



Creative Brief

Client: McCormicks
Brand: Aeroplane Jelly
Media: Print ad

Project description

Aeroplane Jelly is an iconic Australian food brand with a history dating back to 1927.

For almost 100 years Aeroplane Jelly has been Australia's favourite jelly, used as a standard to add flavour for desserts and as a standalone treat for Aussie kids.

But the world has changed and so have tastes and preferences of families seeking to give their kids a flavoursome treat. Now mums want the latest elaborate designer cupcakes for their kids' afternoon teas or birthday parties. With the rise of designer children's food products and the anti-sugar social trend Aeroplane Jelly has gone out of fashion as a fun treat for young children.

But Aeroplane Jelly is simple, easy, quick and lovable. Can you help us make Aeroplane Jelly great again?

Marketing Objective

To relaunch Aeroplane Jelly to Australian young families and make it an attractive and fun choice for Aussie kids as a standalone treat.

Reposition Aeroplane Jelly as an attractive, fun and appealing treat.

Our market share as a preferred choice of children's desserts has dropped from 54% in 1998 to just 16% in 2021.

Target audience

The product is aimed at mums of young Aussie kids, aged 2-12 years.

Customer Research Insights

Visit <https://www.aeroplanejelly.com.au/about> for information the product and our company.

We encourage you to do your own research on trends in children's desserts and party foods.

Media



Print ad campaign national women's and lifestyle magazines

Requirements

Creative concepts for a national print campaign. Three optional concepts to be presented with a creative rationale to justify your recommended option.

Extensions

Any ideas on how to extend the campaign creative concept to outdoor or social media would be welcome.

Tone of voice

Fun, light-hearted and uplifting. A little different and bold. Quirky and colourful.

Think Feel Do

The advertising campaign must:

- Make mums **think** that Aeroplane Jelly is an easy and fun way to treat their kids without the sugar guilt
- Make mums **feel** like they're being responsible parents and discovered a forgotten secret and are seen as authentic by choosing an old fashioned old school brand for their kids
- Make mums **choose** the product over more expensive packaged trendy over engineered cupcakes for kids' treats and parties

Mandatories

Aeroplane Jelly brand

Key Challenges

- Counter perceptions that Aeroplane Jelly is an old-school outdated dessert treat
- Counter perceptions that Aeroplane jelly is full of sugar
- Position Aeroplane Jelly as a fun choice for easy afternoon dessert or parties for kids

Ends.