



# PROPOSAL

## CLINET:

### AEROPLANE

### JELLY

**Prepared For :**  
Aeroplane Jelly

**By :**  
AGENCY 22



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COMMS TEAM,  
SPECIALISING IN  
VISUAL DESIGN



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COMMS TEAM



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COMMS TEAM

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# OUR TEAM

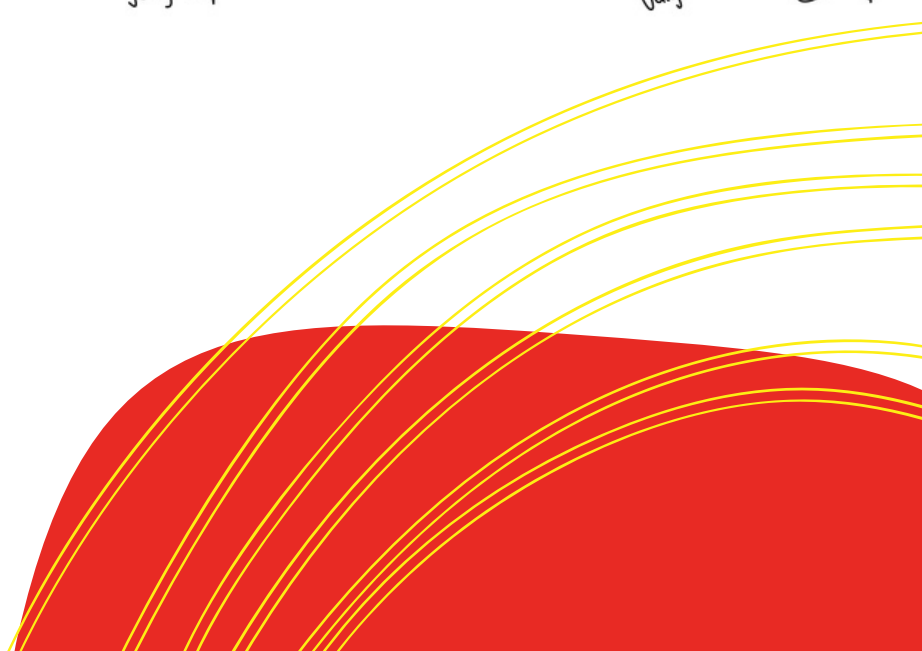
AGENCY 22 HAVE CAREFULLY  
PICKED THE BELOW TEAM  
MEMBERS TO WORK WITH  
AEROPLANE JELLY TO MAKE JELLY  
'GREAT AGAIN'.



# Concept Map



BASED OFF THE  
 IDEAS EXPLORED  
 IN OUR  
 CONCEPT MAP  
 WE HAVE  
 CREATED 3  
 PROPOSAL  
 SKETCHES



# Developing the Big Idea

1. Hellofresh

- layout of the cooking process
- bird's eye view

be that mum

↳ responsible adult

95 years of bringing family together

2. Food truck delivery

- like ice cream truck
- truck playing song
  - ↳ theme song
- go to a party with the van

3. Letter being sent across Australia

- Bertie the airplane flying across Australia
- jingle for the ad
- retro-style



## Big Idea: Bringing Families Together

# Big Idea Statement

Jelly brings people together. There's nothing more important than sharing a special moment with the people you love.

Aeroplane Jelly is all about collaboration, customisation and most importantly, bonding with those you love. Think families coming together, people sharing unforgettable moments and mothers finding a healthy, customisable and collaborative way to bond with their kids.

# Creative Rationale

Creating an effective advertisement is so much more than simply pairing an eye-catching graphic alongside quality body copy.

For us, creating our advertisement for Aeroplane Jelly was about homing in on our own childhood memories, while considering how best to transform an old and dull brand to a fresh, responsible, and fun brand.

With this in mind, we created a concept map using our own knowledge of Aeroplane Jelly to consider how we might reimagine advertising the brand as a guilt free option for mothers. Amongst all our ideas, one key concept stood out:

## **Keeping it old school and tying back to 95 years of Aeroplane Jelly and the way in which the brand has brought families together.**

How do you make an old brand feel new again? For us, the answer to that question was simple: to remind mums of their own joyous memories of Aeroplane Jelly, while introducing customisable condiments to better align with the expectation that Jelly is an easy, responsible, and collaborative experience to share with young children.

Embracing the history of the brand was integral in developing our big idea statement. As such, our big idea statement was:

### **Bringing Families Together**

Championing our big idea statement, we considered how best we could bring families together with Aeroplane Jelly. We chose a food truck concept, looping back to the brand's humble advertising beginnings of using a Model-T Ford truck to promote the now iconic brand.

The food truck concept allowed for customisation, meaning we could change the perceptions of mothers by giving choice back to the consumers. Whether mums want to add fresh fruit or low sugar condiments to Aeroplane Jelly, their journey to a guilt free, easy, and more desirable dessert option is in their capable hands.

Our Design and Communications team acknowledged that by utilising emotion through childhood memories, mums could relate to the brand and customise the product to meet their ideal dessert needs.

Putting pen to paper, we brought the big idea and advertising concept to life, using a grainy filter with children running towards an Aeroplane Jelly branded food truck as our graphic, while utilising buzzwords from our concept map for the headline, tagline and body copy.

Selecting our font was essential, as consistent branding no matter the advertising agency is important to a brand with such extensive history. As such, we referenced retro ads to find a serif font that had a classic but pronounced look. The headline font was sans serif to have a bold presence on the ad whilst being inspired by the Aeroplane Jelly logo.

The final design and big idea statement use emotion to remind mothers of the fun associated with preparing Jelly, while offering convenience and customisation by using the food truck concept in our design.

We're extremely confident our creative process and final design will result in Aeroplane Jelly being purchased by responsible parents for decades to come – without sugar guilt or buyer's remorse!



## CREATIVE TACTICS

### PROMISE BENEFITS.

Practical: Mother and child/ children in the kitchen cooking together

Emotional: Bringing families together to cook

### BE VISIBLE.

Playing on the idea that mothers will share this experience with their friends on social media

### BE RELEVANT.

Playing on the current trend of getting in the kitchen with step by step tools and tricks to make jelly

The design would involve a mother and daughter cooking in the kitchen. There would be step by step instructions, similar to the Hello Fresh packaging explaining how to create the jelly.

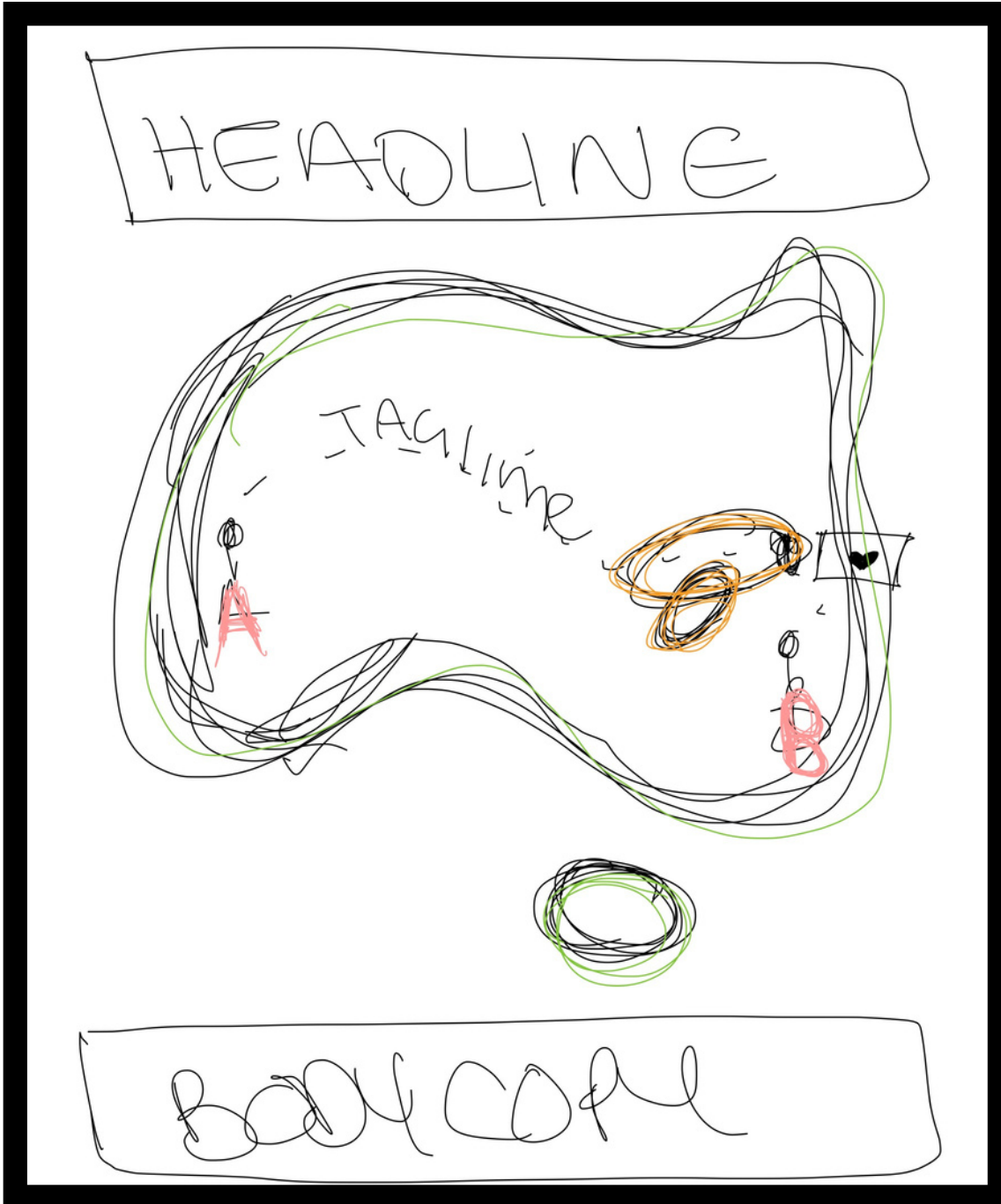
For safety precautions the mother would be asked to do all the hot water tasks, while the child sings the Jingle to know how long to stir the jelly for before putting it in the fridge to set.

Parents are always looking for fun ways to interact with their kids, and all mothers love being in the kitchen.



# Developing The Idea Further





**CREATIVE TACTICS**

**PROMISE BENEFITS.**

Practical: You are gifting something to a loved one

Emotional: You have received a gift and connecting with your loved ones

**BE VISIBLE.**

It is a tangible letter card that has been sent across Australia, the idea that the family member will share this card on social and with their networks

**BE RELEVANT.**

It is now so easy to send mail across the world/ country and is easy to connect with loved ones that are afar

In light of the Covid-19 Pandemic this idea is playing on the current trend of wanting to stay connected with your loved ones.

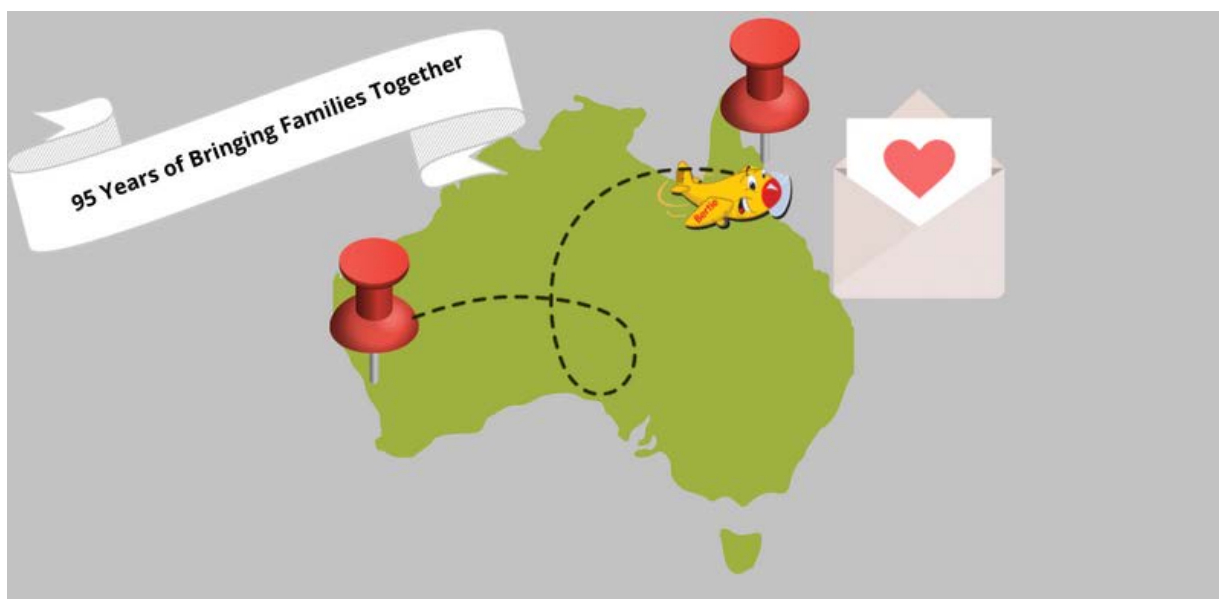
By sending a card across Australia that has a Jelly inside and the instructions to make the Jelly this is a fun and interactive way to connect with those you are separated from.

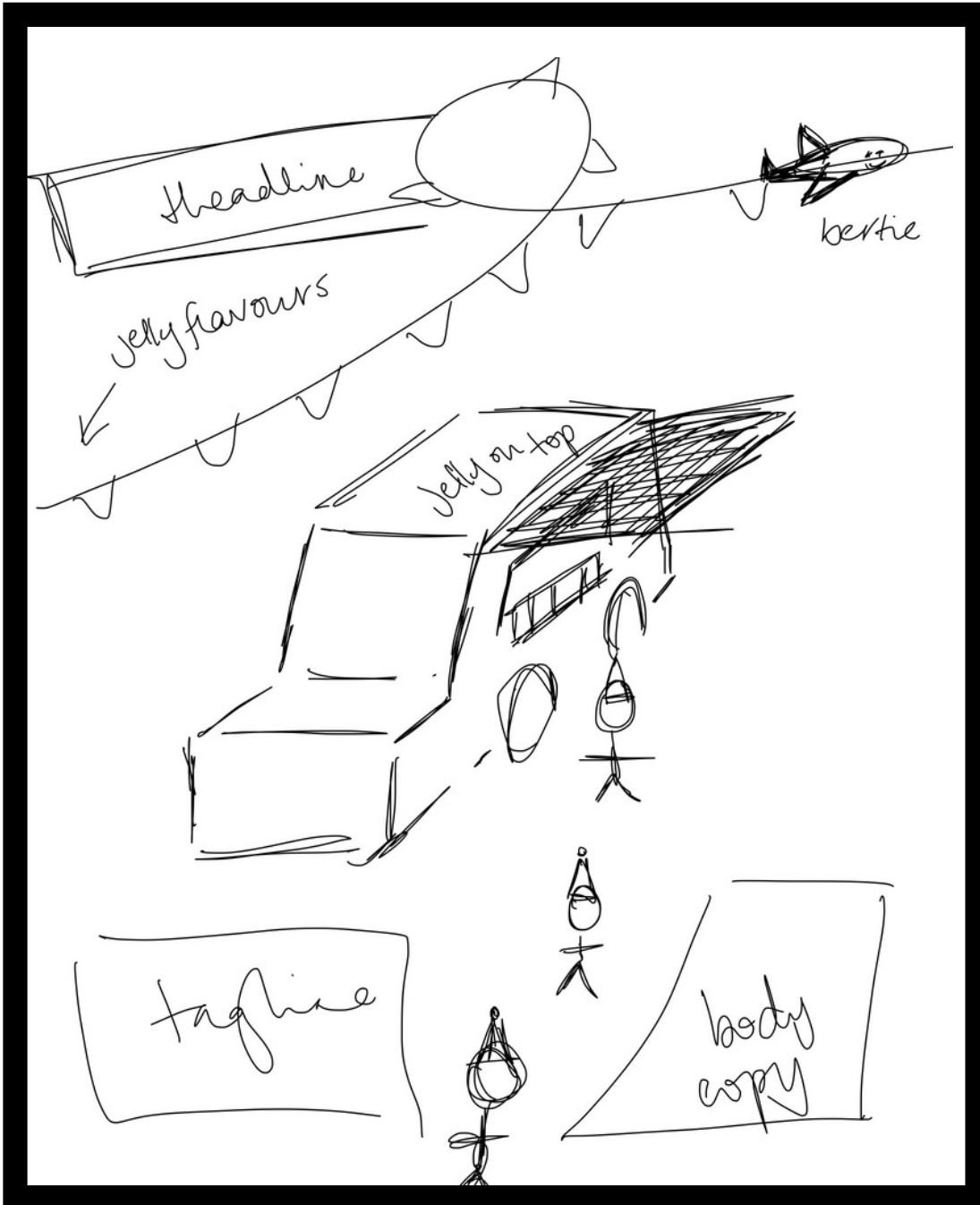
Mothers will share on their social media channels the gift they have received.

**Sketch 2**



# Developing The Idea Further





**CREATIVE TACTICS**

**PROMISE BENEFITS.**

Practical: Healthy and convenient choice

Emotional: Be the host of a party that everyone wants to be at

**BE VISIBLE.**

Using outdoor advertising and current trends, the use of an aesthetic food truck at a party to engage in influence

**BE RELEVANT.**

New and innovative way to consume Jelly.

Consumers now want choice, have created the idea you can choose your own flavour

Who doesn't love an ice cream truck? And who doesn't love having a birthday party where you can choose ANY flavour of Jelly that you like.

We all have personal preference - and your ice cream flavour/ jelly flavour can be a description of your personality

Let the flavour describe who you are - Be the party that everyone is talking about because YOU had a jelly truck

**Sketch 3**



# Developing The Idea Further



# Headlines

95 YEARS OF KEEPING FAMILIES TOGETHER, WITH AUSTRALIA'S FAVOURITE JELLY

AEROPLANE JELLY, THE SECRET RECIPE FOR EVERY OCCASION

## **BE YOUR OWN FLAVOUR**

AEROPLANE JELLY, THE RIGHT CHOICE FOR EVERY OCCASION

AEROPLANE JELLY, A MUM AND CHILD'S BEST FRIEND

AEROPLANE JELLY, THE JELLY THAT HOLDS FAMILIES TOGETHER

95 YEARS OF RELATIONSHIPS





# Taglines

95 YEARS AND IT'S ONLY THE BEGINNING

JELLY IS THE NEW CONFETTI

I DON'T THINK YOU'RE READY FOR THIS JELLY

DELICIOUS SNACKS, MADE EASY

**DON'T JUST BE THE LIFE OF THE PARTY, BRING THE LIFE OF THE PARTY**

NATURAL BUT DELICIOUS

THE JELLY HOLDING FAMILIES TOGETHER

THE BONDING ACTIVITY THAT NEVER GETS OLD

WITH 95+ WAYS TO EAT, BERTIE STAYS BUSY

AN ACTIVITY FOR ALL AGES

95 YEARS OF GENERATIONS

BE THE PARTY EVERYONE WANTS TO BE AT

THERE'S SOMETHING FOR EVERYONE

CHOOSE THE FLAVOUR THAT BEST DESCRIBES YOU

ENDLESS CHOICES





# Body Copy

Some say it takes a village to raise a child. We think it takes a village, and a serving of Australia's favorite Aeroplane Jelly.

Be the mum that champions fun, whilst serving a healthy dessert option at birthday parties. Let the kids be in control of what flavour Aeroplane Jelly they choose, adding all their favorite fruity toppings.

With the new trend of customized desserts and Aeroplane Jelly flavours – there is something for everyone.

# Tagline

'DON'T just be the life of the party, BRING the life of the party'

# Headline

Be your own flavour



# Final Design

**Be your own flavour.**

BRINGING FAMILIES TOGETHER  
**AEROPLANE JELLY**

**FLAVOURS**

RASPBERRY	LIME
BERRY BLUE	LEMON
STRAWBERRY	ORANGE
GREEN APPLE	CREAMING SOBA
BLACKCURRANT	BLUE HEAVEN
PORT WINE	VANILLA BERRY
PINEAPPLE	MANDO

**Aeroplanes Jelly**

**Don't just be the life of the party.  
Bring the life of the party.**

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Be the mum that champions fun, whilst serving a healthy dessert option at birthday parties. Let the kids be in control of what flavour Aeroplanes Jelly they choose, adding all their favourite fruity toppings.

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**Aeroplanes Jelly**  
BRINGING FAMILIES TOGETHER.

**Aeroplanes Jelly**  
Strawberry  
Flavoured Jelly  
MAKES 100g 85g  
JELLY ORIGINAL

