

Mucinex Releases Giphy Stickers for Halloween

Mr. Mucus may be one of the grosser brand mascots, but his slimy presence this Halloween seems fitting in 2020. Mucinex is releasing Mr. Mucus and a batch of his ghoulish personas as spirited Giphy stickers in time for All Hallows' Eve.

The Reckitt Benckiser brand's in-house team has created a series of Giphy stickers that feature the blobby character in a variety of seasonal costumes, including witches, skeletons, vampires and ghosts.

The "Ghost & Post" campaign lets people take selfies with the stickers while retaining social distancing guidelines (hey, Mr. Mucus is a big ball of germy mucus and we're in the middle of a pandemic). The stickers can be found by searching #Mucinex, #Mucus and #GhostAndPost on Giphy. A Snapchat filter is also available through Halloween.

People who take their Mr. Mucus photos are encouraged to post to Instagram, Facebook and Snapchat with the hashtag #MucinexGhostAndPost. According to Mucinex, 20 million people have viewed its Frankenstein sticker, while 19 million have viewed the witch.

The brand states that it hopes the simple act of hanging at home with “The Monster of Mucus” will motivate homebound Halloweeners to avoid parties while finding creative ways to celebrate the holiday safely. It encourages “ghosting” socials gatherings in favor of staying home with the stickers.

So, if you’ve ever dreamed of globs of costumed mucus floating around your head, “Ghost & Post” is right up your alley.

The initiative is part of the brand’s transformation from a traditional over-the-counter remedy to a holistic health and wellness brand that aims to meet consumer’s needs on the latest social and digital platforms, especially during Covid-19. Efforts include creating a line of sickwear apparel

and a series of “boring” Instagram stories.

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