

Elmo, Ms. Rachel and the Back-to-School Series Taking Social Media by Storm

A match made in Muppet heaven

by **Charell Star**

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The dream team you didn't know you needed just dropped a collaboration that's pure marketing magic. Ms. Rachel, the queen of toddler tunes, has partnered with the iconic, giggle-inducing Elmo for a new series. This dynamic duo is launching the first of three music videos, perfectly timed for the back-to-school season.



Reviving a Classic

To kick off the series, the first release offers an updated spin on the classic "This is the Way" melody. This refreshed version takes viewers on a cheerful, animated journey through the morning routine of getting ready for school.

Cuteness Overload

Just when you think it couldn't get any cuter, our musical friends treat viewers to a sweet bus-stop goodbye. The moment is complete with a big Elmo hug and Ms. Rachel wishing all the little ones a fantastic day at school. Cue the collective "aww!"

The full episode is packed with over 60 minutes of energetic and educational moments, making it perfect for toddlers. Following this, two more videos drop, featuring Ms. Rachel alongside other beloved characters from the Sesame Street universe, including Cookie Monster and Abby.



Fan Frenzy

Parents, kids and Muppet fans of all ages were clearly thrilled about the launch. This excitement is no surprise, given that both Elmo and Ms. Rachel are big deals. On Instagram alone, they have a combined following of more than 3 million.

As expected, love has been pouring in from all corners of the internet in response to this viral-worthy partnership. Brands from Merriam-Webster to LeapFrog have jumped in, with some even claiming that this collaboration is bigger than *Deadpool and Wolverine*. Ouch, Ryan Reynolds and Hugh Jackman.

It's worth noting that nearly 330,000 viewers flocked to the launch video within the first four hours of its release.

Sesame Street's Winning Streak

For marketers, this collaboration is a textbook example of how to drive engagement and loyalty through thoughtful partnerships. By aligning the beloved characters of Elmo and Ms. Rachel, Sesame Street not only expanded its reach but also deepened the emotional connection with its existing fanbase.

This isn't the first time that the "sunny days" brand has hit a home run by leveraging one of its popular characters. In 2023, *the Count teamed up with NerdWallet* to make numbers a little less scary.

Ultimately, this latest collaboration feels authentic, with both Sesame Street and Ms. Rachel maintaining their core values while delivering a unified message that resonates with parents and children alike.

When it comes to marketing, even child's play can be pure genius.



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