

## Table of Contents:

1. Executive summary (Page 2)
2. Client background and qualitative business observations (Pages 3 - 4)
3. Quantitative Findings (Pages 5 - 7)
4. Consumer insight illustration – Personas (Pages 8 - 9)
5. Revised Group Creative Brief (Pages 10 - 11)
6. Communicate the big idea (Pages 12 - 13)
7. Sources (Pages 14 - 15)

## 1. Executive summary - *Janki Salokhe*

Jell-O is a leader in the dessert category and has a brand identity centered on nostalgia, affordability, and convenience. However, with the recent decline in Jell-O's popularity and as the market evolves we found that Jell-O needs to evolve with the growing consumer demand for healthier and more transparent food options. Our research showed that Jell-O's consumer base primarily includes families with children and older generations. Trends show that health conscious consumers particularly the younger generations of Millennials and Gen Z lean towards sugar free options. This is also backed by our observational research which shows that Jell-O products capture attention but are overlooked by other healthier options, such as yogurt. This shows the importance of addressing health focused consumer preferences to broaden Jell-O's clientele. Our quantitative findings further support these observations. Our crosstab analysis on MRI Simmons showed that health conscious consumers gravitate toward Jell-O's sugar free products. We also discovered that Jell-O's traditional products are purchased more strongly by consumers that seek indulgence and nostalgia. Lastly we found Jell-O's advertising strategies have potential for growth in more effectively promoting its healthier options as well as engaging with younger consumers.

To strengthen its position across the purchase funnel we believe Jell-O should implement targeted strategies that resonate with evolving consumer preferences. First, Jell-O can build awareness by launching social media campaigns showcasing its new sugar free and high protein options to provide more options for health conscious consumers. Additionally, creating digital content like interactive recipe challenges and creative applications for gelatin and pudding, can highlight the brand's versatility and increase advertising engagement. We also believe that Jell-O can enhance in store visibility with displays that emphasize partnerships with popular kids' brands and feature both indulgent and healthy product lines. Another recommendation is that Jell-O should innovate with flavors and formats that align with market trends, including organic, clean label, and high protein gelatin snacks. Lastly, fostering loyalty through influencer collaborations and experiential marketing like family friendly events can create deeper consumer connections and enhance brand engagement.

## 2. Client background and qualitative business observations - *Janki Salokhe*

Jell-O has been an iconic American brand since its creation in 1897 and is known for its playful and family centric image. Over the years, Jell-O has expanded its product line to include puddings and snack cups and become a staple in many households. Recently, Jell-O has made efforts to reinvent its image through rebranding initiatives such as updated packaging and new flavors like "Churro Delicioso" and "Mango Sabroso." However, Jell-O has a heavy reliance on the dessert category and has a slow pace of innovation. One example is a five year gap between its new flavor launches which has created challenges in maintaining its relevance and market share. Jell-O's consumer base consists of families with children who value the brand for its affordability, convenience, and ability to provide quick dessert options that kids enjoy. Additionally, Jell-O holds strong nostalgic appeal for older generations who grew up with the brand. Health conscious consumers also are a significant audience and highlight a growth opportunity for Jell-O's sugar free and low calorie offerings. Jell-O is positioned within the dessert category and competes in both gelatin and pudding segments. While the gelatin and pudding markets have seen a decline over the past decade, recent trends suggest that there is potential for growth. For instance, in 2020, 150.09 million Americans consumed gelatin desserts and this amount is expected to grow to 153.12 million by 2024 (Statasia, 2024). Additionally, Jell-O's products also cross into the snack category, and there is also potential in the alcohol category with Jell-O shots. Jell-O also faces significant competition from brands like Snack Pack, Kozy Shack and private label alternatives, as well as from emerging health conscious brands offering organic and natural desserts.

Our SWOT shows that Jell-O's strengths are its strong brand recognition, affordability, and broad consumer base.. Jell-O's weakness is declining market interest, health concerns, and limited product innovation. Some opportunities Jell-O has is expanding health conscious product lines, engaging younger audiences through social media, and introducing trend driven flavors. Lastly, Jell-O must manage its threats from health focused competitors and shifting consumer demands.

Our field observations were conducted in various retail locations across campus and provided additional insights into consumer behavior. We noticed that shoppers often exhibited health conscious tendencies and preferred other options like yogurt or other perceived healthier

alternatives. We also found children showed interest in Jell-O products but their purchasing decisions were decided by parents who leaned towards healthier choices. Additionally, placement played an important role because Jell-O was overlooked unless displayed prominently and at eye level. Finally, we saw that young adults purchased Jell-O for social gatherings showing potential untapped marketing opportunities to target this demographic.

### 3. Quantitative Findings (condensed and revised versions of deliverable 5) - *Janki Salokhe* (Crosstabs 1 & 3) and *Sara Kulesza* (Crosstab 2)

#### Crosstab 1: Identifying Health Preferences

Jello Report Analysis 1		Jello Report Analysis 1														
		Study Universe														
Select All		Study Universe					FLAVORED GELATIN DESSERTS TS - BRANDS MO_JELL-O GELATIN					(H): FLAVORED GELATIN DESSERTS TS - BRANDS MO_JELL-O GELATIN				
Study Universe	...	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index
		25,365	247,134	100.00%	100.00%	100	8,506	79,068	100.00%	31.99%	100	7,136	70,852	100.00%	28.67%	100
ATTITUDES/OPINIONS - ABOUT FOOD: ATTITUDES/OPINIONS (FOOD) - AGREE A LOT_NUTRITIONAL VALUE IS THE MOST IMPORTANT FACTOR IN WHAT FO...	...	5,331	45,646	18.47%	100.00%	100	1,658	13,902	17.58%	30.46%	95	1,198	10,548	14.89%	23.11%	81
ATTITUDES/OPINIONS - DIET AND HEA LTH: ATTITUDES (HEALTH) - AGREE A LO TTRY TO EAT HEALTHIER FOODS THE SE DAYS	...	6,614	57,519	23.27%	100.00%	100	2,164	18,148	22.95%	31.55%	99	1,693	14,560	20.55%	25.31%	88
FLAVORED GELATIN DESSERTS (H): FLAVORED GELATIN DESSERTS - TYPES ALSO_SUGAR-FREE	...	1,127	11,473	4.64%	100.00%	100	917	9,129	11.55%	79.57%	249	612	6,397	9.03%	55.76%	194
FLAVORED GELATIN DESSERTS (H): FLAVORED GELATIN DESSERTS - TYPES MO_SUGAR-FREE	...	2,564	20,562	8.32%	100.00%	100	1,990	15,763	19.94%	76.66%	240	1,220	9,831	13.88%	47.81%	167
FLAVORED GELATIN DESSERTS (H): FLAVORED GELATIN DESS-# PKGS LST 0 DYS. 7 OR MORE	...	517	5,547	2.24%	100.00%	100	330	3,435	4.34%	61.93%	194	229	3,327	4.70%	59.98%	209
FLAVORED GELATIN DESSERTS (H): FLAVORED GELATIN DESS-# PKGS LST 3 DYS. 4-6	...	1,318	12,340	4.99%	100.00%	100	995	9,021	11.41%	73.10%	228	649	6,045	8.53%	48.99%	171
FLAVORED GELATIN DESSERTS (H): FLAVORED GELATIN DESS-# PKGS LST 3 DYS. 3	...	1,528	15,109	6.11%	100.00%	100	1,151	10,587	13.39%	70.07%	219	704	8,033	11.34%	53.17%	185
FLAVORED GELATIN DESSERTS (H): FLAVORED GELATIN DESS-# PKGS LST 3 DYS. 2	...	2,340	20,448	8.27%	100.00%	100	1,798	15,173	19.19%	74.20%	232	981	8,159	11.52%	39.90%	139
FLAVORED GELATIN DESSERTS (H): FLAVORED GELATIN DESS-# PKGS LST 3 DYS. 1	...	2,168	20,664	8.36%	100.00%	100	1,756	16,759	21.20%	81.10%	253	904	8,270	11.67%	40.02%	140
FLAVORED GELATIN DESSERTS (H): FLAVORED GELATIN DESS-# PKGS LST 3 DYS. LESS THAN 1	...	1,051	9,997	4.05%	100.00%	100	826	8,062	10.20%	80.64%	252	476	4,815	6.80%	48.16%	168
FLAVORED GELATIN DESSERTS (H): FLAVORED GELATIN DESS-# PKGS LST 3 DYS. 0	...	2,438	23,121	9.36%	100.00%	100	1,604	15,389	19.46%	66.56%	208	973	8,928	12.60%	38.61%	135

This crosstab analysis shows the correlation between health conscious attitudes and Jell-O product preferences. It showed that consumers who agreed strongly with statements like "Nutritional value is important to me" and "I try to eat healthier foods" also showed higher consumption rates of Jell-O's sugar free gelatin products. Additionally, the index for sugar free gelatin almost doubled compared to regular Jell-O products. This crosstab confirmed that health conscious consumers represent an important segment of Jell-O's sugar free product line. It also aligns with our business objective of targeting growth areas in health focused products and highlights the need to emphasize nutritional benefits in marketing efforts. Additionally from a research perspective, it reinforces the importance of addressing health trends. It answers the research question, "How do consumer health preferences influence Jell-O purchases?" and shows the increase in preference for sugar free options.

## Crosstab 2: Emotional Factors

Study Universe										(H): PUDDING - BRANDS MO_JELL-O PUDDIN										
										PUDDING										
										(H): PUDDING - BRANDS MO_JELL-O PUDDIN										
Select All																				
Study Universe	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Study Universe	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	
ATTITUDES/OPINIONS - ABOUT FOOD: ANY A GREE, I FEEL GUILTY WHEN I EAT SWEET S	10,165	95,563	38.67%	100.00%	100	7,136	70,852	39.19%	28.67%	100	25,365	247,134	100.00%	100.00%	100	1,214	9,464	44.03%	9.90%	119
ATTITUDES/OPINIONS - ABOUT FOOD: ANY A GREE, I FREQUENTLY EAT SWEETS	10,966	108,149	43.76%	100.00%	100	3,522	33,744	47.63%	31.20%	109	10,966	108,149	43.76%	100.00%	100	1,083	8,183	39.80%	7.57%	91
ATTITUDES/OPINIONS - ABOUT FOOD: ANY A GREE, I EAT THE FOODS I LIKE REGARDLESS OF CALORIES	15,171	152,982	61.90%	100.00%	100	4,609	46,573	65.73%	30.44%	106	15,171	152,982	61.90%	100.00%	100	1,360	11,157	54.26%	7.29%	88
ATTITUDES/OPINIONS - ABOUT FOOD: ANY A GREE, I PREFER TO EAT FOODS WITHOUT ARTIFICIAL ADDITIVES	8,660	82,040	33.20%	100.00%	100	2,460	23,400	33.03%	29.52%	99	8,660	82,040	33.20%	100.00%	100	1,022	8,018	38.99%	9.77%	117
ATTITUDES/OPINIONS - ABOUT FOOD: ANY A GREE, I PREFER TO EAT FOODS WITHOUT ARTIFICIAL ADDITIVES	13,177	118,246	47.85%	100.00%	100	3,429	30,916	43.63%	26.15%	91	13,177	118,246	47.85%	100.00%	100	1,330	10,175	49.48%	8.60%	103

Study Universe										(H): FLAVORED GELATIN DESSERTS - TYPES MO_SUGAR-FREE										
										(H): FLAVORED GELATIN DESSERTS - TYPES MO_SUGAR-FREE										
										(H): FLAVORED GELATIN DESSERTS - TYPES MO_SUGAR-FREE										
Select All																				
Study Universe	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Study Universe	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	
ATTITUDES/OPINIONS - ABOUT FOOD: ANY A GREE, I FEEL GUILTY WHEN I EAT SWEET S	10,165	95,563	38.67%	100.00%	100	3,485	32,369	40.94%	33.87%	106	10,165	95,563	38.67%	100.00%	100	1,214	9,464	44.03%	9.90%	119
ATTITUDES/OPINIONS - ABOUT FOOD: ANY A GREE, I FREQUENTLY EAT SWEETS	10,966	108,149	43.76%	100.00%	100	4,016	36,921	46.70%	34.34%	107	10,966	108,149	43.76%	100.00%	100	1,083	8,183	39.80%	7.57%	91
ATTITUDES/OPINIONS - ABOUT FOOD: ANY A GREE, I EAT THE FOODS I LIKE REGARDLESS OF CALORIES	15,171	152,982	61.90%	100.00%	100	5,309	50,452	63.81%	32.99%	103	15,171	152,982	61.90%	100.00%	100	1,360	11,157	54.26%	7.29%	88
ATTITUDES/OPINIONS - ABOUT FOOD: ANY A GREE, I PREFER TO EAT FOODS WITHOUT ARTIFICIAL ADDITIVES	8,660	82,040	33.20%	100.00%	100	2,948	26,959	34.10%	32.85%	103	8,660	82,040	33.20%	100.00%	100	1,022	8,018	38.99%	9.77%	117
ATTITUDES/OPINIONS - ABOUT FOOD: ANY A GREE, I PREFER TO EAT FOODS WITHOUT ARTIFICIAL ADDITIVES	13,177	118,246	47.85%	100.00%	100	4,357	35,977	45.50%	30.43%	95	13,177	118,246	47.85%	100.00%	100	1,330	10,175	49.48%	8.60%	103

The crosstab analyses of Jell-O Gelatin, Sugar-Free Gelatin, and Jell-O Pudding reveal nuanced consumer preferences and emotional drivers that vary across product categories. For Jell-O Gelatin, the data highlights its appeal to indulgent consumers who frequently eat sweets and prioritize enjoyment over health concerns. These consumers are less likely to feel guilty about their choices and focus on satisfaction and taste, making Gelatin an ideal carefree dessert option. In contrast, Sugar-Free Gelatin attracts a health-conscious and guilt-prone audience. This segment shows higher levels of agreement with statements like “I feel guilty when I eat sweets” and a preference for foods without artificial additives. These consumers seek guilt-free indulgence, aligning Sugar-Free Gelatin with a positioning emphasizing taste and health benefits. Jell-O Pudding strikes a balance, resonating strongly with frequent sweet eaters who may feel guilty but still prioritize indulgence. Its broad appeal suggests it is well-suited for consumers seeking taste and emotional comfort. By identifying distinct attitudes and motivations across product lines, these analyses provide actionable insights for targeted marketing strategies. They enable Jell-O to align its messaging with consumer needs—positioning Gelatin for carefree indulgence, Sugar-Free Gelatin for guilt-free satisfaction, and Pudding for an emotionally comforting treat—while addressing business and research objectives.

## Crosstab 3: Advertising effectiveness

Jello Report 3		SAVE	SAVE AS																			
		AND	OR	XOR	AND NOT	SUM	Filter															
Select All		Study Universe					... FLAVORED GELATIN DESSERTS ELATIN DESSERTS - BRANDS MO_JELL-O GELATIN				(H): FLAVORED GELATIN DESSERTS - BRANDS MO_JELL-O GELATIN				PUDDING ELL-O PUDDING				(H): PUDDING - BRANDS MO_JELL-O PUDDING			
Study Universe	...	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index	
		25,365	247,134	100.00%	100.00%	100	8,506	79,068	100.00%	31.99%	100	7,136	70,852	100.00%	28.67%	100	7,136	70,852	100.00%	28.67%	100	
ATTITUDES/OPINIONS - MEDIA	... A: ATTITUDES (MEDIA) - AGREE EA: A LOT   REMEMBER ADVERTISED PRODUCTS WHEN I AM S...	1,436	14,753	5.97%	100.00%	100	503	4,936	6.24%	33.46%	105	371	3,948	5.57%	26.76%	93	371	3,948	5.57%	26.76%	93	
ATTITUDES/OPINIONS - MEDIA	... A: ATTITUDES (MEDIA) - AGREE EA: A LOT   REMEMBER ADVERTISED PRODUCTS WHEN I AM S...	2,494	23,931	9.68%	100.00%	100	920	8,657	10.95%	36.17%	113	703	7,543	10.65%	31.52%	110	703	7,543	10.65%	31.52%	110	
PSYCHOGRAPHIC SCALES: SCALES	... LE 5 - HEALTH AND DIET/SCAL E 5 - ACTIVE HEALTH MANAGEMENT 4 ABOVE AVERAGE	5,370	48,726	19.72%	100.00%	100	1,800	15,852	20.05%	32.53%	102	1,526	14,086	19.88%	28.91%	101	1,526	14,086	19.88%	28.91%	101	
PSYCHOGRAPHIC SCALES: SCALES	... LE 5 - HEALTH AND DIET/SCAL E 5 - ACTIVE HEALTH MANAGEMENT 5 FAR ABOVE AVERAGE	5,351	43,985	17.80%	100.00%	100	1,691	13,071	16.53%	29.72%	93	1,317	10,799	15.24%	24.55%	86	1,317	10,799	15.24%	24.55%	86	
PSYCHOGRAPHIC SCALES: SCALES	... LE 1 - SHOPPING BEHAVIOR/SCALE 1 - INFORMED CONSUMERS 5 FAR ABOVE AVERAGE	5,184	48,499	19.62%	100.00%	100	1,922	16,908	21.38%	34.86%	109	1,590	15,301	21.60%	31.55%	110	1,590	15,301	21.60%	31.55%	110	

The crosstab analysis showed consumer perceptions of Jell-O's advertising and product visibility. 60% of respondents agreed that in store promotions significantly influenced their purchases, but only 25% found advertisements impactful. Also health conscious consumers were less likely to associate Jell-O advertisements with active health management and scored below average in perception. This analysis shows that there is a critical gap in Jell-O's advertising effectiveness. While in store visibility has proven effective, advertising efforts need to be redone to align with consumer values and health conscious trends. Addressing the business objective of optimizing marketing strategies, the findings suggest emphasizing health benefits and nostalgic themes in advertisements. This analysis helps answer our research question, "How effective are Jell-O's advertisements in driving consumer purchases?" and shows the need for improved strategies to campaign to health conscious consumers.

#### 4. Consumer insight illustration – Personas - *Abby Barker*



# Jake Thomas

## Background

- Works in cyber security
- Cat dad
- On weight loss journey
- Lives alone
- Lives in studio apartment
- Works crazy hours, so cannot maintain typical lifestyle

## Demographics

- 32
- San Diego, CA
- Male
- Single
- Middle class






## Communication

- Samsung User
- Likes Reddit, Discord, and TikTok
- Streams on Twitch for fun
- Uses SMS and WhatsApp
- Prefers email communication notes
- Values convenience




## Goals/Metrics/Motivations

- Lose 30 pounds
- Adopt a healthy lifestyle
- Get more subscribers on Twitch
- Start dating
- Move out of studio apartment
- Learn how to eat healthy while still enjoying the taste of the food
- Needs convenient ways to eat healthy and workout

**"Breaking unhealthy eating habits isn't easy. It's even less easy when healthier foods taste bad"**

## Personality Traits

Introvert vs extrovert? Straight shooter or wants time to analyze and question?

- Introvert
- Analytical
- Health-focused
- Brand loyal
- Homebody

## What can we do?

- Offer convenient options that fit into his hectic lifestyles
- Sugar free options ensure he is not sacrificing taste for healthier options
- He does not need to give up things he enjoys eating to lose weight

# Michelle Scott



## Background

Job? Career Path? Family?  
Lifestyle?

- Toddler mom
- Hair stylist
- Health conscious
- Active lifestyle
- Cosmetology school
- Pet lover



## Demographics

Age? Income? Location? Gender Identity?

- 28 Years Old
- Denver, Colorado
- Female
- Married, 2 years

## Identifiers

Communication preferences?  
Social media platforms?

- Apple User
- Early tech adopter
- Loves Instagram and TikTok
- References mom blogs for parenting tips

## Challenges

What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

- She has a busy work schedule, so she does not always have time to cook complex meals or snacks for her family
- She values being active, but with work and her family has little time to workout

## What can we do?

...to help our persona achieve their goals?  
...to help our persona overcome their challenges?

- Provide easy, on the go snacks for her child, saving her time and energy
- Sugar-free options help her feel good about giving her dessert
- JELL-O is very convenient, which helps take the stress out of cooking something fun

## Goals & Motivations

Primary/secondary goals? Personal vs professional goals? Role-related vs company goals?

- Raising a healthy, active child
- Balance her work and home life
- Teach her child healthy habits and providing balanced meals
- Open her own hair studio

"I want to teach my daughter to enjoy food in a balanced and mindful way"

"Everything in Moderation"

## 5. Revised Group Creative Brief - Janki Salokhe, Abby Barker, Christine Kim, Sara Kulesza, Marie Platt

Client Background	Jell-O is a well known, iconic brand that has been a staple in American households for decades. It is known as “America’s favorite dessert” and offers fun and versatile gelatin and pudding products.
Reason for the Brief	Jell-O is struggling to keep its relevance because of the rise in health conscious food choices and changing dessert trends. They need to find a way to come off as a family friendly dessert option that also fits into modern dietary preferences.
Objective	To reposition Jell-O as a family friendly dessert brand that appeals to both nostalgic consumers well as health conscious younger generations.
Target Audience	The target market we identified was health conscious adults who view Jell-O as a potential snack but are deterred due to Jell-O’s brand image.
Big Idea	Jell-O can reclaim its beloved status by modernizing offerings to meet health conscious and indulgent desires, blending nostalgia with trends like sugar free and clean label products.
Evidence	The brief presents a compelling case for Jell-O’s growth by aligning its strategies with evolving consumer preferences and market trends. Sources like Chiquoine (2020) emphasize the rising demand for wellness focused products post COVID-19, while Statista (2024) highlights the growing consumption of gelatin desserts and sugar free options. Observational research supports the importance of in store visibility, echoed by findings from Siegel et al. (2016) on untapped opportunities like Jell-O shots for younger audiences. Valinsky (2023) and TodayShow (2024) illustrate Jell-O’s potential for reinvention through updated branding and new product launches, while Mohan (2019) underscores the need for innovative marketing to engage modern consumers. Together, these sources validate the brief’s recommendations for expanding health conscious offerings, leveraging nostalgia, and improving advertising and product visibility, ensuring Jell-O stays relevant and competitive in a changing market.

Tone of Voice	The tone should be approachable, nostalgic, and forward thinking, blending Jell-O's playful heritage with a modern, health conscious outlook to appeal to both loyal and younger, trend driven audiences. Optimistic and solution focused, it inspires confidence in Jell-O's ability to stay relevant and adaptable.
Manditories/ Considerations	<p><b>Mandatories</b></p> <ul style="list-style-type: none"> <li>- Emphasize Jell-O's nostalgic identity in all marketing campaigns to maintain its strong brand recognition among existing consumers.</li> <li>- Highlight the health benefits of sugar free and clean label products in advertising to appeal to health conscious audiences.</li> <li>- Ensure in store displays prominently feature Jell-O products at eye level and alongside complementary brands or kids' favorites.</li> <li>- Incorporate modernized packaging that reflects both nostalgia and a health conscious, contemporary aesthetic.</li> </ul> <p><b>Considerations</b></p> <ul style="list-style-type: none"> <li>- Leverage social media platforms popular with Millennials and Gen Z, such as Instagram and TikTok, for interactive and engaging campaigns (e.g., recipe challenges or influencer collaborations).</li> <li>- Balance the promotion of indulgent and healthy product lines to cater to Jell-O's diverse audience.</li> <li>- Explore partnerships with health focused brands or certifications (e.g., organic or non GMO) to enhance credibility among wellness focused consumers.</li> </ul>

## 6. Communicate the big idea: content, branding, and value-added media- Marie Platt

To communicate the big idea, “Jell-O can reclaim its beloved status by modernizing offerings to meet health-conscious and indulgent desires, blending nostalgia with trends like sugar-free and clean-label products”, we came up with four ads, two online and two offline. One online ad Jell-O can use to help the branding of their sugar-free products is an interactive instagram story. The ad can be shown as someone deciding to make sugar-free Jell-o for a party and the watcher has to help them pick out the flavor as well as the add-ins, and then see a group of people enjoying said Jell-O. The ad can be seen with bright colors in the background but the box of Jell-O is pastel colors to show the difference and balance the colors people see in the ad, as well as a good song in the background to keep people interested. The ad will also have a feature where you can swipe-up and read more about sugar-free Jell-O options as well as a purchase option. This ad connects to the big idea because it shows people that Jell-O, a treat they used to indulge in when they were younger can be enjoyed during modern times and when people are looking for a healthier option. Another online visual that could be used is through partnerships with influencers on TikTok. Through this ad campaign influencers will post their recipes with sugar-free and clean ingredient Jell-O. While making their sugar-free desserts they will share all the fun memories they had eating Jell-O when they were younger. Every great TikTok video has a hashtag, especially ads. Influencers can share these videos with the hashtag, “#JelloGlowup” so other people can find more videos all connected under the same hashtag. This connects to the big idea because it is teaching people that they can still enjoy their favorite childhood treat without all the added sugar that everyone is worried about today. The TikTok videos also add a bit of nostalgia into the ad when the influencers are talking about the ways they used to enjoy Jell-O and how they enjoy it today. An offline visual that could be used for Jell-O are pop-up stores. Jell-O could increase their sales by gearing their branding towards college students. College students are very health-conscious and love to experiment with healthy-foods and also have fun. Jell-O can partner with a college campus and hand out free cups of sugar-free Jell-O. This can show students that they can still eat the desserts they used to have. This pop-up shop will also give students the opportunity to buy boxes of Jell-O for a discounted price. A pop-up shop on a college student campus connects to the big idea of nostalgia and clean products by showing a healthy option can still taste as good as the sugar-filled option. One last offline

visual that could be used is “the perfect after workout treat”. Jell-O can partner with gyms and influencers in the surrounding areas and show the people that sugar-free Jell-O can be the perfect treat to eat after a tough workout. This workout can also include someone talking about the difference between Jell-O and sugar-free Jell-O and how you can indulge in sweets without the sugar and the guilt. This won’t have the bright colors that regular Jell-O has but instead pastels to show the difference between regular Jell-O and sugar-free options. This connects to the big idea by connecting working out with sugar-free, health-conscious desserts. The fitness part of the ad can connect to the modernity of Jell-O.

### **Value Added:**

To communicate these ideas we would use Instagram and TikTok as our online platforms. These apps are two of the most used apps today and both can be made interactive. Making the ads on these platforms interactive/interesting, can help bring new customers to Jell-O and start a “trend”. For the offline ads we would use “pop-ups”, on a college campus and a fitness class. These two places are filled with a demographic Jell-O struggles to gain. By showing these students and fitness people that Jell-O can be healthy consumed, they may gain more customers. The content will focus on bright colors and pastels. Pastels will be used to show the sugar-free Jell-O, this way people are able to differentiate the healthy one from the regular one. Also the hashtag used in the TikTok videos, “#JelloGlowup”, connects to the big idea of nostalgia while also connecting to the modernism of Jell-O. For the offline strategies working with fitness centers and colleges, places where most of the demographic is looking for healthier options and usually skipping out on desserts. By showing these two environments that Jell-O can be enjoyed just like they used to when they didn’t care about the calories, can spark new interest and new consumers for Jell-O. Through using Instagram, TikTok, pop-ups on college campuses, and fitness workout classes, we can see consistency and complementary IMC’s or integrated marketing communications through all the ads. All the ads build synergy through creating a consistent message of “fun and guilt-free treats”. We also focus on a multi-platform strategy by using both Instagram and TikTok to form an interactive and immersive experience for Jell-O’s customers. These campaigns will show nostalgia and healthy options to a new demographic. By combining social media platforms as well as offline interactive advertising, the campaign for sugar-free Jell-O will help Jell-O gain new customers as well as old customers to a new product.

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