

Company: Tootsie Roll Industries

Brand: Dubble Bubble

Product Category: Gum

1. Target:

- **Persona:** Eileen
- **Demographics:** 35, female, a wife and mother of a son and a daughter, high school math teacher
- **Geographics:** USA, East Coast, Suburban neighborhoods.
- **Psychographics:**
 - **Activities:** reading, soccer mom, cooking, playing board games with her family
 - **Interests:** Reality TV, cooking
 - **Opinions** believes in the importance of quality family time, “kids should be kids.”

2. Current Mindset: Eileen liked Dubble Bubble as a kid, but she isn't sure if her kids will be interested in Dubble Bubble.

3. Desired Mindset: We want Eileen to know that Dubble Bubble is for every generation. We want Eileen to think that Dubble Bubble isn't a thing of the past. Eileen should know her kids can get just as excited about the gumballs as she did as a kid.

4. Competitors and mindset:

- a. **Big League Chew:** The players on Eileen's kids' soccer team are chewing this gum, so her kids want to, too.
- b. **Hubba Bubba:** Eileen's kids enjoy the fun tape-roll dispenser packaging.
- c. **Sour Patch Kids:** Her kids like the bright colors and fun commercials, but her son dislikes the sour taste.
- d. **Haribo Gummi Bears:** She knows her kids like the animal shape of the candy and the different colors.

5. Creative Strategy Statement/ Big Idea/ Consumer Promise: Buy your kids Dubble Bubble Gumballs and they will have a fun and playful childhood just like you did.

6. Evidence:

- a. First-ever commercially sold bubble gum (dates back to 1928)
- b. Designed to be less sticky than regular chewing gum, perfect for blowing bubbles.
- c. The original gum featured a color comic strip and included characters 'Dub and Bub'.
- d. The comic series included a fun fact about the Dubble Bubble.

7. Tone:

- a. Nostalgic
- b. Playful
- c. Lighthearted

8. Target Magazine

- a. Parents Magazine: This magazine appeals to all parents and specifically focuses on raising children.

