



- Advertisement -

Wonderful Pistachios calls upon the universe, Joey Chestnut and TikTok creators to 'Get Crackin'

April 11, 2023

The iconic “Get Crackin’” campaign that helped [Wonderful Pistachios](#) become a household name is back. America’s No. 1 nut, Wonderful Pistachios, will feature nostalgic talent alongside some of the latest trends to relaunch Get Crackin’ and celebrate the unique ways people enjoy cracking open and eating pistachios.

The campaign brings irreverent humor in a new series of commercials, will set world records at the “Wonderful Pistachios Get Crackin’ Eating Championship” and encourages TikTok users to #GetCrackin.

Live now, Get Crackin’ showcases how nursery rhyme legend [Humpty Dumpty](#) “does it with a great fall,” how [the Universe](#) “does it with a big bang,” and how the world’s No. 1-ranked competitive eater [Joey Chestnut](#) “does it like a champ.”

Additional installments include [everyone’s favorite ghost-chomping arcade icon PAC-MAN](#), and [Spot, an agile mobile robot with a decidedly doggy name from Boston Dynamics](#), “does it obediently.” The campaign will live across cable outlets, digital streaming platforms, and on social media.

“Get Crackin’ succeeded because it cracked social media before we had social media. We’re excited to bring that forward-thinking perspective to the platforms that drive culture today,” said Michael Perdigao, president of The Wonderful Agency. “True to the spirit of the initial campaign, Get Crackin’ 2.0 will be in conversation with culture at the moment that it’s happening — identifying, partnering, and launching both our unique brand and the unique talent that’s drawn us forward.”

The Get Crackin’ ad campaigns have become a barometer for social media and internet trends over the past decade. Former Get Crackin’ castmates have included award winning host and executive producer of Comedy Central’s “The Colbert Report,” Stephen Colbert, “The Jersey Shore’s” Snooki, Snoop Dogg, and internet sensations PSY, Honey Badger and Keyboard Cat among others.

#GetCrackin on TikTok with Wonderful Pistachios

[Wonderful Pistachios is also extending the campaign to TikTok](#), partnering with talented creators to show how they uniquely Get Crackin’. [Thoren Bradley](#) does it on his first attempt. [Daniel and David Hulett](#) do it with a trick shot. And, [Elladj Balde](#) does it on a single blade.

Earlier this month, [Shawn Johnson](#), [Alex Wong](#), and [Vanesa Amaro](#) helped launch a Wonderful Pistachios’ #GetCrackin branded hashtag challenge. TikTok users applied a custom branded effect to share fun videos of how they creatively cracked open Wonderful Pistachios. The contest ended on Feb. 20, and the winner will receive \$10,000 and a one-year supply of Wonderful Pistachios.

[Print](#)