afterlife.

[Buy Now](#)

Email Campaign Continued

Announce (Member)



In Their Frightful Finest

The ghost with the most makes quite the compelling groom in a three-piece suit, while Lydia Deetz is every inch the gore-geous bride in head-to-toe scarlet.

[Learn More](#)

Launch (Member)



Gore-geous Garb

Our doomed duo is walking down the eerie aisle in lurks inspired by the sequel *Beetlejuice Beetlejuice*. At Mattel Creations, Fang Club members get first dibs on them.

[Buy Now](#)

Launch (Public)



Oh My Creepy Valentine

Who says romance is dead? Beetlejuice arrives at the altar heart in hand, while Lydia makes a boldly bootiful bride in head to toe red.

[Buy Now](#)

Email Campaign Continued – Post-Launch

MC Sustain 1



A Fright to Behold

Our Betelgeuse and Lydia 2-pack will look dreadfully charming on your shelf, right next to your copy of *the Handbook for the Recently Deceased*.

[Buy Now](#)

MC Sustain 2



A Movie Sequel Creepsake

True love (or... contractually binding love) is eternal. This Betelgeuse and Lydia set, inspired by *Beetlejuice Beetlejuice*, will make your collection one for the ages.

[Buy Now](#)