



In 1978, McKee Foods – maker of Little Debbie Snacks – tapped Luckie & Company to support its efforts to build a growing regional brand and place Little Debbie on the national stage.

In the '60s and '70s, Little Debbie relied heavily on Luckie to help build its reputation as a fresh, great tasting product with an appealing variety set, store door delivery distribution, and merchandising, as well as excellent retail relationships. By the end of the 1970s, the agenda for the brand was changing, and the vision became to build an awareness and reputation for Little Debbie that could be a springboard for national status. Over the next 25 years, the regional brand with less than \$100 million in sales in the late '70s claimed national distribution, became the No. 1 brand in the snack cake category and broke through \$1 billion in sales. It was during this time that Luckie engineered the brand proposition evolution from value to an emotional appeal that led to the “Unwrap A Smile” positioning. Today, Luckie helps guide the consumer journey for Little Debbie products using a transmedia storytelling approach designed to keep the brand as fresh as the product.