

## Jelly Belly

### Problem

How does Jelly Belly introduce a new product, build awareness and create demand with a limited advertising budget?

### Solution

Launch the new product with a supportive media mix on a frugal budget, in test markets, utilizing OOH elements, as well as some tightly selected sampling, print, radio, and TV, making time and place the critical elements.

### Background

Jelly Belly is a Goelitz family-owned candy company. Since 1869, the Goelitz Family has continued to enjoy success in the development of new and delicious candy variations. One of Jelly Belly's latest candy inventions has been their chocolate filled JBz candy; complete with classic Jelly Belly flavored outer shells.

### Objective

Jelly Belly's goal in launching this advertising campaign in the fourth quarter, was to introduce their new product, build awareness and create demand for JBz amongst their general market target audience skewed toward women and teenagers.

### Strategy

This new JBz product was launched with a supportive media mix on a frugal budget, in the test markets of San Francisco/Bay Area and Sacramento. The overall campaign consisted of OOH elements, as well as some tightly selected sampling, print, radio, and TV placements. The overall strategy was to reach as many potential upscale JBz candy consumers (within the test markets) as possible, utilizing a limited budget.

### Plan Details

The following Out-of-Home media mix was carefully constructed:

Bulletins and a premiere square were used to provide high impact media coverage, reaching those traveling along high traffic highways, main arterials and commuter routes. One unit was placed on the popular San Francisco - Skyway Corridor.

The program timing was also critical in order to capitalize on the popular shopping days between Thanksgiving and Christmas, and finish up in the traditionally softer first quarter. The transit campaign began on November 24th; the bulletins, square, and San Francisco mall displays began in December. The timing also allowed for an override strategy that paid off, with approximately 73% of the units still on the street in February.



## Results

- This Out-of-Home program not only met the client's objectives - but surpassed them!
- JBz sales in Northern California vs. the rest of the U.S., during this time period, were more than 3.5 times stronger.
- This advertising effort also proved key in further expanding distribution across chains quickly, including Raley's, Albertson's, Safeway, and Cost Plus.
- The outdoor media mix worked to generate high levels of JBz awareness.