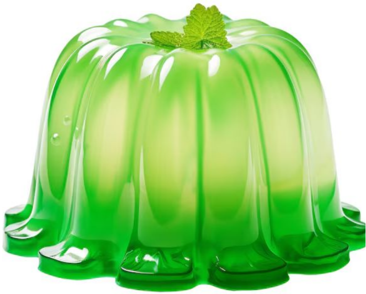
JELL-O

By: Abby Barker, Christine Kim, Sara Kulesza, Marie Platt, and Janki Salokhe

Client Overview

Christine

- Parent Company: Kraft Heinz
- Industry: Food & Beverage
- Product Line: Gelatin desserts, pudding, sugar-free options, ready-to-eat snacks
- Target Audience: Families, health-conscious consumers, and young adults (18-34)
- Key Attributes: Nostalgic, affordable, convenient, versatile
- Market Position: Leader in gelatin-based desserts with strong brand recognition
- Recent Focus: Expanding health-conscious offerings and leveraging nostalgia in marketing.



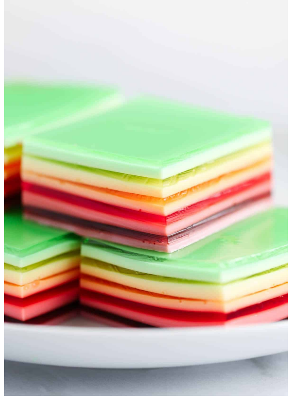
Business Problem:

Addressing the decline in the popularity of gelatin and pudding desserts and repositioning Jell-O to attract a broader, health-conscious audience.

Shifting Consumer Preferences: Modern consumers are increasingly seeking natural and health-conscious food options. Jell-O's traditional gelatin products, often perceived as artificial, do not align with these evolving tastes.

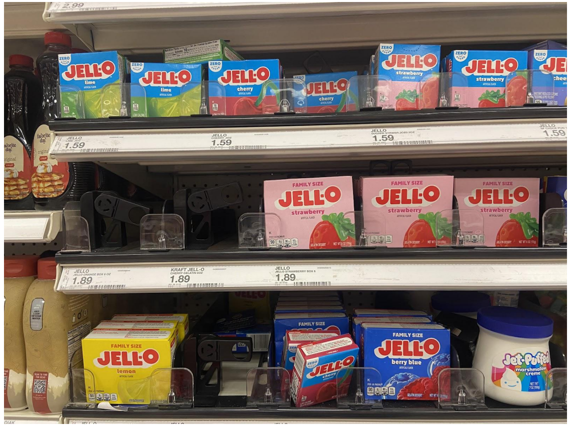
Marketing Challenges: Despite efforts to reposition Jell-O as a diet-friendly dessert in the 1990s, these initiatives failed to resonate with a broad audience. The brand struggled to redefine its identity in a marketplace that was moving towards more natural and less processed foods.

Research Objectives and Questions



- Objective 1: To understand how consumer preferences for Jell-O's product varieties within one month to inform product development strategies.
  - Which product characteristics (ex. flavor, texture, packaging) do consumers prioritize when choosing Jell-O?
  - How frequently do consumers purchase Jell-O, and for which occasions or settings?
- Objective 2: To evaluate how consumer perceptions of Jell-O's brand image concerning its nostalgic appeal and quality, with insights gathered to guide marketing efforts.
  - How does the nostalgic appeal of Jell-O influence purchasing behavior?
  - What factors most contribute to consumer's perception of Jell-O as a quality brand?

Observational Findings: Abby



Date: October 24, 2024

Time 2:00 PM- 2:30 PM

Place: Target 2102 N Prospect (off campus)

- They had other brands of gelatin mix, but nothing like the quantity and variety of the Jell-O brand
- They were well stocked with Jell-O products, but the orange was out of stock
    - Near halloween

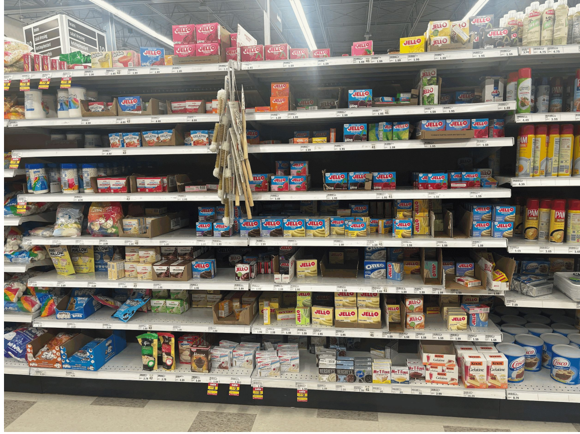
People Observed

- Two college-aged girls
- A father and toddler
- A middle-aged woman

Takeaway

- People knew what JELL-O products they wanted and did not spend time browsing

Observational Findings: Marie



Date: October 24, 2024

Time: 12:00 pm - 12:30 pm

Place: Meijer (Baking Aisle - Jell-O section)

Setting Background + Sensory Observations

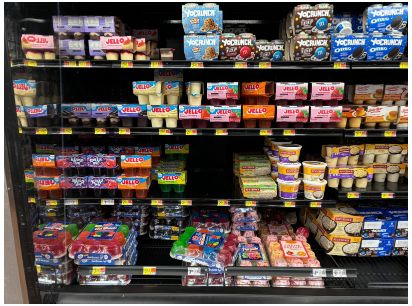
- Aisle was also filled with baking ingredients, which most people gravitated towards.
- Store was relatively empty + quiet

People Observed

- Elderly man
  - The man asked my opinion on what Jello to grab, grabbed it, and then left
- A family (one mom, two little boys)
  - One child showed interest in Jell-O but the mom walked right past it and grabbed brownies instead
- Three Female College Students
  - Walked right past the Jell-O aisle and started looking at cake mixes for one of the girls birthdays.

Takeaway: Children and Elderly people showed interest in Jello, as for the rest they walked right by at and went to the baking aisle instead.

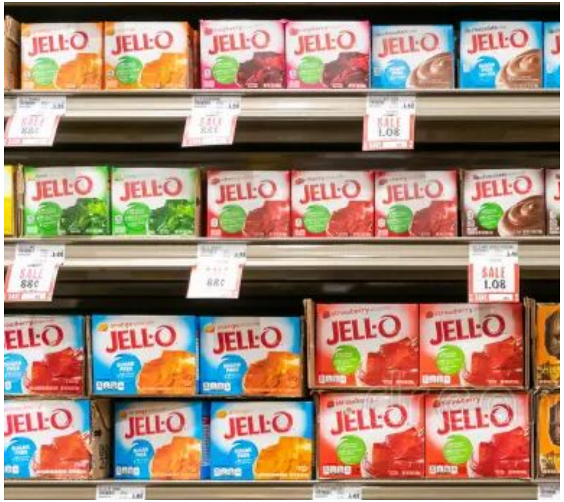
Observational Findings: Janki



- Place: Walmart
- Background: Jello area was mostly untouched and fully stocked
- People mostly bypassed the area going for the yogurt/dairy elise
- People Observed
  - Two college students:
    - Briefly skimmed the Jello area but chose Chobani yogurt cups instead
  - Family of five
    - Children showed interest in Jello but parents chose for Danimals yogurt drinks because of health preferences

Personal takeaway: Children showed interest in Jello, health-conscious parents and college-aged adults preferred healthier yogurt options

Observational Findings: Sara



Place: Meijer

Setting Background: Baking Aisle - Jello Packets Section

- Features well-stocked Jell-O products alongside snacks and baking goods
- Area was relatively crowded; people are alone or in small groups

Observations: Jell-O products were prominently displayed but attracted little interest from shoppers during the observation.
People Observed:

- Young Woman: 20-35, in jeans and a T-shirt, chose Ghirardelli double fudge after browsing the Jell-O section.
- Elderly Woman: 70-80, in a floral blouse, used a small cart and quietly browsed, putting sprinkles back.
- Middle Aged Woman: 35-40, in athletic wear, grabbed Jell-O pudding after checking labels, appearing rushed.

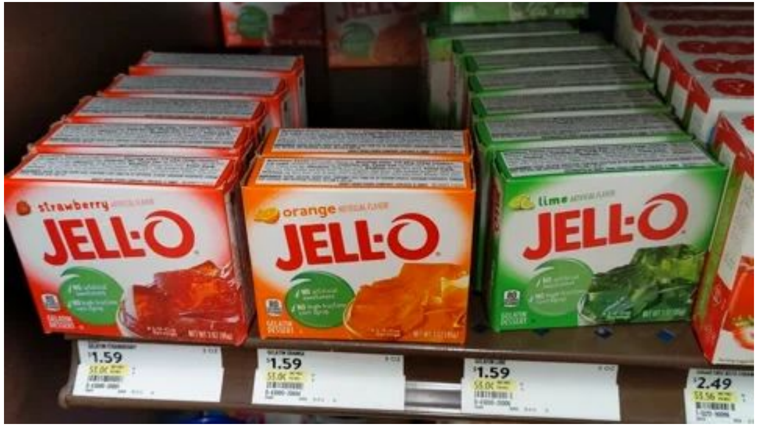
Takeaway: Jell-O saw minimal interest, with only one shopper purchasing a pudding product.

Observational Findings: Christine

Place: Target- off campus (snack and dessert aisle)

Setting Background: Located near the back of the store

- Features well-stocked Jell-O products alongside snacks and baking goods
- Area was quiet, with a calm yet busy grocery store atmosphere



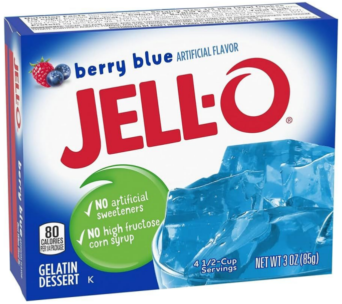
Observations: Jell-O products were displayed prominently but drew limited attention from shoppers during the observation period

People Observed:

- Middle-aged couple: browsed the aisle looking at snacks for a family gathering; ultimately proceeded to pre-packaged snacks
- Young woman: cart contained baking essentials but picked up brownie mix and frosting from the aisle

Takeaway: Observed low engagement with Jell-o products despite prominent and flashy display. Many shoppers seemed to opt for other baking goods.

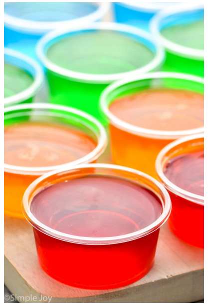
Observational Findings: Group Takeaway



- Goal-oriented shopping behavior
  - Importance of product placement and displays
  - Impulse buys
- Product should be appealing the both the kids and their parents
- Health-conscious consumers often chose yogurt or healthier snacks over Jell-O.
- Families and college-aged adults showed some interest but were often deterred by health perceptions or dietary choices.
- Nostalgia played a role, as seen with older consumers and families with children.

Group Takeaway: Jell-o's convenience and fun appeal to children and young adults, but its health image is a barrier.

Target and Base Selection



- Through our preliminary observations we recognized that Jello has a wide consumer base(demographically) and that there is no set group that we can effectively target because it is such a versatile brand.
- Because of this we chose to omit a target and base selection with our crosstab analyses because we didn't think it would allow us to get a better understanding of Jello and how to effectively come up with a brand strategy
- Used Spring 2020 Connect Plus for our analyses

Jello Report 3 SAVE SAVE AS

AND OR XOR AND NOT SUM

Select All	Study Universe					FLAVORED GELATIN DESSERTS (H): FLAVORED GELATIN DESSERTS - BRANDS MO_JELL-O GELATIN					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
	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
CHILDREN IN HOUSEHOLD (H): INDIVIDUAL AGES OF CHILDREN IN HOUSEHOLD_UNDER 1 YEAR OLD	564	7,812	3.16%	100.00%	100	157	2,519	3.19%	32.25%	101	144	2,173	3.07%	27.82%	97
CHILDREN IN HOUSEHOLD (H): INDIVIDUAL AGES OF CHILDREN IN HOUSEHOLD_1 YEAR OLD	426	5,142	2.08%	100.00%	100	117	1,716	2.17%	33.37%	104	112	1,387	1.96%	26.97%	94
CHILDREN IN HOUSEHOLD (H): INDIVIDUAL AGES OF CHILDREN IN HOUSEHOLD_2 YEARS OLD	598	7,957	3.22%	100.00%	100	193	3,082	3.90%	38.73%	121 ↑	168	1,876	2.65%	23.58%	82 ↓
CHILDREN IN HOUSEHOLD (H): INDIVIDUAL AGES OF CHILDREN IN HOUSEHOLD_3 YEARS OLD	482	5,999	2.43%	100.00%	100	145	1,976	2.50%	32.94%	103	132	1,768	2.50%	29.47%	103
CHILDREN IN HOUSEHOLD (H): INDIVIDUAL AGES OF CHILDREN IN HOUSEHOLD_4 YEARS OLD	562	6,574	2.66%	100.00%	100	193	2,093	2.65%	31.84%	100	151	1,688	2.38%	25.68%	90
CHILDREN IN HOUSEHOLD (H): INDIVIDUAL AGES OF CHILDREN IN HOUSEHOLD_5 YEARS OLD	525	5,781	2.34%	100.00%	100	175	2,164	2.74%	37.43%	117 ↑	137	1,241	1.75%	21.47%	75 ↓
CHILDREN IN HOUSEHOLD (H): INDIVIDUAL AGES OF CHILDREN IN HOUSEHOLD_6 YEARS OLD	550	5,733	2.32%	100.00%	100	205	2,135	2.70%	37.24%	116 ↑	170	1,627	2.30%	28.38%	99
CHILDREN IN HOUSEHOLD (H): INDIVIDUAL AGES OF CHILDREN IN HOUSEHOLD_7 YEARS OLD	572	6,335	2.56%	100.00%	100	199	2,095	2.65%	33.07%	103	189	2,040	2.88%	32.20%	112 ↑
CHILDREN IN HOUSEHOLD (H): INDIVIDUAL AGES OF CHILDREN IN HOUSEHOLD_8 YEARS OLD	641	7,931	3.21%	100.00%	100	228	2,868	3.63%	36.16%	113 ↑	203	3,082	4.35%	38.86%	136 ↑
CHILDREN IN HOUSEHOLD (H): INDIVIDUAL AGES OF CHILDREN IN HOUSEHOLD_9 YEARS OLD	645	6,196	2.51%	100.00%	100	245	2,496	3.16%	40.28%	126 ↑	184	2,145	3.03%	34.62%	121 ↑
CHILDREN IN HOUSEHOLD (H): INDIVIDUAL AGES OF CHILDREN IN HOUSEHOLD_10 YEARS OLD	701	8,229	3.33%	100.00%	100	275	3,266	4.13%	39.69%	124 ↑	228	2,394	3.38%	29.09%	101
CHILDREN IN HOUSEHOLD (H): INDIVIDUAL AGES OF CHILDREN IN HOUSEHOLD_11 YEARS OLD	707	6,272	2.54%	100.00%	100	255	2,009	2.54%	32.03%	100	205	2,057	2.90%	32.80%	114 ↑
CHILDREN IN HOUSEHOLD (H): INDIVIDUAL AGES OF CHILDREN IN HOUSEHOLD_12 YEARS OLD	714	7,546	3.05%	100.00%	100	261	2,588	3.27%	34.30%	107	179	1,849	2.61%	24.50%	85 ↓
CHILDREN IN HOUSEHOLD (H): INDIVIDUAL AGES OF CHILDREN IN HOUSEHOLD_13 YEARS OLD	715	7,405	3.00%	100.00%	100	248	2,299	2.91%	31.05%	97	244	2,476	3.49%	33.44%	117 ↑
CHILDREN IN HOUSEHOLD (H): INDIVIDUAL AGES OF CHILDREN IN HOUSEHOLD_14 YEARS OLD	637	6,595	2.67%	100.00%	100	230	2,055	2.60%	31.16%	97	193	2,050	2.89%	31.08%	108
CHILDREN IN HOUSEHOLD (H): INDIVIDUAL AGES OF CHILDREN IN HOUSEHOLD_15 YEARS OLD	717	7,890	3.19%	100.00%	100	253	2,611	3.30%	33.09%	103	220	2,327	3.28%	29.49%	103
CHILDREN IN HOUSEHOLD (H): INDIVIDUAL AGES OF CHILDREN IN HOUSEHOLD_16 YEARS OLD	723	8,506	3.44%	100.00%	100	252	3,257	4.12%	38.29%	120 ↑	215	2,870	4.05%	33.74%	118 ↑
CHILDREN IN HOUSEHOLD (H): INDIVIDUAL AGES OF CHILDREN IN HOUSEHOLD_17 YEARS OLD	715	7,197	2.91%	100.00%	100	229	2,501	3.16%	34.75%	109	187	2,053	2.90%	28.53%	99
DEMOGRAPHICS (PERSONAL INFORMATION): AGE_18	319	4,275	1.73%	100.00%	100	82	1,207	1.53%	28.23%	88 ↓	92	1,327	1.87%	31.04%	108

EARS OLD															
DEMOGRAPHICS (PERSONAL I NFORMATION): AGE_18 ···	319	4,275	1.73%	100.00%	100 ←	82	1,207	1.53%	28.23%	88 ↓	92	1,327	1.87%	31.04%	108 ←
DEMOGRAPHICS (PERSONAL I NFORMATION): AGE_19 ···	255	3,714	1.50%	100.00%	100 ←	84	1,404	1.78%	37.80%	118 ↑	73	1,153	1.63%	31.04%	108 ←
DEMOGRAPHICS (PERSONAL I NFORMATION): AGE_20 ···	260	4,056	1.64%	100.00%	100 ←	83	1,177	1.49%	29.02%	91 ←	* 55	* 845	* 1.19%	* 20.83%	* 73 ↓
DEMOGRAPHICS (PERSONAL I NFORMATION): AGE_22 - 24 ···	740	12,066	4.88%	100.00%	100 ←	207	3,218	4.07%	26.67%	83 ↓	168	2,847	4.02%	23.60%	82 ↓
DEMOGRAPHICS (PERSONAL I NFORMATION): AGE_25 - 29 ···	1,181	21,880	8.85%	100.00%	100 ←	340	6,642	8.40%	30.36%	95 ←	259	4,797	6.77%	21.92%	76 ↓
DEMOGRAPHICS (PERSONAL I NFORMATION): AGE_30 - 34 ···	1,364	21,335	8.63%	100.00%	100 ←	352	5,640	7.13%	26.44%	83 ↓	324	5,245	7.40%	24.58%	86 ↓
DEMOGRAPHICS (PERSONAL I NFORMATION): AGE_35 - 39 ···	1,551	20,242	8.19%	100.00%	100 ←	465	5,486	6.94%	27.10%	85 ↓	385	5,065	7.15%	25.02%	87 ↓
DEMOGRAPHICS (PERSONAL I NFORMATION): AGE_40 - 44 ···	1,581	20,554	8.32%	100.00%	100 ←	495	6,066	7.67%	29.51%	92 ←	407	5,213	7.36%	25.36%	88 ↓
DEMOGRAPHICS (PERSONAL I NFORMATION): AGE_45 - 49 ···	1,727	16,221	6.56%	100.00%	100 ←	534	5,060	6.40%	31.19%	98 ←	451	4,106	5.80%	25.31%	88 ↓
DEMOGRAPHICS (PERSONAL I NFORMATION): AGE_50 - 54 ···	2,229	24,277	9.82%	100.00%	100 ←	752	8,068	10.20%	33.23%	104 ←	641	6,760	9.54%	27.85%	97 ←
DEMOGRAPHICS (PERSONAL I NFORMATION): AGE_55 - 59 ···	2,472	20,657	8.36%	100.00%	100 ←	794	6,590	8.33%	31.90%	100 ←	728	6,440	9.09%	31.18%	109 ←
DEMOGRAPHICS (PERSONAL I NFORMATION): AGE_60 - 64 ···	2,724	21,116	8.54%	100.00%	100 ←	980	7,664	9.69%	36.29%	113 ↑	791	6,759	9.54%	32.01%	112 ↑
DEMOGRAPHICS (PERSONAL I NFORMATION): AGE_65 - 69 ···	2,814	17,365	7.03%	100.00%	100 ←	998	6,106	7.72%	35.16%	110 ←	872	6,242	8.81%	35.95%	125 ↑
DEMOGRAPHICS (PERSONAL I NFORMATION): AGE_70 - 74 ···	2,478	14,736	5.96%	100.00%	100 ←	950	5,500	6.96%	37.32%	117 ↑	813	6,079	8.58%	41.25%	144 ↑
DEMOGRAPHICS (PERSONAL I ···	3,424	20,889	8.45%	100.00%	100 ←	1,312	7,921	10.02%	37.92%	119 ↑	1,018	6,920	9.77%	33.13%	116 ↑

Crosstab Details Analysis 1:

Why: To understand consumer preferences and purchasing frequency related to health and sugar free jello products

Column Anchors:

1. Brand - Jello Gelatin
2. Brand - Jello Pudding

Row Anchors:

1. Attitudes/Opinions About Food - Agree a lot - Nutritional Value is important to me
2. Attitudes/Opinions About Food - Agree a lot - I try to eat healthier foods
3. Food - Snack/Dessert - Flavored Gelatin Desserts - Types Mo - Sugar Free
4. Food - Snack/Dessert - Flavored Gelatin Desserts - Types Also - Sugar Free
5. 5-11: Food - Snack/Dessert - Flavored Gelatin Dess - PACKAGES Sold in the last 30 days

Jello Report Analysis 1

Jello Report Analysis 1 SAVE

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Select All	Study Universe					FLAVORED GELATIN DESSERTS (H): FLAVORED GELATIN DESSERTS - BRANDS MO_JELL-O GELATIN					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
	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 HEALTH: ATTITUDES (HEALTH) - AGREE A LOT_I TRY TO EAT HEALTHIER FOODS THESE 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 30 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 30 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 30 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 30 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 30 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 30 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 30 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

Crosstab Analysis:

1. Confirmed high Jell-O consumption among health-conscious consumers opting for sugar-free products.
2. Showed that dietary aspects do pay a very important aspect in health conscious consumer behavior
3. Especially with Jello Gelatin products the index seemed to double showing that sugar free products helped

Crosstab Details Analysis 2:

Why: To understand the attitudes and motivations of Jell-O's target consumers across different product categories. By exploring emotional drivers like indulgence, guilt, and health-conscious behaviors, the data provides insights into how each product line aligns with distinct consumer preferences.

Column Anchors:

1. Brand - Jello Gelatin
2. Brand - Jello Pudding
3. Flavored gelatin desserts—sugar-free

Row Anchors:

1. Attitudes/Opinions - About food: Attitudes/Opinions (Food) - Any Agree_I feel guilty when I eat sweets
2. Attitudes/Opinions - About food: Attitudes/Opinions (Food) - Any Agree_I frequently eat sweets
3. Attitudes/Opinions - About food: Attitudes/Opinions (Food) - Any Agree_I eat the foods I like regardless of calories
4. Attitudes/Opinions - About food: Attitudes/Opinions (Food) - Any Agree_Eating fattening food makes me feel guilty
5. Attitudes/Opinions - About food: Attitudes/Opinions (Food) - Any Agree_I prefer to eat foods without artificial additives

Crosstab Analysis:

1. The analysis reveals that Jell-O Gelatin appeals to indulgent consumers
2. Sugar-Free Gelatin attracts guilt-prone and health-conscious individuals
3. Jell-O Pudding resonates with frequent sweet eaters. These insights guide targeted marketing strategies for each product category.

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Select All	Study Universe					PUDDING G (H): PUDDING - BRANDS MO_JELL-O PUDDIN				
Study Universe	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index
	25,365	247,134	100.00%	100.00%	100	7,136	70,852	100.00%	28.67%	100
ATTITUDES/OPINIONS - ABOUT FOOD: ATTITUDES/OPINIONS (FOOD) - ANY A GREE_I FEEL GUILTY WHEN I EAT SWEET S	10,165	95,563	38.67%	100.00%	100	2,884	27,767	39.19%	29.06%	101
ATTITUDES/OPINIONS - ABOUT FOOD: ATTITUDES/OPINIONS (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
ATTITUDES/OPINIONS - ABOUT FOOD: ATTITUDES/OPINIONS (FOOD) - ANY A GREE_I EAT THE FOODS I LIKE REGARDL ESS OF CALORIES	15,171	152,982	61.90%	100.00%	100	4,609	46,573	65.73%	30.44%	106
ATTITUDES/OPINIONS - ABOUT FOOD: ATTITUDES/OPINIONS (FOOD) - ANY A GREE_EATING FATTENING FOODS MAK ES ME FEEL GUILTY	8,660	82,060	33.20%	100.00%	100	2,460	23,400	33.03%	28.52%	99
ATTITUDES/OPINIONS - ABOUT FOOD: ATTITUDES/OPINIONS (FOOD) - ANY A GREE_I PREFER TO EAT FOODS WITHOU T ARTIFICIAL ADDITIVES	13,177	118,246	47.85%	100.00%	100	3,429	30,916	43.63%	26.15%	91

AND OR XOR AND NOT SUM

Select All	Study Universe					FLAVORED GELATIN DESSERTS - TYPES MO_SUGAR-FREE (H): FLAVORED GELATIN DESSER				
Study Universe	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index
	25,365	247,134	100.00%	100.00%	100	2,564	20,562	100.00%	8.32%	100
ATTITUDES/OPINIONS - ABOUT FOOD: ATTITUDES/OPINIONS (FOOD) - ANY A GREE_I FEEL GUILTY WHEN I EAT SWEET S	10,165	95,563	38.67%	100.00%	100	1,214	9,464	46.03%	9.90%	119
ATTITUDES/OPINIONS - ABOUT FOOD: ATTITUDES/OPINIONS (FOOD) - ANY A GREE_I FREQUENTLY EAT SWEETS	10,966	108,149	43.76%	100.00%	100	1,083	8,183	39.80%	7.57%	91
ATTITUDES/OPINIONS - ABOUT FOOD: ATTITUDES/OPINIONS (FOOD) - ANY A GREE_I EAT THE FOODS I LIKE REGARDL ESS OF CALORIES	15,171	152,982	61.90%	100.00%	100	1,360	11,157	54.26%	7.29%	88
ATTITUDES/OPINIONS - ABOUT FOOD: ATTITUDES/OPINIONS (FOOD) - ANY A GREE_EATING FATTENING FOODS MAK ES ME FEEL GUILTY	8,660	82,060	33.20%	100.00%	100	1,022	8,018	38.99%	9.77%	117
ATTITUDES/OPINIONS - ABOUT FOOD: ATTITUDES/OPINIONS (FOOD) - ANY A GREE_I PREFER TO EAT FOODS WITHOU T ARTIFICIAL ADDITIVES	13,177	118,246	47.85%	100.00%	100	1,330	10,175	49.48%	8.60%	103

AND OR XOR AND NOT SUM

Select All	Study Universe					FLAVORED GELATIN DESSERTS - BRANDS MO_JELL-O GELATIN (H): FLAVORED GELATIN DESSER				
Study Universe	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
ATTITUDES/OPINIONS - ABOUT FOOD: ATTITUDES/OPINIONS (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
ATTITUDES/OPINIONS - ABOUT FOOD: ATTITUDES/OPINIONS (FOOD) - ANY A GREE_I FREQUENTLY EAT SWEETS	10,966	108,149	43.76%	100.00%	100	4,016	36,921	46.70%	34.14%	107
ATTITUDES/OPINIONS - ABOUT FOOD: ATTITUDES/OPINIONS (FOOD) - ANY A GREE_I EAT THE FOODS I LIKE REGARDL ESS OF CALORIES	15,171	152,982	61.90%	100.00%	100	5,309	50,452	63.81%	32.98%	103
ATTITUDES/OPINIONS - ABOUT FOOD: ATTITUDES/OPINIONS (FOOD) - ANY A GREE_EATING FATTENING FOODS MAK ES ME FEEL GUILTY	8,660	82,060	33.20%	100.00%	100	2,948	26,959	34.10%	32.85%	103
ATTITUDES/OPINIONS - ABOUT FOOD: ATTITUDES/OPINIONS (FOOD) - ANY A GREE_I PREFER TO EAT FOODS WITHOU T ARTIFICIAL ADDITIVES	13,177	118,246	47.85%	100.00%	100	4,357	35,977	45.50%	30.43%	95

Crosstab Details Analysis 3:

Why: To understand how different marketing/advertising efforts affect people's perception of Jell-o for health conscious individuals

Jello Report 3 SAVE SAVE AS

AND OR XOR AND NOT SUM

Select All	Study Universe				
Study Universe	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index
	25,365	247,134	100.00%	100.00%	100
ATTITUDES/OPINIONS - MEDIA: ATTITUDES (MEDIA) - AGREE A LOT_I REMEMBER ADVERTISED PRODUCTS WHEN I AM S...	1,436	14,753	5.97%	100.00%	100
ATTITUDES/OPINIONS - MEDIA: ATTITUDES (MEDIA) - AGREE A LOT_ADVERTISING HELPS ME LEARN ABOUT THE PROD...	2,494	23,931	9.68%	100.00%	100
PSYCHOGRAPHIC SCALES: SCALE 5 - HEALTH AND DIET/ SCALE 5 - ACTIVE HEALTH MANAGEMENT_4 ABOVE AVERAGE	5,370	48,726	19.72%	100.00%	100
PSYCHOGRAPHIC SCALES: SCALE 5 - HEALTH AND DIET/ SCALE 5 - ACTIVE HEALTH MANAGEMENT_5 FAR ABOVE AVERAGE	5,351	43,985	17.80%	100.00%	100
PSYCHOGRAPHIC SCALES: SCALE 1 - SHOPPING BEHAVIOR/ SCALE 1 - INFORMED CONSUMER_5 FAR ABOVE AVERAGE	5,184	48,499	19.62%	100.00%	100

Select All	FLAVORED GELATIN DESSERTS (H): FLAVORED GELATIN DESSERTS - BRANDS MO_JELL-O GELATIN				
Study Universe	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index
	8,506	79,068	100.00%	31.99%	100
ATTITUDES/OPINIONS - MEDIA: ATTITUDES (MEDIA) - AGREE A LOT_I REMEMBER ADVERTISED PRODUCTS WHEN I AM S...	503	4,936	6.24%	33.46%	105
ATTITUDES/OPINIONS - MEDIA: ATTITUDES (MEDIA) - AGREE A LOT_ADVERTISING HELPS ME LEARN ABOUT THE PROD...	920	8,657	10.95%	36.17%	113 ↑
PSYCHOGRAPHIC SCALES: SCALE 5 - HEALTH AND DIET/ SCALE 5 - ACTIVE HEALTH MANAGEMENT_4 ABOVE AVERAGE	1,800	15,852	20.05%	32.53%	102
PSYCHOGRAPHIC SCALES: SCALE 5 - HEALTH AND DIET/ SCALE 5 - ACTIVE HEALTH MANAGEMENT_5 FAR ABOVE AVERAGE	1,691	13,071	16.53%	29.72%	93
PSYCHOGRAPHIC SCALES: SCALE 1 - SHOPPING BEHAVIOR/ SCALE 1 - INFORMED CONSUMER_5 FAR ABOVE AVERAGE	1,922	16,908	21.38%	34.86%	109

Select All	PUDDING (H): PUDDING - BRANDS MO_JELL-O PUDDING				
Study Universe	Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index
	7,136	70,852	100.00%	28.67%	100
ATTITUDES/OPINIONS - MEDIA: ATTITUDES (MEDIA) - AGREE A LOT_I REMEMBER ADVERTISED PRODUCTS WHEN I AM S...	371	3,948	5.57%	26.76%	93
ATTITUDES/OPINIONS - MEDIA: ATTITUDES (MEDIA) - AGREE A LOT_ADVERTISING HELPS ME LEARN ABOUT THE PROD...	703	7,543	10.65%	31.52%	110
PSYCHOGRAPHIC SCALES: SCALE 5 - HEALTH AND DIET/ SCALE 5 - ACTIVE HEALTH MANAGEMENT_4 ABOVE AVERAGE	1,526	14,086	19.88%	28.91%	101
PSYCHOGRAPHIC SCALES: SCALE 5 - HEALTH AND DIET/ SCALE 5 - ACTIVE HEALTH MANAGEMENT_5 FAR ABOVE AVERAGE	1,317	10,799	15.24%	24.55%	86 ↓
PSYCHOGRAPHIC SCALES: SCALE 1 - SHOPPING BEHAVIOR/ SCALE 1 - INFORMED CONSUMER_5 FAR ABOVE AVERAGE	1,590	15,301	21.60%	31.55%	110

Column Anchors:

1. Brand - Jello Gelatin
2. Brand - Jello Pudding

Row Anchors:

1. Attitudes/Opinions - I remember advertised products when I am shopping
2. Attitudes/Opinions - Advertising helps me learn about the products companies have to offer
3. Psychographics - Health and Diet/Active health Management - Above Average
4. Psychographics - Health and Diet/Active health Management - Far Above Average
5. Psychographics - Shopping Behavior/Informed Consumer - Far Above Average

Crosstab Analysis:

1. There is a slight positive perception of Jello's ad efforts in terms getting product knowledge across but there is a negative perception with health management and diet

Method Triangulation + Research Findings:

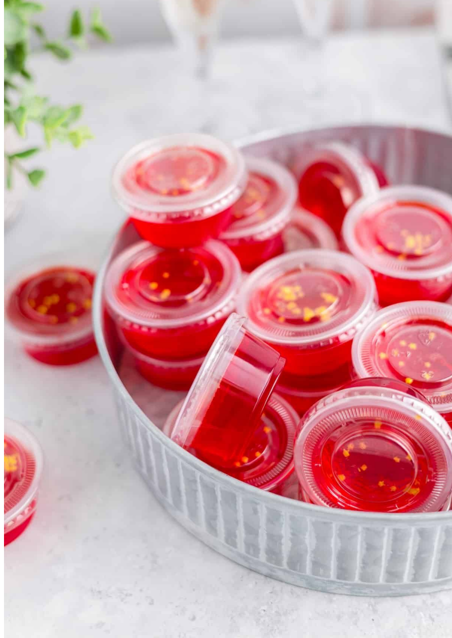
- Analysis 1:
  - Confirmed health-conscious consumers prioritize nutritional value and healthier options.
  - Significant index increase for sugar-free gelatin, aligning with this demographic.
- Analysis 2:
  - Pudding appeals to frequent sweet eaters seeking comfort.
  - Sugar-free gelatin resonates with those avoiding guilt from high-calorie snacks.
- Analysis 3:
  - Consumers remembering ads or seeking product knowledge are more likely to engage with Jello.
  - Mixed perceptions among health-conscious individuals about Jell-O's health alignment.

Method Triangulation + Observational Findings:

- We used the observational data to make informed crosstab hypotheses
- Crosstab analysis helped better understand behaviors as well as confirmed our observations:
  - Emphasized sugar-free preferences
  - Advertising findings explained the importance of product visibility
- Highlighted natural consumer behavior in shopping environments.
- Key insights:
  - Health-conscious shoppers gravitate toward sugar-free gelatin as a guilt-free snack
  - Consumers prefer pudding, driven by nostalgia and cravings.

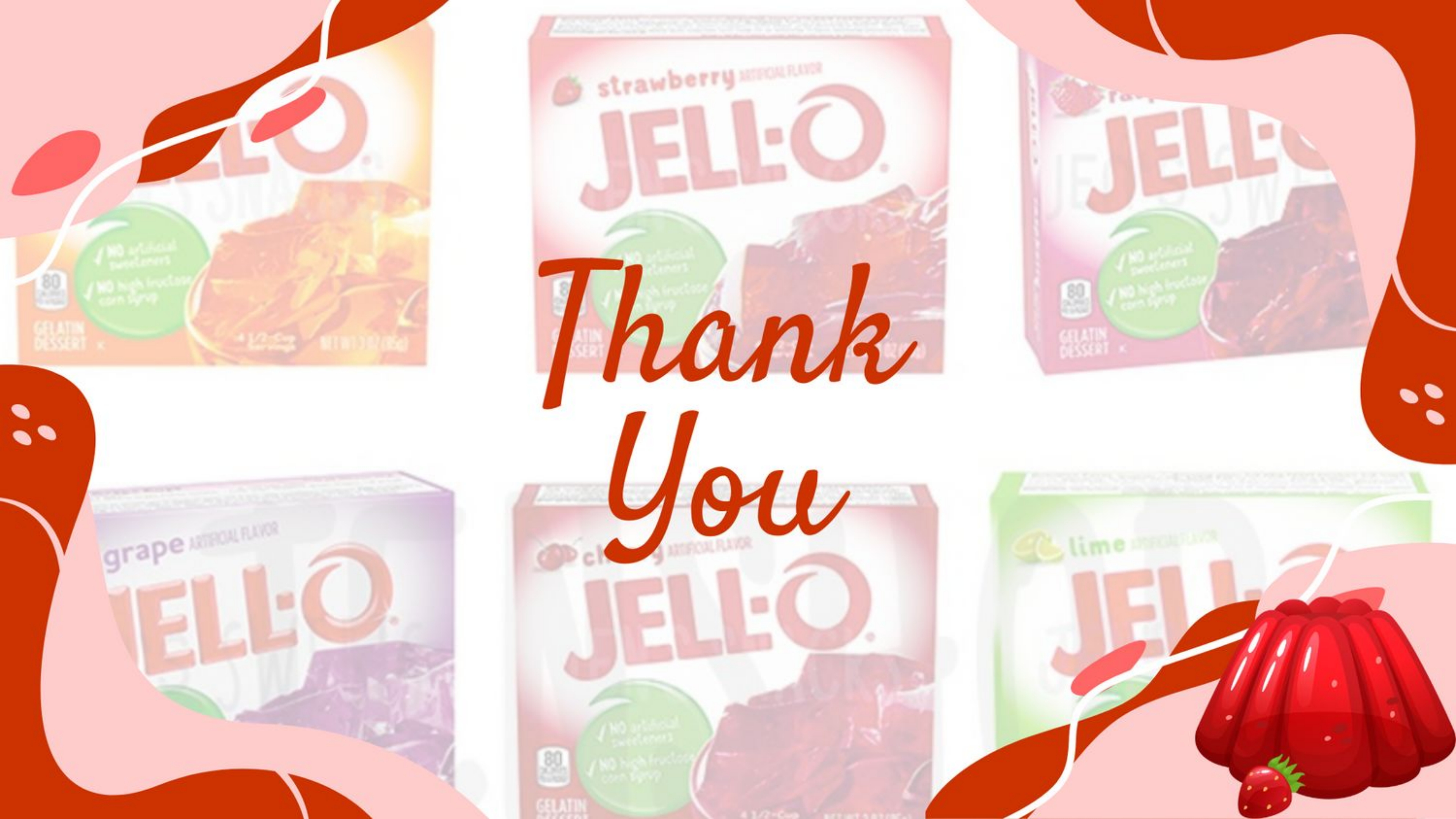
Recommendations for Jello

- Introduce More Sugar-Free and High-Protein Options:
  - Capitalize on health trends by offering low-calorie, sugar-free, and high-protein versions.
- Partnerships with Popular Kids' Brands:
  - Collaborate with children's characters to leverages Jello's popularity with children while also emphasizing health benefits and initiatives
- Strengthen Digital and Social Media Presence
  - Run targeted ad campaigns to show Jellos new health initiatives and increase brand awareness
- Engage Influencers and Content Creators:
  - Partner with influencers to create viral recipes and share their love for Jello on platforms like TikTok and Instagram.
- Interactive Campaigns:
  - Encourage user-generated content, such as Jell-O recipe challenges, to boost engagement and brand visibility.



By expanding product lines, leveraging nostalgia, targeting families, and enhancing digital presence, Jell-O can attract a wider audience and boost sales across multiple demographics.

Thank You


strawberry ARTIFICIAL FLAVOR
JELL-O
NO artificial sweeteners
NO high fructose corn syrup
GELATIN DESSERT
grape ARTIFICIAL FLAVOR
lime ARTIFICIAL FLAVOR