



WHAT CAN YOU DO WITH JELL-O?

Ali Barnard & Gabi Enriquez

AGENDA

SWOT

CREATIVE BRIEF

MEDIA RECCOMENDATION

AD CONCEPTS

STEPPS MODEL



JELL-O



1.

WHAT IS JELL-O?

JELL-O IS AN AMERICAN BRAND THAT OFFERS A VARIETY OF POWDERED GELATIN DESSERTS, PUDDING, AND NO-BAKE MIXES.

2.

WHO IS OUR TARGET MARKET?

WE WANT TO TARGET TWO AUDIENCES. OUR PRIMARY AUDIENCE, PARENTS. AND OUR SECONDARY AUDIENCE OF CHILDREN.

3.

WHAT IS OUR PLAN?

TO CREATE A STRATEGY THAT RE-IMAGINES JELL-O -A BRAND WE ALL KNOW AND LOVE- INTO A RELEVANT, FUN, AND ENGAGING BRAND THAT APPEALS TO OUR NEW TARGET MARKET.

Ali Barnard

JELL-O

Situational Analysis and SWOT

STRENGTHS

- Easy on-the-go snack for kids
- Unique and original, giving the company a competitive advantage
- Versatile snack that its consumers can get creative with
- A variety of ways Jell-O can be eaten
- Endless opportunities for creativity

WEAKNESSES

- Lack of appealing/trendy advertising
- Indistinguishable market
- Could be seen as an unhealthy snack option
- Out dated website
- Inactive on social media (Instagram, YouTube)

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OPPORTUNITIES

- Learning opportunity for children
- Introducing creativity of food and desserts to children
- Old brand brought back to life
- Encourages imagination
- Easy-to-follow recipes
- partnership with childrens/family influencers

THREATS

- Associated with upset stomachs or hospitals
- Old brand image stuck in people's minds
- Current reputation in the marketplace/ people's mindsets on the product

POSITIONING STATEMENT

JELL-O IS THE FUN VERSATILE SNACK THAT SPARKS YOUR IMAGINATION

ACTION SPURS

PLAY- APPEALING TO KIDS
COLLECTIVISM- OWNERSHIP

Jell-O Insights



I LIKE TO STAND OUT IN A CROWD

INDEX: 118 | REACH: 22%

DOMINATING, AUTHORITARIAN, DEMANDING, AGGRESSIVE



PAST FINANCIAL OUTLOOK

SOMEWHAT BETTER OFF

INDEX: 115 | REACH: 27.7%



FUTURE FINANCIAL OUTLOOK

SIGNIFICANTLY BETTER OFF

INDEX: 118 | REACH: 13.4%



PURCHASE A BIG TICKET ITEM

SOMEWHAT LIKELY

INDEX: 118 | REACH: 12.3%



PURCHASE A MEDIUM TICKET ITEM

SOMEWHAT LIKELY

INDEX: 115 | REACH: 27.6%



CONSUMER CONFIDENCE SCALE(1-8)

6 HIGH

INDEX: 112 | REACH: 24.6%



PROPENSITY TO BUY SCALE(1-8)

3 LOW

INDEX: 119 | REACH: 11.1%

TOP 5 BRANDS



MEDICINE/AILMENTS

STORE BRAND
(MEDICINE/DRUGS/AILMENTS ...)

INDEX: 305 | REACH: 16.1%



MEDICINE/AILMENTS

STORE BRAND
(MEDICINE/DRUGS/AILMENTS ...)

INDEX: 294 | REACH: 10.4%



MEDICINE/AILMENTS

ADVIL - CHILDREN'S/INFANTS'
(MEDICINE/DRUGS/AILMENTS ...)

INDEX: 288 | REACH: 15.4%



MEDICINE/AILMENTS

MOTRIN - CHILDREN'S
(MEDICINE/DRUGS/AILMENTS ...)

INDEX: 288 | REACH: 25.9%



MEDICINE/AILMENTS

MOTRIN - INFANTS'
(MEDICINE/DRUGS/AILMENTS ...)

INDEX: 285 | REACH: 10.7%

TOP 5 MEDIA



CABLE/TV/RADIO

DISNEY CHANNEL
(CABLE/TELEVISION/RADIO | ...)

INDEX: 155 | REACH: 13.1%



CABLE/TV/RADIO

NICKELODEON
(CABLE/TELEVISION/RADIO | ...)

INDEX: 150 | REACH: 10.1%



INTERNET

WHATSAPP (INTERNET | VIDEO-CHAT/ VIDEO-CALLING)

INDEX: 150 | REACH: 11.9%



INTERNET

FACEBOOK MESSENGER
(INTERNET | VIDEO-CHAT/ ...)

INDEX: 147 | REACH: 21.9%



CABLE/TV/RADIO

AMAZON PRIME INSTANT VIDEO (ANNUAL FEE) ...

INDEX: 132 | REACH: 30.9%

Source: Simmons Research LLC, Summer 2020 Simmons Connect Plus

Ali Barnard



INDEX: 176
REACH: 40.8%

My children have a significant impact on the brands I choose



INDEX: 174
REACH: 61.7%

I enjoy watching kids TV shows with my children

Creative Brief

OBJECTIVE

- We want our advertising to bring back the positive feeling connected to Jell-O
- Exposure for Jell-O and to remind consumers that Jell-O is still an enjoyable snack
- We want to bring the old brand back to life

TARGET AUDIENCE

- Primary Audience- Parents Ages 25-50
- Secondary Audience- Kids Ages 4-11

WHAT DO THEY CURRENTLY THINK

- People think that Jell-O is only eaten when you are sick/have an upset stomach
- It is unhealthy for you
- Distinctive quality (the way it jiggles and moves)

WHAT WE WANT THEM TO THINK

- We want them to think that Jell-O is a comforting easy snack
- Want to rebrand as a fun and creative snack
- Jell-O learning

MOMENTS OF RECEPTIVIY

- Grocery stores
- Commercial ads
- School assemblies/Morning Announcments
- Streaming services
 - Disney+
 - Netflix

TONALITY

- Comforting, positive, fun, outgoing
- We want the Ad to feel tailored to both kids and parents
 - Kids beg their parents to try it
 - Parents feel nostalgic as this was their childhood snack

HOW DO WE MAKE IT BELIEVABLE

- Want to play off the fun movement of Jell-O, the way it jiggles shifts and moves
- Provide fun, easy, and unique recipes to encourage more sales and spark excitement about the possibilities of Jell-O

Media Recommendation

INSTAGRAM

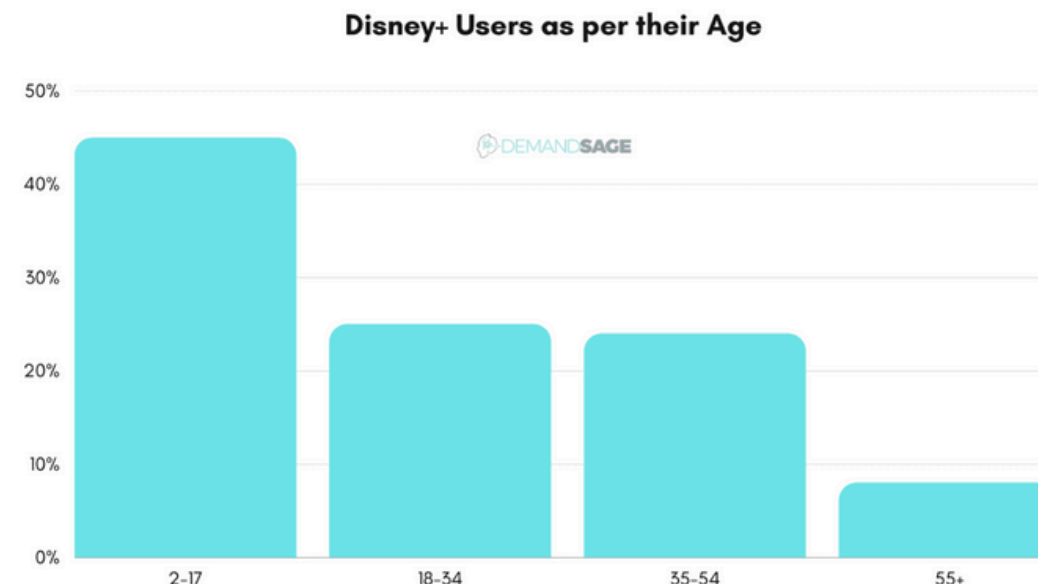
Instagram Ads will attract our target while making the products easily shoppable and will showcase a variety of products using its features

Features:

- product tags
- collection ads

(business.instagram.com)

DISNEY+



45% of US users are ages 2-17
25% of users are ages 18-34

(demandsage.com)

NICKELODEON

- Playful and creative
- Appeals to kids sense of imagination and curiosity
- Awards shows and ways for people to interact
- Advertisements placed here would be able to target both audiences

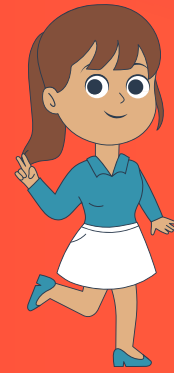
Ad concepts and Recommendation



the girl is
playing with
her toys



she gets
bored



she wanders
into the
kitchen to
grab a snack



she sees Jell-O
in the pantry
on the shelf



she brings it
out onto the
counter



slower clips of
her putting on
gloves, lab
coat, and
goggles



quick cuts of her
mixing, pouring,
shaping the Jell-O



her mom comes
into the kitchen
after hearing a
loud bang noise



the kid looks up
and smiles



a huge Jell-O
creation sits on the
kitchen counter



mom takes a pic
and then the kid
takes a bite out of
it

#WhatCanYou
DoWithJELL-O?

closes with "what
can you do with
Jell-O?"

Ad concepts and Recommendation



#WhatCanYouDoWithJELL-O?



**What Can YOU
Do With Jell-O?**

PLAY

INSTORE
KIDS
CORNER

PICK YOUR



**What Can Y
Do With Jell**

PLAY

Billboard

PR Toolkit



Our toolkit is our experiential ad that will be delivered to schools to be used directly in the classroom

Customers can also purchase their own toolkit that they can have delivered to their house

What's Inside?



USE OUR JELL-O TOOLKIT
AND THEN SHARE YOUR
CREATIONS USING THE
HASHTAG

#WHATCANYOUDOWITHJELL-O



TO PURCHASE MORE JELL-O PRODUCTS



SCAN THIS QR CODE

Going Viral

- Easy-to-follow instructions
- Variety of Jell-O packets and products
- Examples of Jell-O creations to spark creativity
- Lab coats & goggles
- Measuring cups, containers, mixing tools
- QR code that brings you to Jell-O's website where you can directly buy their products



STEPPS Model

STEPPS	Name the elements that are associated with the STEPPS
1. Social Currency – Own Your Idea Make them Feel Like an Insider.	Jell-O PR Toolkit revamps the brand and gives them a sense of participation and connectedness with the brand.
2.Triggers – Hit your target at the Right Time When They are Interested in Your Message.	Parents- hit them on Facebook and Instagram through their most viewed creators. Kids- hit them when they're watching Youtube or childrens shows.
3.Emotion – Convey a Strong Emotion Through Your Messaging and Media Placement	Parents- A feeling of nostalgia and ownership Kids- Fun and feelings of accomplishment
4. Public – Make What we Do Publicly Cool.	Creating a competition or fun way for people to interact with the product. Rewarding with prizes and shoutouts.
5. Practical Value – Convey the Practical Value.	Creates a new spin on Jell-O's current brand image- makes it interactive and fun.
6. Stories – Find the Trojan Horse. Create a good story that people want to share.	Through play and collectivism, people feel a sense of ownership over the Jell-O brand and want to make this a staple product in their households.



THANK YOU!



Sources

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