

# Jiffy Pop

## *Creative Brief*

### THE PRODUCT

#### *What it is*

It is a stove-top popcorn container. It comes in the form of a pan with a foil covering that expands as the kernels pop over the heat, eventually bursting open from the top once the popcorn is ready.

#### *Where it is found*

It can be found in convenience stores, grocery stores and supermarkets. However, it is no longer commonly available in stores. It can also be bought online on platforms such as Amazon.

#### *What its marketplace status is*

It used to be a popular product until about a decade ago, but has since lost its market. It is still available but not easily found, nor often looked for.

### ROLE OF COMMUNICATION

#### *Aim*

To bring Jiffy Pop into the limelight through a cross-channel campaign. As a result, to restart conversation around the brand and make it relevant again.

#### *Desired action*

Drive people to engage with the brand online as well as offline, and in turn, make them buy and eat Jiffy Pop.

### TARGET AUDIENCE

People who grew up eating Jiffy Pop popcorn, and therefore, have memories associated with it.

- *Demographic profile:* ages 21-35, all genders, college students and young professionals, those who grew up eating it.
- *Psychographic profile:* have an active social life, extensive online presence and regular interaction with social media platforms, cherish their childhood memories as well as the products and brands that were part of it.
- *Current beliefs:* they remember the brand and have fond memories of it, but do not use it anymore. They may be unsure if it is still available in the market.

## INSIGHTS ABOUT THE TARGET

They remember eagerly standing in front of the stove with Jiffy Pop, watching the aluminum foil slowly expand until it burst open – the process was as exciting as the result. Even today, they value experiences over products.

Today, they are building a certain image of themselves in front of their followers and friends, always finding way to make their social media feeds more fun, exciting and appealing.

## BARRIERS

### *Availability*

Jiffy Pop is not available in smaller stores due to low demand, and thus the target audience might find it hard to locate. It is available online, Amazon.

### *Relevance*

Jiffy Pop is no longer relevant as a product as there are quicker and more convenient forms of self-make popcorn readily available in the market.

## EXPECTED APPROACH

To create advertisements showing members of the target audience enjoying the popcorn with their family the way they used to when they were younger.

## COMPETITION

### *Direct competition*

Other instant popcorn brands, especially microwave popcorn, such as Act II and Pop Secret. Also, pre-popped, packaged popcorn such as Skinny Pop.

### *Indirect competition*

Other snacks that people can munch on while lounging or watching a movie, such as chips, crackers etc. Some competitor brands would be Lays, Doritos, and Ritz crackers.

## MAIN IDEA

**Convince** people who grew up eating Jiffy Pop popcorn **that** they should buy Jiffy Pop and engage with the brand again **because** it provides not just a product, but an experience.