

**\*\*\*FOR FICTIONAL PURPOSES ONLY\*\*\***

## **Company Background**

Since 1959 Jiffy Pop has established themselves as a household name in stove top snacking. With a freshness you just can't get from microwave popcorn, Jiffy Pop is a snack that the whole family can enjoy.

## **Objective**

Reestablish Jiffy Pop as the leader in family snacking for any occasion.

## **The Target**

Jiffy Pop is targeted at parents who are looking to put a little pop back in their family movie/game nights! These are people with children aged 6-17. Popcorn is both a healthy and sensible snack that even the most conscious parents can get behind! Whether you're spelling your way to victory, or catching a new release, Jiffy Pop is the first snack on your family's list.

Here are some general attributes of the target:

- Aged 25-50
- With Families
- Young children

## **Insight**

Jiffy Pop is an easy, healthy, and delicious snack for everyone.

## **Brand Voice**

Jiffy Pop is casual, but excited. It's the person who is there for every moment, and fits in perfectly.

## **Deliverables**

An ad campaign that allows families to feel apart of the Jiffy Pop family. Make everyone feel like Jiffy Pop is for them.

## **Single-minded Thought**

That Jiffy Pop is tried and true. The product is timeless, you grew up with it, and your family can, too!

## Mandatories

