



Ashley Somma
Logan Boilen
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A PRETTY
GOOD AGENCY

PRIMARY AND SECONDARY RESEARCH

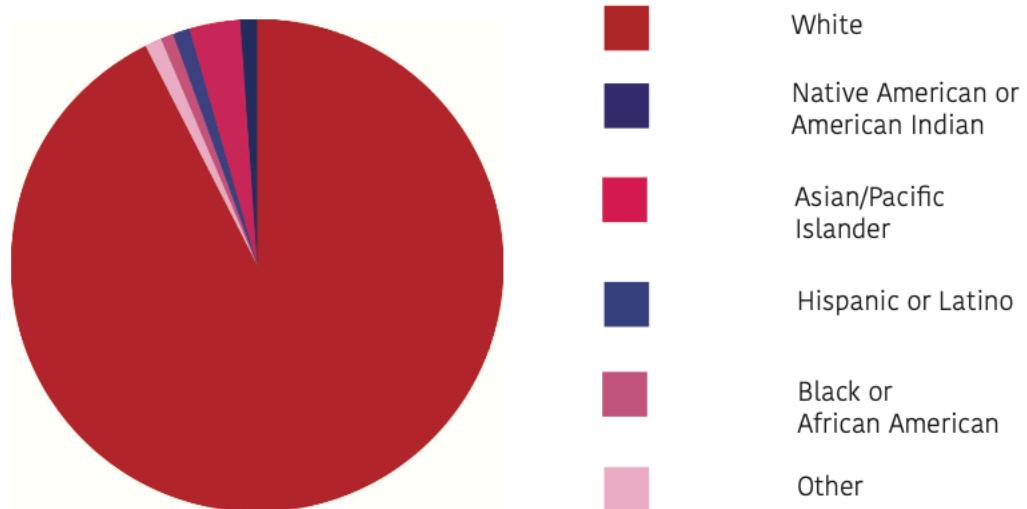


PRIMARY RESEARCH



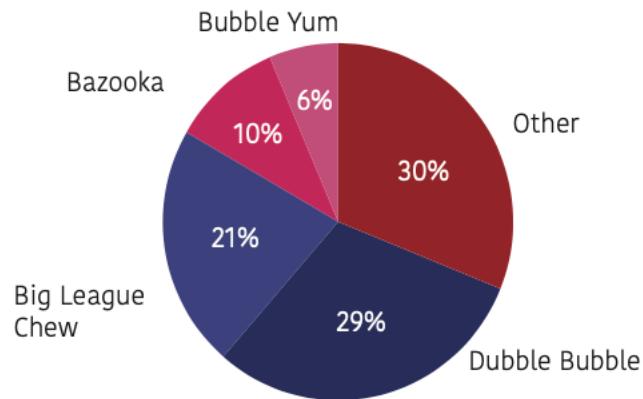
Our survey yielded 112 responses with the majority of respondents being 18 to 22 year olds. There was also an almost even split of male and female respondents with about 55% being female and 43% being male.

Ethnicity:



What is your favorite brand of bubblegum?

The majority of respondents chose Dubble Bubble as their bubble gum brand of choice, with Big league chew, Bazooka, and Bubble Yum following.



PRIMARY RESEARCH



Purchase Motivation

85% of respondents expressed that flavor was the main factor influencing their decision when choosing a gum brand.

56% of respondents stated that packaging does or at least sometimes motivates their purchasing decisions when buying a pack of gum.

80% of respondents prefer to purchase a pack of gum if it costs \$3 or less.

A majority of respondents specified that they do not recall trying a new brand of gum (60%) or have not tried a new brand of gum in over a year (28%).

Gum chewers tend to buy and consume gum that they are familiar with and prefer to chew.

PRIMARY RESEARCH



Gum Advertisements

18 survey respondents noted that they took notice of 5 Gum ads, especially noting the “stimulate your senses” commercials that used to run.

16 said Extra Gum stood out to them. These respondents noted the commercials with the falling in love, especially the ones with the drawings on the wrapper.

Focus Group Findings

When you “Dubble Bubble” what do you think of?

The color pink, cylinder, big bubbles, bad taste longevity, not good gum, more bubbles but less flavor

Dubble Bubble Taste Test: 5/10 group score

Already knew it was Dubble Bubble, jaw strain, too much bubble gum, easy to get addicted to, better bubble gum flavor, gritty but not too bad, best bubble blowing potential

SECONDARY RESEARCH



Brand name/company name:

Dubble Bubble

How long has the product existed:

Since 1928 ("History of Dubble Bubble", 2021)

Where is your product sold?

Mass distributed

("History of Dubble Bubble", 2021)

What is the cost of your product?

\$5 for 1lb bag (Pierre, 2017).

What are the 3 main competitors and their costs?

Hubba Bubba: \$13 for a pack of 12 tape rolls (Pierre, 2017).

Bazooka: \$16 for a pack of 12 (Pierre, 2017).

Big League Chew: \$16 for pack of 12 (Pierre, 2017).

Bubble Yum: \$15 for a pack of 18 (Pierre, 2017).

SECONDARY RESEARCH



S

It has an established, strong brand recognition as well as being affordable (Pierre, 2017). It is also thicker than other gum and better for blowing bubbles (Droz, 2009).

W

It can be tough on the jaw (Droz, 2009). It is also therefore difficult for people with fake teeth to chew (Droz, 2009).

O

It is one of the only brands with yellow as one of its main colors, so playing up on that color more than the blue, red, and pink could be a great chance to set them apart from competitors (Pierre, 2017).

T

The competitor brands offer a wider variety of flavors (Droz, 2009). It is also observed that there are many other brands of gum that tend to be softer and in better shapes than Dubble Bubble (Somma, personal observation, 2021).

SECONDARY RESEARCH



How does your product compare in terms of shelf space with competition?

Dubble Bubble uses red, white, blue and yellow as their packaging colors. Red white and blue are used for their large cases of gum that can be bought in bulk. Yellow is incorporated in the smaller individual pieces. The red, white, and blue theme is shared by competitors Bazooka and Big League Chew which makes it harder to stand out on the shelf. Hubba Bubba uses pink and yellow which is different from the others.



SECONDARY RESEARCH



Who buys the product and why?

Due to the fact the brand is so old, Double Bubble is popular with all age ranges. During WW2 it was distributed to US soldiers which is when it was introduced to a target market that is older than children (“History of Dubble Bubble”, 2021). In 2004 it was bought by tootsie which is a brand that is very friendly for children (Droz, 2009).

What is the main feature that differentiates your product from the competition?

Out of all of our competitors, Dubble Bubble has been around the longest and has a certain level of brand recognition due to being distributed during WW2 (Droz, 2009). It was also most exciting for being able to create much bigger bubbles than people were used to at that time and has remained a timeless classic due to their fun and colorful wrapping that many still know and love (Pierre, 2017).

SECONDARY RESEARCH



Personal Impressions



Kyle

Strengths: Brand is widely recognized by multiple generations of people due to existing since 1928 with reigning popularity to current day (Wedemeyer, personal observation, 2021).

Weaknesses: Branding has not evolved and feels almost antique compared to other bubble gum brands, tootsie has not changed branding for their products (Wedemeyer, personal observation, 2021).



Logan

Strengths: It is a very well established brand with a well established parent company. It is the first chewing gum ever created and has a very wide audience (Boilen, personal observation, 2021).

Weaknesses: The brand sometimes feels dated and out of touch with modern trends (Boilen, personal observation, 2021).

SECONDARY RESEARCH



 Kat

Strengths: It is a very established brand already. The packaging and brand image itself is easily identifiable by the majority of the public (Snare, personal observation, 2021).

Weaknesses: While it's well-known, is becoming more irrelevant amidst all of the "nicer" gum brands with longer lasting flavor. They haven't seemed to make any efforts to stay competitive with other top gum brands

(Snare, personal observation, 2021).

 Ashley

Strengths: The brand has continued to be relevant through over 90 years. It is an older candy that is passed down from the older generation to the younger generation. The packaging is simple (Somma, personal observation, 2021).

Weaknesses: The brand seems a little outdated. From personal experience, the gum can be hit or miss depending on whether you open it up and it's hard and stale or perfect to chew (Somma, personal observation, 2021).

SECONDARY RESEARCH



Current Advertisements:

Dubble Bubble Chewing gum posts graphics for their products on the Tootsie Roll company Instagram account @tootsieroll. These posts use bulking fonts and often utilize the Dubble Bubble brand mark on the packaging or within the graphics. Few graphics are posted on both the @tootsieroll Instagram account and the Dubble Bubble Bubble Gum Facebook page @tootsieroll.dubblebubble.



(Tootsie Roll, 2020).



(Tootsie Roll, 2021).



(Dubble Bubble, 2021).

CREATIVE STRATEGY BRIEF



CREATIVE STRATEGY BRIEF



Company/ Brand: Dubble Bubble

Product Category: Confectionary

Target Persona: Sophia

Demographics:

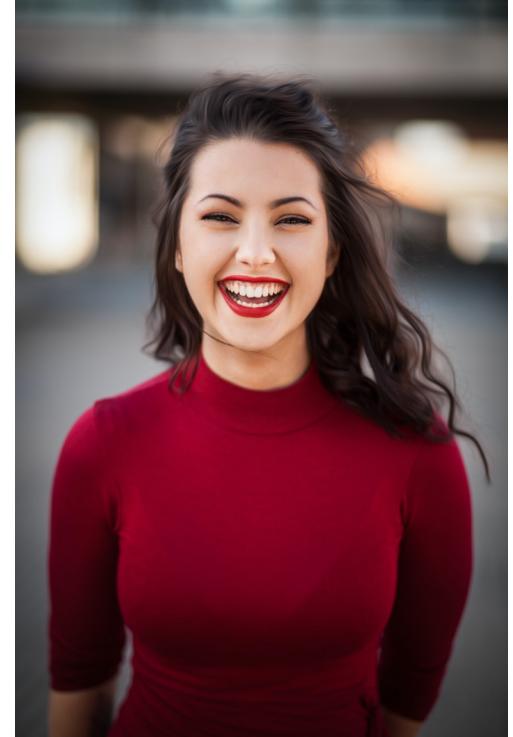
- Female
- 19 years old
- Finished High school and pursuing a college degree
- Full time student
- White, not of Hispanic/Latino/Spanish origin

Geographics:

- Harrisonburg, VA 22801
- Eastern side of the United States

Psychographics:

- Activities:
 - Plays on a club sports team at James Madison University
 - Is a part of The Breeze Newspaper
 - Focused on her schoolwork
 - Shares gum with friends
- Interests:
 - Hanging out with her friends
 - Enjoys shopping
- Opinions:
 - Believes that using less single-use plastics will help reduce the impact of environmental problems
 - She thinks that there is a need for minimum wage to be increased



https://unsplash.com/photos/mEZ3PoFGs_k

CREATIVE STRATEGY BRIEF



Buying Behavior:

- Willing to spend \$1-3 on a pack of gum and she is a habitual buyer of gum.

VALS:

- Experiencers
 - First in on trends and first out on trends
 - Up to date on the latest fashions
 - Sees herself as sociable
 - Friendships are important
 - She has a heightened sense of visual stimulation.

Current Mindset:

Sophia currently views Dubble Bubble as a familiar brand with unique characteristics; bubble blowing gum, pink and lacking in flavor longevity. The target is not thrilled when encountering the brand despite the easy to identify packaging. When presented with Dubble Bubble bubble gum, the target audience can be reluctant to have the opportunity to blow big bubbles with the gum.

Desired Mindset:

Sophia should relate the brand with fond memories with friends. She should be joyful when encountering the brand because it is reminiscent of times where friends are together enjoying one another's silly and playful presence where she can forget about the stress of her everyday life.

Creative Execution:

We will portray the brand through pleasant interactions amongst friends utilizing Dubble Bubble bubble gum. These interactions will involve laughter and fun conversations between the friends including bubble blowing and sharing of Dubble Bubble bubble gum.

CREATIVE STRATEGY BRIEF



Competitors:

The top three competitors are Big League Chew, Bazooka, and Bubble Yum. However, while these are competitors when specifically speaking of bubblegum brands, Sophia gravitates more to the top minty gum brands making them a major competitor too (i.e Extra, 5 Gum). Sophia views our competitors similarly to how she views Dubble Bubble in that it is a fun burst of nostalgia or random weekend treat rather than a car or backpack essential.

Message Objectives:

- The message objective is affect association.
- The purpose of the advertisement is to make Sophia feel warm and nostalgic as she chews the gum. The gum will make her think of the days when she was a child chewing Dubble Bubble and her stress and worries will melt away.

Creative Strategy Statement:

Dubble Bubble provides the consumer with the feeling of being young and joyful.

Evidence:

- In the secondary research, results found that many consumers enjoyed gum advertisements that associated the gum with certain emotions
- Dubble Bubble is the oldest gum brand which is why it can be combined with the feeling of nostalgia and childhood

Tone:

- Nostalgic
- Pleasant
- Youthful
- Upbeat

PRINT ADS

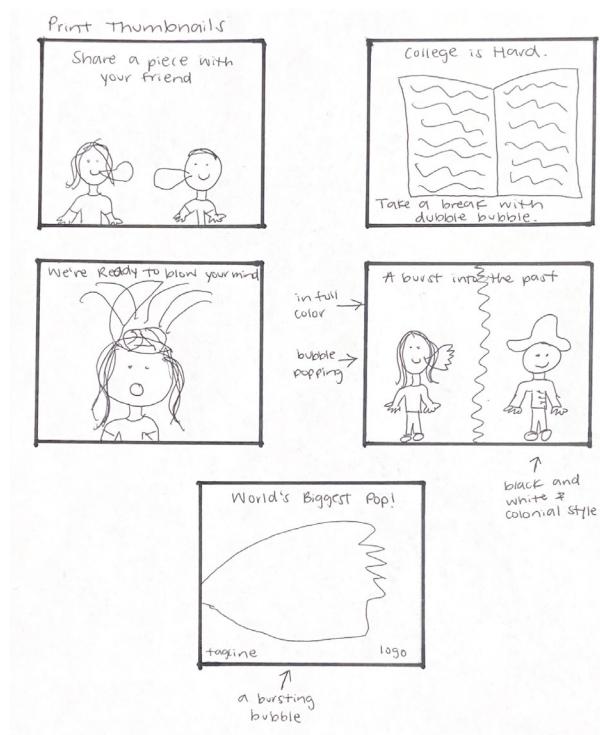
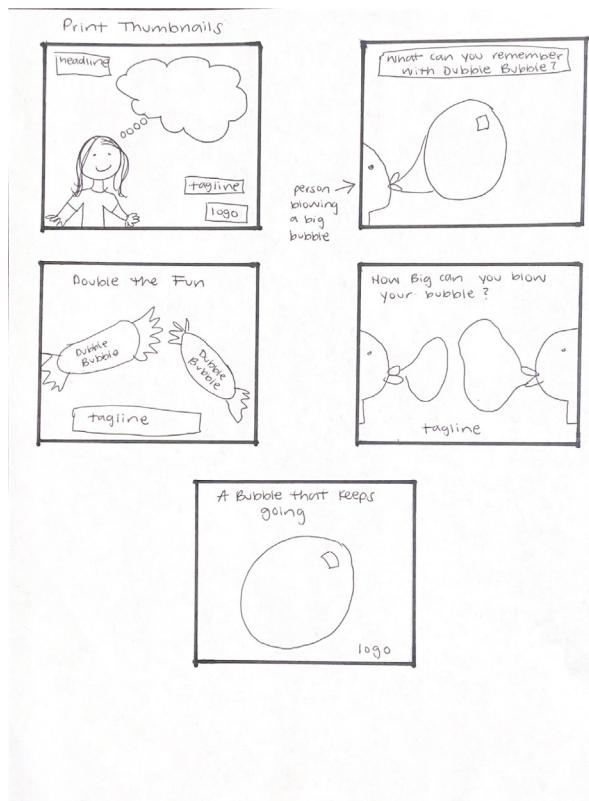


HEADLINES

1. Blow up and go viral
2. Bubble gum bubble gum in a dish...it's the bubblegum brand we know you miss
3. Bubble gum bubble gum in a dish...have you forgotten that Dubble Bubble is delish?
4. Pop goes the bubble
5. Never bite off more than you can chew
6. Pop Off
7. It's time to pop off
8. Pop Up Stand
9. Pop for a Surprise
10. Pop Art
11. Not to burst your bubble but...
12. The car ride buddy you didn't know you were missing
13. Take a break from the college stress
14. Adulting is hard. Take a break with Dubble Bubble.
15. College is hard. Take a break with Dubble Bubble.
16. "Blow" off some steam
17. We're ready to blow your mind
18. Pop your troubles away
19. Your favorite then and now!
20. Don't even burst your bubble
21. A gum that takes you back to the good ole days
22. What can you remember with Dubble Bubble?
23. How big can you blow your bubble
24. A bubble that keeps growing
25. Share a piece with a friend
26. A burst into the past
27. World's Biggest Pop!
28. Make your bubble memorable
29. A Timeless Gum
30. Don't Forget About That Pop!

TAGLINES

1. Dubble the Bubble, Dubble the...
2. Twice as nice
3. The best thing to blow
4. Blow your cares away
5. Brighten your day with a pop
6. Pink and yellow makes your day all but mellow
7. The best way to burst your bubble
8. It's gonna blow you away
9. Chew, Blow, Pop, Repeat
10. Embrace your inner child
11. The bubble gum classic
12. Same great flavor since 1928
13. Timeless classic
14. Familiar Taste, New Fun
15. Chew it for the memories
16. Chew more, stress less
17. Chew more, study better
18. Pop of fun
19. A pop from the past
20. Never burst your bubble
21. Chew on...
22. Pop Off *
23. Pop Out
24. That bubbly feeling
25. Bubbly Fun!
26. Pop out of reality
27. America's favorite primary colors
28. Simple colors. Simple Taste. Extraordinary Pop!
29. A pop from the past
30. Oldy but a goody



Ideas by Ashley Somma

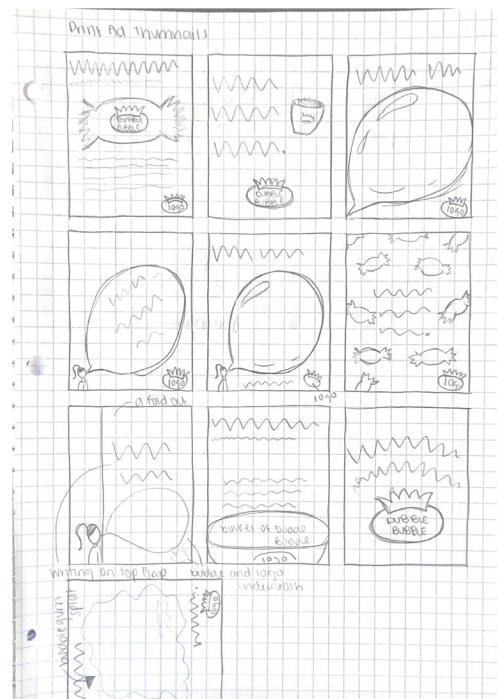
Ideas by Ashley Somma



Ideas by Logan Boilen

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Ideas by Logan Boilen



Ideas by Kat Snare



Ideas by Kyle Wedemeyer

STUDYING IS HARD, TAKE A BREAK WITH DUBBLE BUBBLE.

While you have grown and changed, your childhood favorite, Dubble Bubble, has remained a timeless classic. Dubble Bubble is always a wrapper away from filling you with that warm and care-free nostalgia, even if just for a short while. So the next time you find yourself drowning in work and worries, take a break and grab some Dubble Bubble and feel your worries fade away!



CHEW MORE,
STRESS LESS.



COLLEGE IS HARD, TAKE A BREAK WITH DUBBLE BUBBLE.

As you have grown and changed your childhood favorite, Dubble Bubble, has remained a timeless classic. Next time you need a study break unwrap a piece of childhood nostalgia with Dubble Bubble!



CHEW MORE, STRESS LESS.

ADULTING IS HARD, DUBBLE BUBBLE CAN HELP.



While you have grown and changed, your childhood favorite has remained a timeless classic. Dubble Bubble is always a wrapper away from filling you with that care-free nostalgia. So the next time you find yourself drowning in the scary world of adulting, take a break and grab some Dubble Bubble!

²⁶**CHEW MORE, STRESS LESS.**





PRINT AD RATIONALES

Each print ad is meant to be featured in a magazine, as most college campuses have student run publications that could feature the ads and reach the target audience effectively. The design for the first print ad shows a girl looking at her books with a sad gaze. The background is a crumpled paper texture that is made to resemble a crumpled up gum wrapper. The texture is colored blue to match the blue in the logo and to make the headline, subhead, and body copy text stand out. The bottom has a pink bar that features the campaign's slogan, "chew more, stress less" and the *Dubble Bubble* logo in the bottom right corner. The picture of the girl looking at her books in a sad glaze is to emphasize the point that studying for exams can be hard for some people. The body copy talks about how *Dubble Bubble* can remove you from the source of your stress, if even for a short moment.

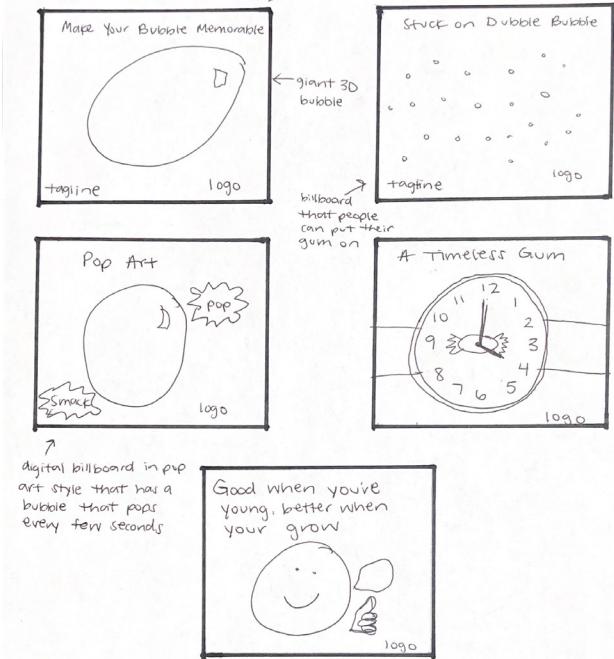
The second print ad showcases a student reaching for a piece of *Dubble Bubble* while surrounded by schoolwork. The setting should feel familiar to the target demographic which is college-aged students. The student is happy to take a piece of gum and take his eyes off his work for a moment. This plays into the big idea that when you chew a piece of *Dubble Bubble* you can destress. The target demographic can relate to the feeling of being overwhelmed by school work and just wanting to do something fun. This ad would run in magazines that are distributed on college campuses in order to reach the target audience.

The last print ad is then centered around the concept of "adulting" which is popularly used in millennial and gen-z culture. This word choice helps to relate to the target audience and continue the theme of picking a topic that *Dubble Bubble* can help make better. To illustrate this, the print ad features an image of a college student happily enjoying a piece of *Dubble Bubble* in the midst of cooking in her kitchen. The idea of a messy kitchen ties in with one of the drawbacks of adult life. This background image is also made darker in contrast with the girl and the bucket of *Dubble Bubble*, which shows how enjoying a piece of *Dubble Bubble* can brighten your day in the midst of chaos.

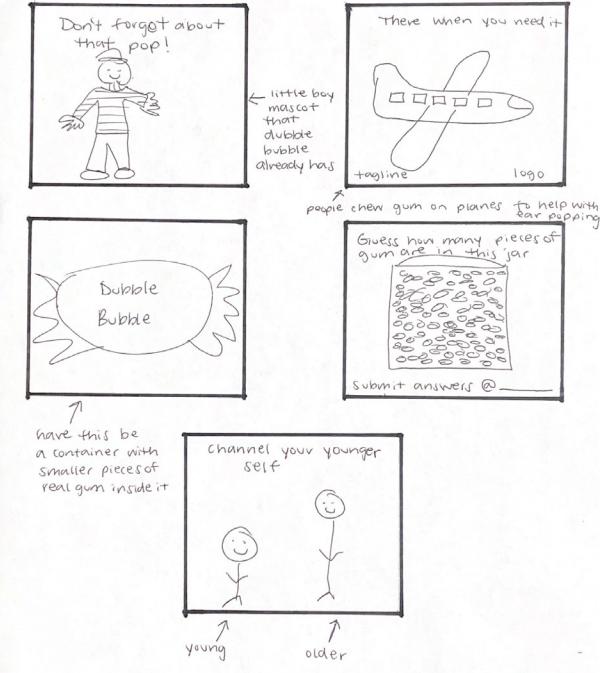
BILLBOARD OUT OF HOME AD



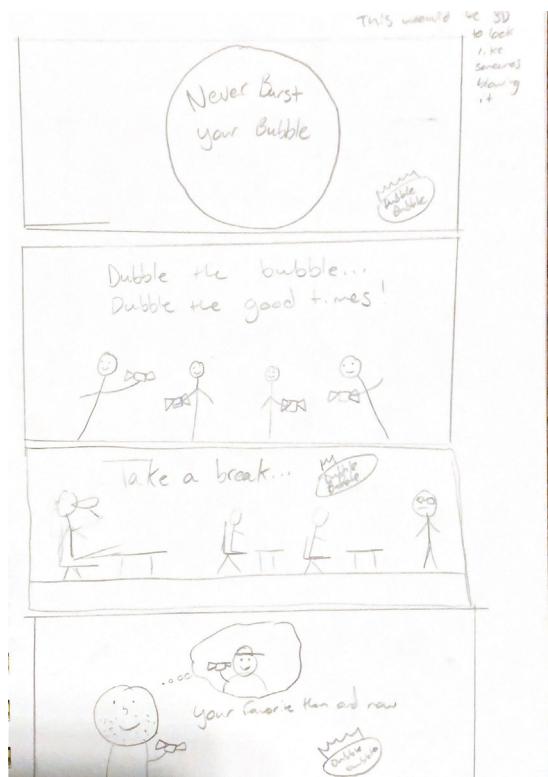
OOH Thumbnails (Billboard)



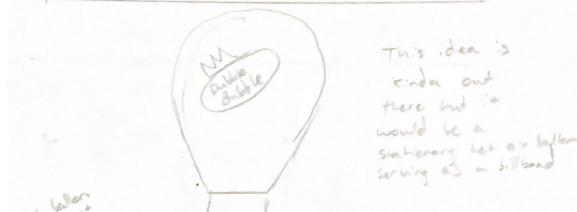
OOH Thumbnails (Billboard)



Ideas by Ashley Somma



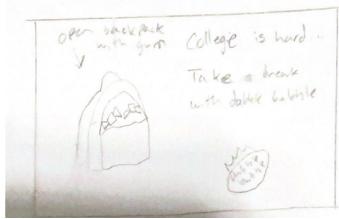
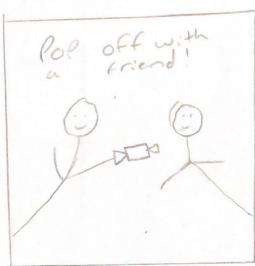
Ideas by Ashley Somma



Ideas by Logan Boilen



Ideas by Logan Boilen

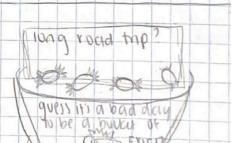
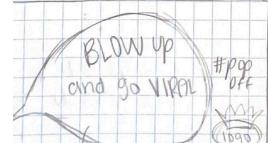
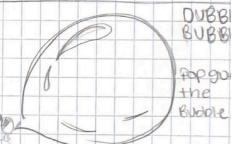
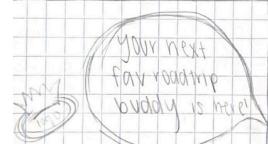
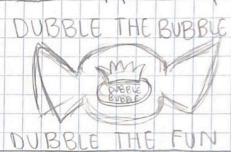
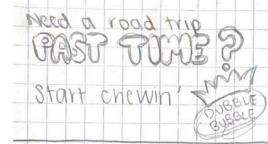
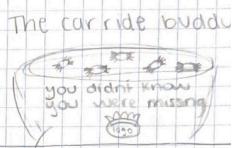
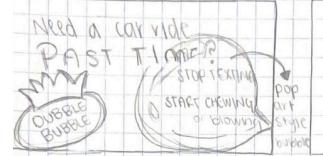


Ideas by Logan Boilen



Ideas by Kyle Wedemeyer

OOH: Billboard Ad. Thurnmans



fun cartoon/pope art style bubble link to social media trend

OOH: Billboard Ad. Cind.



Ideas by Kat Snare

TRAFFIC SUCKS, DUBBLE BUBBLE CAN HELP.



CHEW MORE, STRESS LESS.

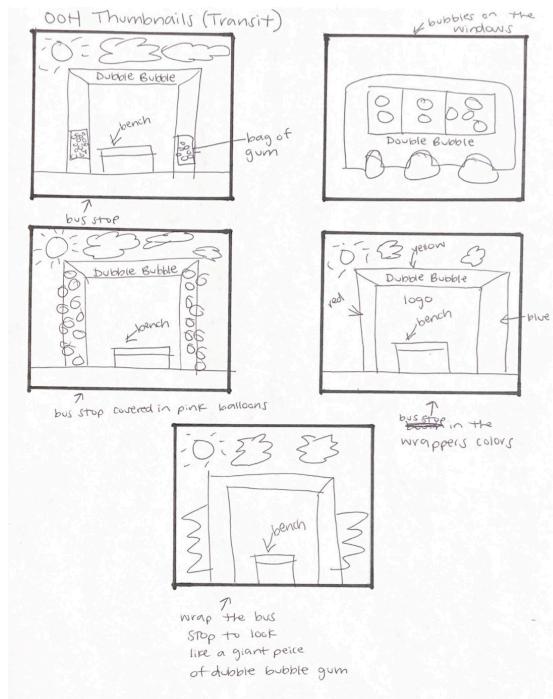
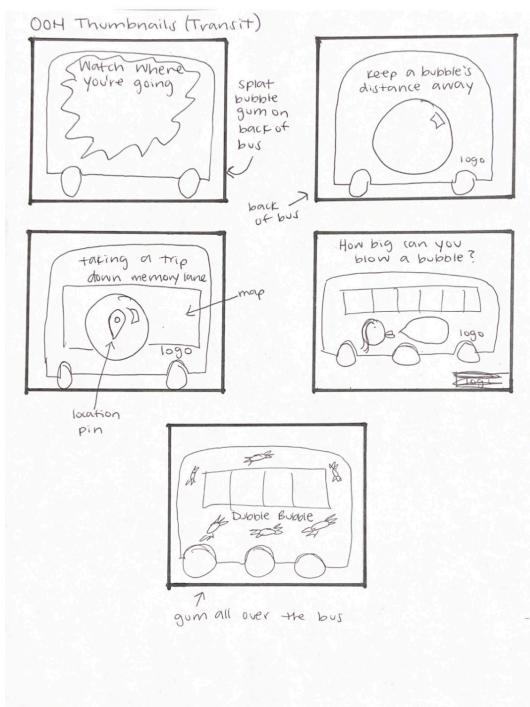


BILLBOARD AD RATIONALE

This OOH advertisement was created for a billboard. This placement was considering the fact that there are tons of billboards lining highways which therefore would allow our ad to reach a lot of people. Additionally, many college students frequently drive on highways when traveling to and from college, making it a great way to specifically reach our target audience of college students. Once the type of OOH ad was chosen, it came down to picking a topic that was appropriate for the placement of the billboard and relatable to our audience. The frustrations of traffic was a topic that went well with the headline style of mentioning something negative and then adding that *Dubble Bubble* can help make it better. To highlight the negative aspects of traffic, there is a semi-transparent black overlay on top of the traffic image, which helped to create a darkened effect. This also helped to heighten the contrast between the image of traffic and the bright cartoon car with the big bubble coming out of it on top. The goal was to immediately draw the audience's eye to the car, which emphasizes the nostalgic cartoon style of *Dubble Bubble* and exaggerates *Dubble Bubble*'s ability to brighten up your commute even when stuck in a traffic jam. The fonts chosen also connected to the overall brand image of the youthful cartoon style that college kids most likely remember from their childhood.

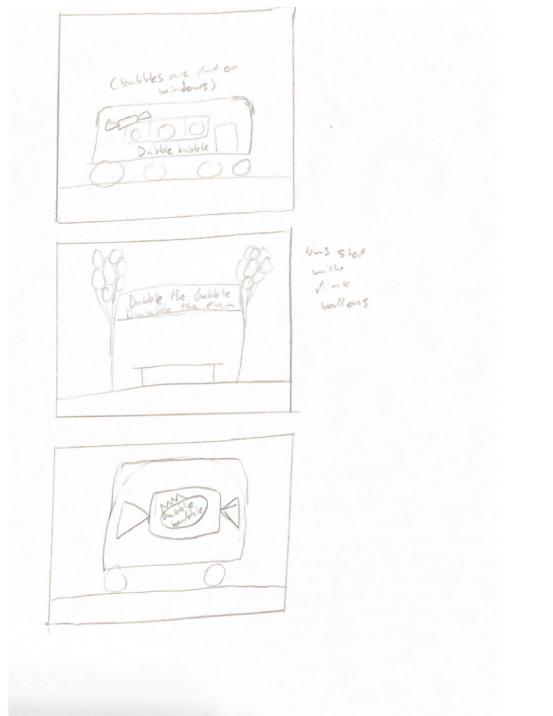
TRANSIT OUT OF HOME AD





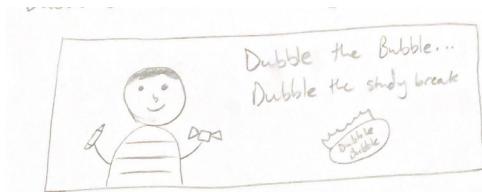
Ideas by Ashley Somma

Ideas by Ashley Somma



Ideas by Logan Boilen

Ideas by Logan Boilen



Ideas by Logan Boilen



Pop Art

Pop your troubles Away!

Chew More study better!

Twice as Nice

IA

Embrace your Inner Child

Ideas by Kyle Wedemeyer

Transit Ad thumbnails
bus or subway*



ice cold mint

Now chewing gum helps
concentrate for longer.
Our next study buddy will be
our next study buddy with

W.BLOW.POP.REPEAT.

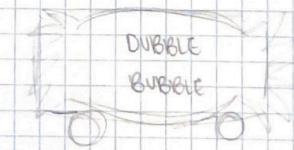
Bubblegum classic



back of bus

ADULTING IS HARD.
Take a break with Bubble B.
Chew more, stress less.

bus made to look like gum



out of bus*



Planning a long grind session
in the library?
Work like it's a bad day
To be a bullet of Double Bubble

back of bus

POP from the past

Headed to the store?
It's not an impulse purchase
if you add it to your
shopping list now!

Ideas by Kat Snare

COMMUTING IS HARD, TAKE A BREAK WITH DUBBLE BUBBLE

CHEW MORE, STRESS LESS.



COMMUTING IS HARD, TAKE A BREAK WITH DUBBLE BUBBLE

CHEW MORE, STRESS LESS.



TRANSIT AD RATIONALE

The OOH transit ad for the *Dubble Bubble* campaign features a photo of a crowded form of transit. At the top of the advertisement features the copy “Commuting is hard, Take a break with *Dubble Bubble*” in the bubble gum font. The bottom of the advertisement is a pink box to contrast the dark transit pictured scene including the campaign’s tagline “Chew more, stress less” in the bubble gum font. In the bottom right corner of the advertisement the brand logo for *Dubble Bubble* is located, which should be the final graphic element viewed by the target audience after following the “Z” shaped viewing pattern. The target audience would see this advertisement on a form of public transportation such as a public bus or metro train, two forms of public transit that the college aged target audience would utilize.

GUERRILLA MARKETING AD



Guerilla Ads

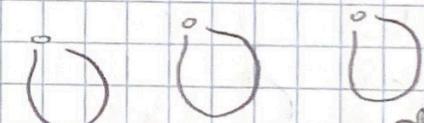
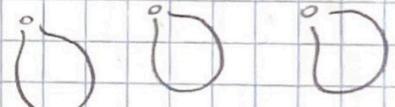
pink balloon board on wheels (anywhere) - with a person

it's a **POP** up stand!



Double the Bubble Double the Fun

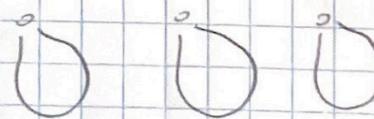
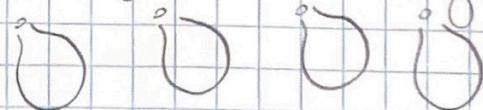
POP for a **SURPRISE**



1090 a pop from the pair

1090

POP your troubles away



chew more, stress less



1090

Ideas by Kat Snare

**COLLEGE IS HARD,
TAKE A BREAK WITH DUBBLE BUBBLE.**



CHEW MORE, STRESS LESS.



GUERILLA MARKETING RATIONALE

The idea for the guerilla marketing advertisement was to make something that was simple, but effective. The design features a board that is four feet long and three feet wide. The design features the headline “College is Hard, Take a Break With *Dubble Bubble*.” The slogan, “Chew more, stress less” is in the bottom left corner. Lastly, the *Dubble Bubble* logo is positioned in the bottom right corner. The idea is that balloons attached to the sign will contain pieces of *Dubble Bubble* bubble gum and once the balloon is popped, the gum will appear. The ideal location for this is in a popular space on campus that students will pass by so that the brand will gain brand recognition, and people will be able to participate. Participating in this game is intended to put a smile on a passerby’s face to help alleviate stress of the day.

TELEVISION AD



Dubble Bubble
"Chew More, Stress Less."

30 Second TV Spot

VIDEO	AUDIO
FULL SHOT: TWO STUDENTS	<u>(SFX: TICKING NOISE)</u>
MID SHOTS: STUDENTS ARE STUDYING WITH BORED EXPRESSIONS	
MID SHOT: A GIRL IS WALKING WHILE HOLDING A CONTAINER OF DUBLE BUBBLE	<u>(SFX: TICKING NOISE STOPS)</u> <u>(PARTY MUSIC BEGINS)</u>
FULL SHOT: THE GIRL SLAMS THE BUCKET ON A TABLE STARTLING THE COLLEGE STUDENTS.	
CLOSE UP: ZOOMING IN ON STUDENTS GRABBING PIECES OF DUBLE BUBBLE FROM THE GUM	
CLOSE UP: STUDENTS ARE UNWRAPPING THE DUBLE BUBBLE	
MID SHOT: STUDENTS "CHEERS" THEIR GUM AND PUT IT THEIR MOUTHS	
SCENE CUTS	
MID SHOT: STUDENTS ARE IN THE SAME POSITION LOOKING AROUND AT THE PARTY LIGHTING THAT HAS APPEARED	
FULL SHOT: THE APARTMENT IS FULL OF PEOPLE ENJOYING A SMALL PARTY	
MID SHOT: TWO PARTY GOERS ENJOY DUBLE BUBBLE	
MEDIUM CLOSE UP: PARTY GOERS UNWRAPPING GUM	

Dubble Bubble
"Chew More, Stress Less."

30 Second TV Spot

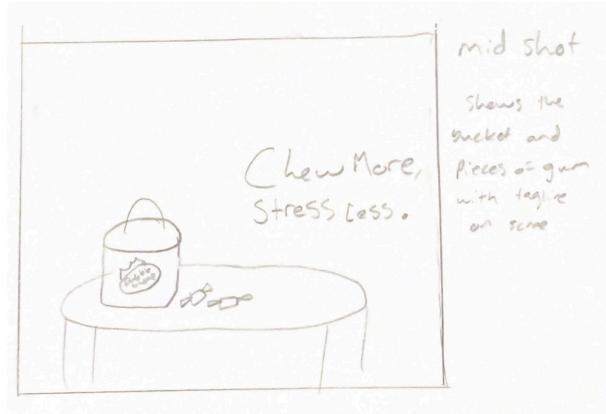
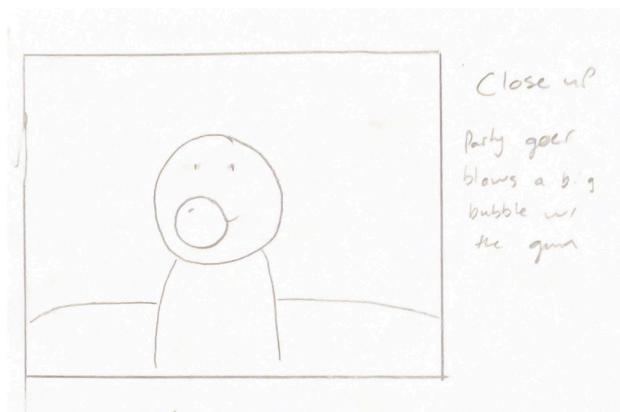
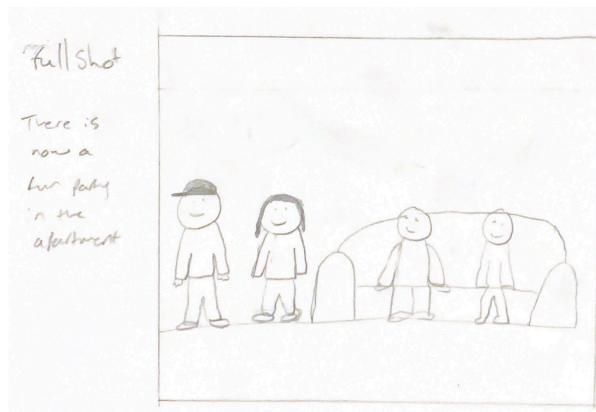
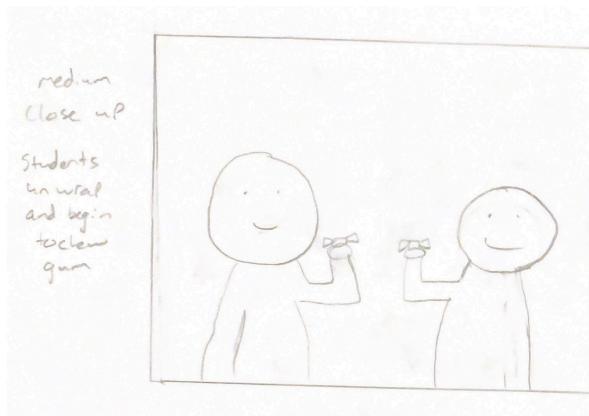
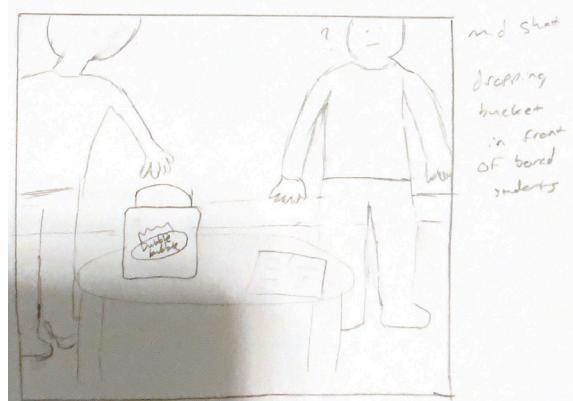
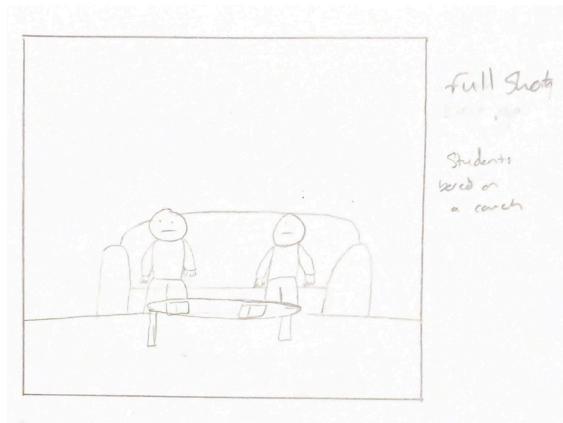
MEDIUM CLOSE UP:
PARTY GOER PUTS GUM IN HIS MOUTH

MEDIUM CLOSE UP:
PARTY GOER BLOWS AND POPS A BUBBLE

WIDE SHOT:
DUBBLE BUBBLE BUCKER IS SITTING ON THE
TABLE

SUPERIMPOSED ON THE SCREEN READS:
"CHEW MORE, STRESS LESS."

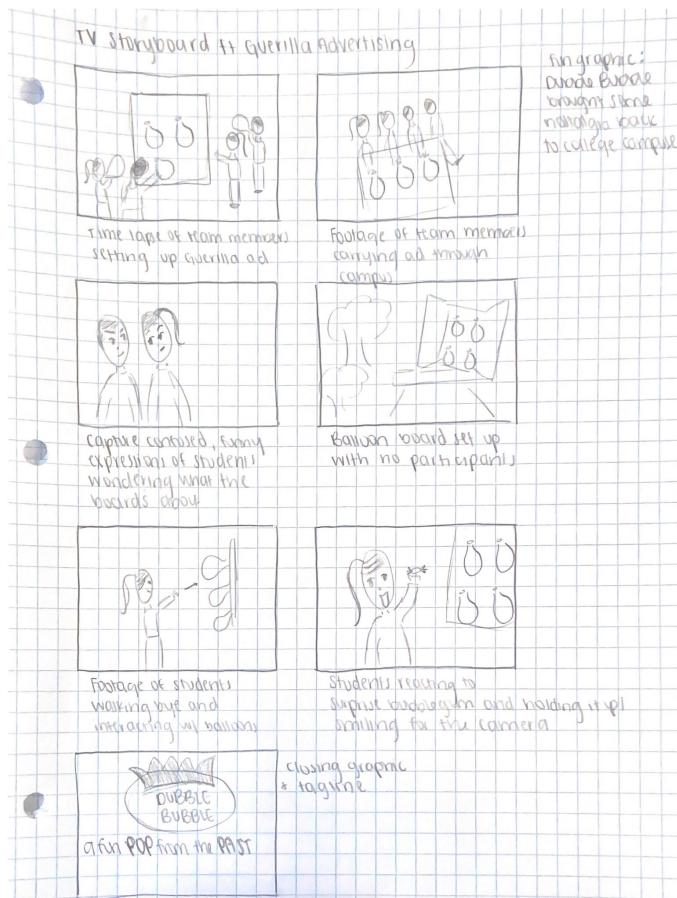
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Ideas by Logan Boilen



Ideas by Kyle Wedemeyer



Ideas by Kat Snare

KEY FRAME AND RATIONALE

The commercial shows two students clearly bored and over having studying for class. A friend comes in and brings them a container of *Dubble Bubble*. When the students chew the gum they are instantly transported to a party with their friends. This idea visualizes the idea that when you chew *Dubble Bubble* you'll have a lot of fun. College is a stressful environment and being a young adult is difficult. A nice party with friends is something that the target audience certainly would enjoy. The students are able to have fun with friends while they all chew *Dubble Bubble*. At the end, the tagline, "chew more, stress less." is showcased next to the bucket.



The commercial's final shot is the keyframe of the video. It showcases the container of *Dubble Bubble* surrounded by pieces of the gum in an exciting and appealing way. The logo and tagline are both showcased on the screen at the same time. The lighting in the background is fun and lights are set up inside to make the bucket look as if it's glowing. This keyframe will be the most memorable part of the commercial.

BRANDED PRODUCT PLACEMENT





Rue: "That's so weird of him."

Jules: "I know I know, but at least he gave me this pack of *Dubble Bubble*."



Jules: "Was your day good over all?"

Rue: "It was pretty good. Also do you have any *Dubble Bubble* left, I have the weirdest taste in my mouth."



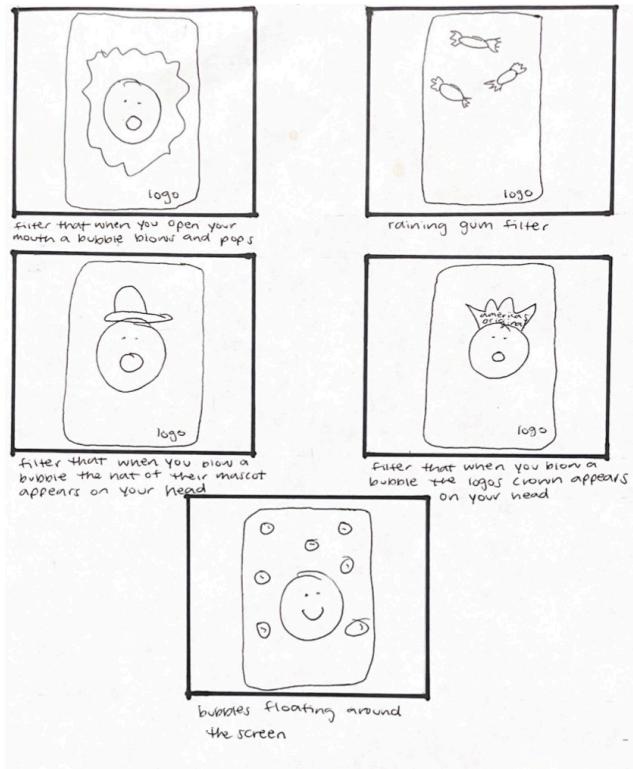
Ethan: "Hey do you mind if I have a peice of *Dubble Bubble*?"

BBP RATIONALE

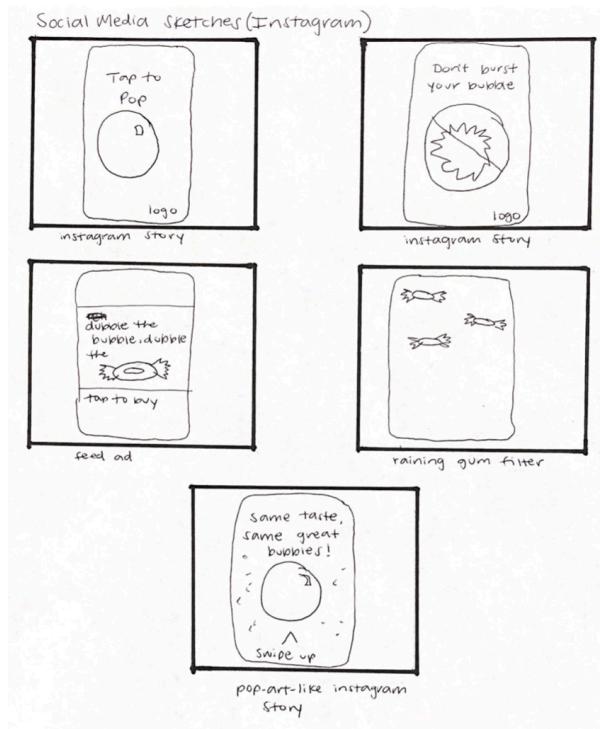
The show *Euphoria* on HBO is a teen drama that is well known by our target demographics. It includes scenes that may be viewed as complex or difficult, dealing with the stresses of drama amongst friends and the difficulties that come along with school. The actors/actresses could be chewing on *Dubble Bubble* during a scene associated with joyful or fun interactions with friends. The BPP scenes depict friends from the show on a bed with *Dubble Bubble* placed in front of one of the characters on the bed. The gum is not overwhelming in this scene, making the placement feel natural rather than an eye sore for the scene. In the second BPP scene, two of the characters are laying down and one of the characters has a piece of *Dubble Bubble* gum in her hands. Once again, the placement is not too noticeable but obviously shows the character interacting with the brand through the piece of gum. The last BPP scene features two students in class watching a presentation. In front of one of the characters next to her books is a small stack of *Dubble Bubble* chewing gum.

SNAPCHAT SOCIAL MEDIA AD

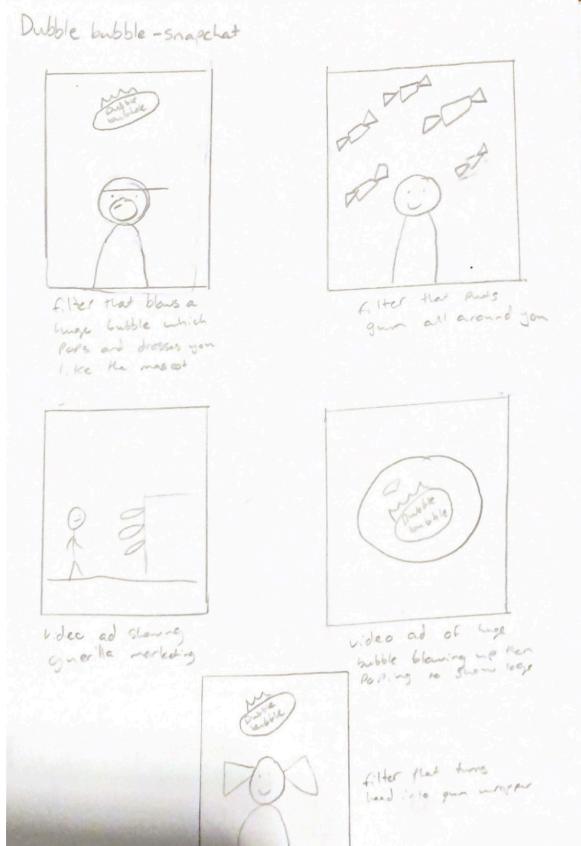




Ideas by Ashley Somma



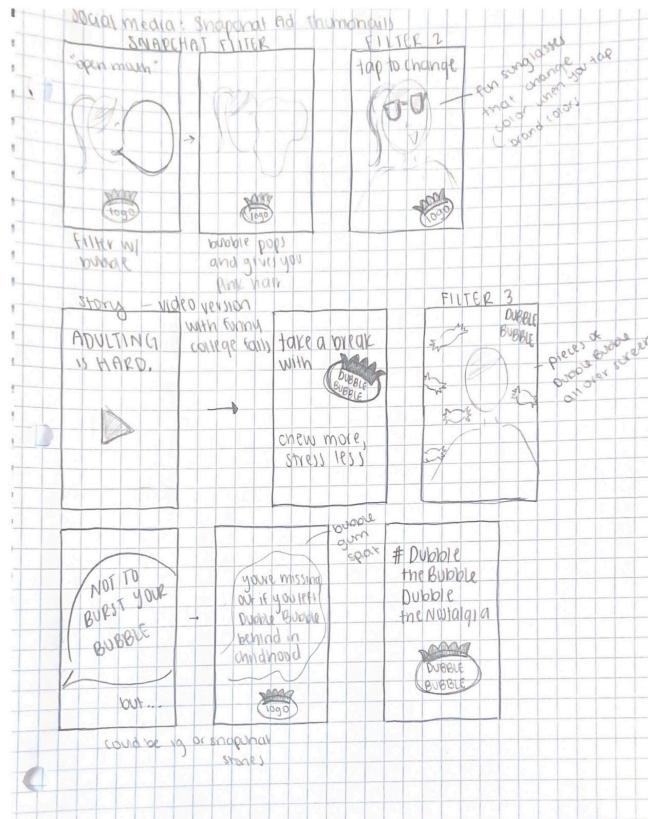
Ideas by Ashley Somma



Ideas by Logan Boilen



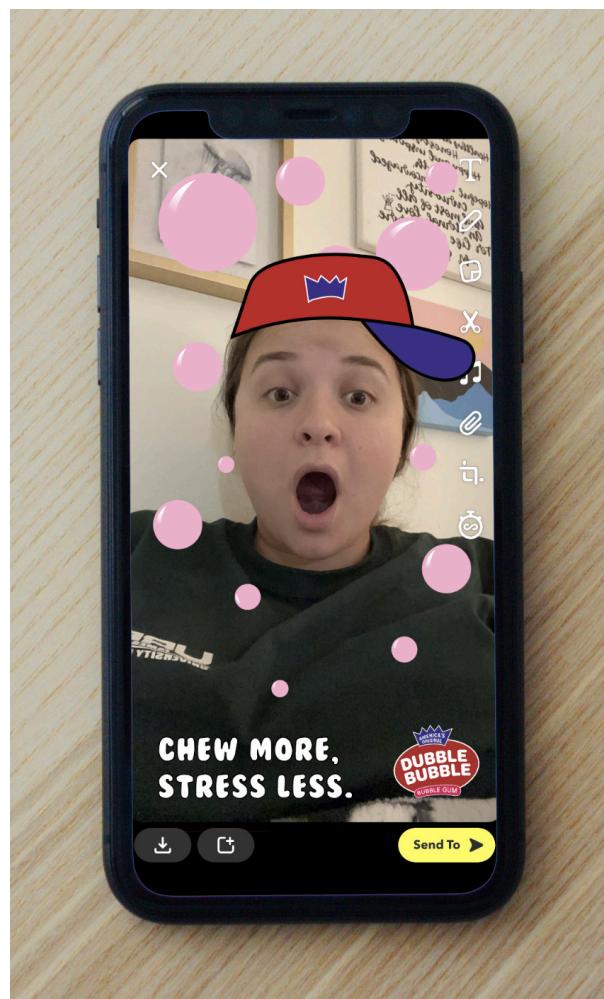
Ideas by Logan Boilen



Ideas by Kat Snare



Ideas by Kyle Wedemeyer

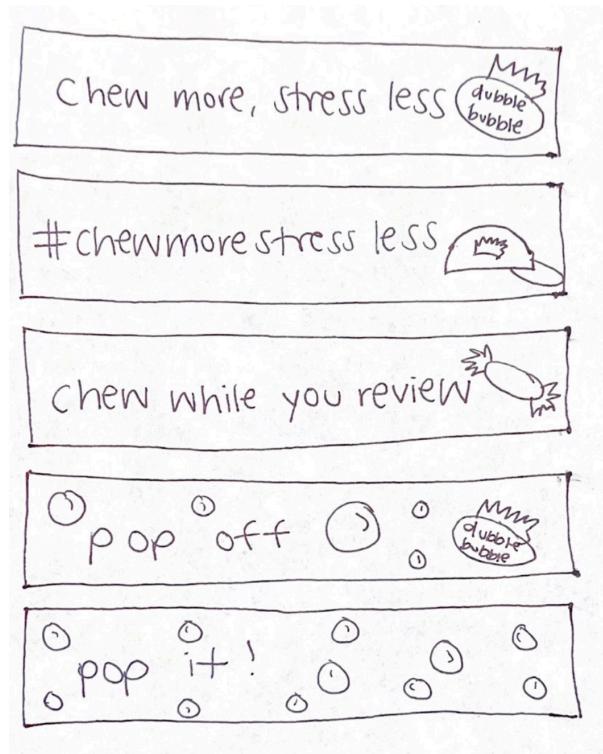


SNAPCHAT RATIONALE

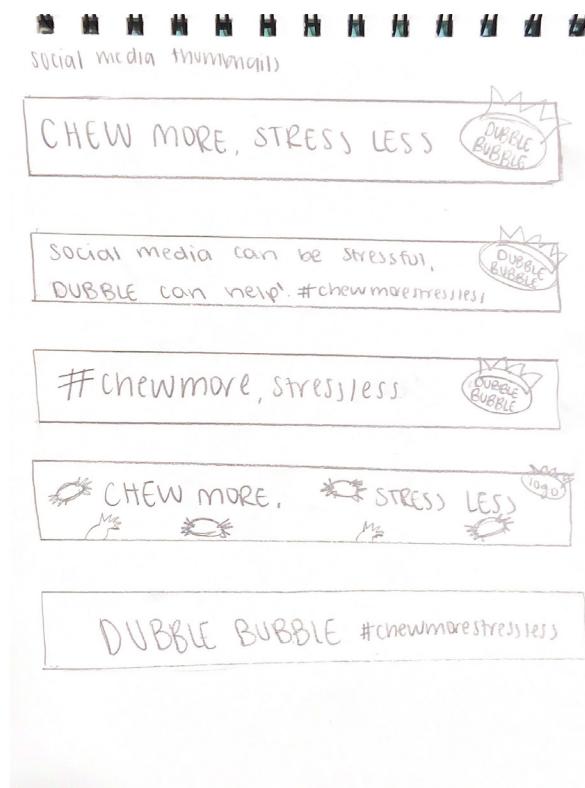
Snapchat is a social media service that allows its users to send pictures and messages to their friends that disappear within seconds. The type of advertisement for the *Snapchat* ad is a face filter. The idea is that when the user clicks on the *Dubble Bubble* filter option the hat of the *Dubble Bubble* mascot appears on the user's head. When the user opens their mouth, pink bubble gum bubbles appear to be floating around in the background. The campaign's slogan, "Chew More, Stress Less" is in the bottom left corner of the screen and the *Dubble Bubble* logo is in the bottom right of the screen. The colors included in the design are the same colors that are used in the *Dubble Bubble* logo and the individual wrappers of the pieces of gum themselves. This method of social media is effective to the campaign because many college students use the *Snapchat* app. The purpose of the campaign is to appeal to college aged students by telling them that if they chew *Dubble Bubble*, it will remind them of their childhood and in turn help relieve stress.

LETTERBOXD SOCIAL MEDIA AD

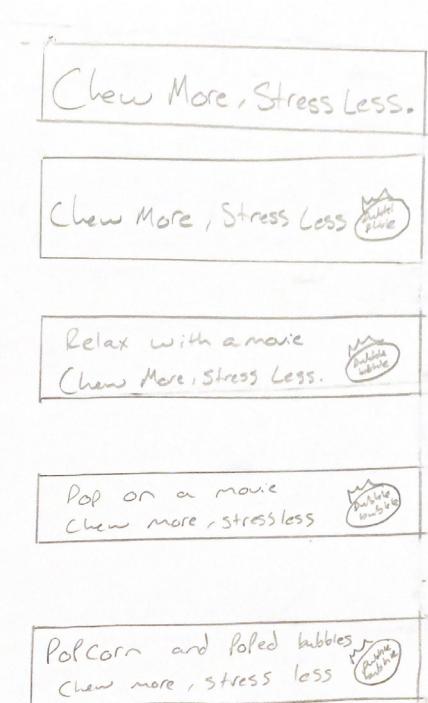




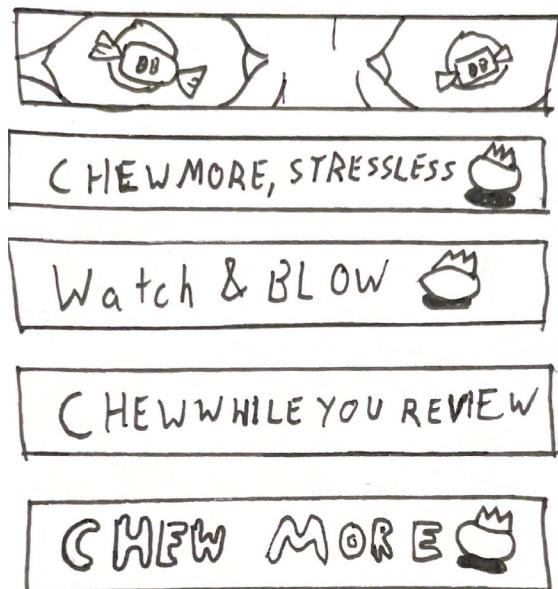
Ideas by Ashley Somma



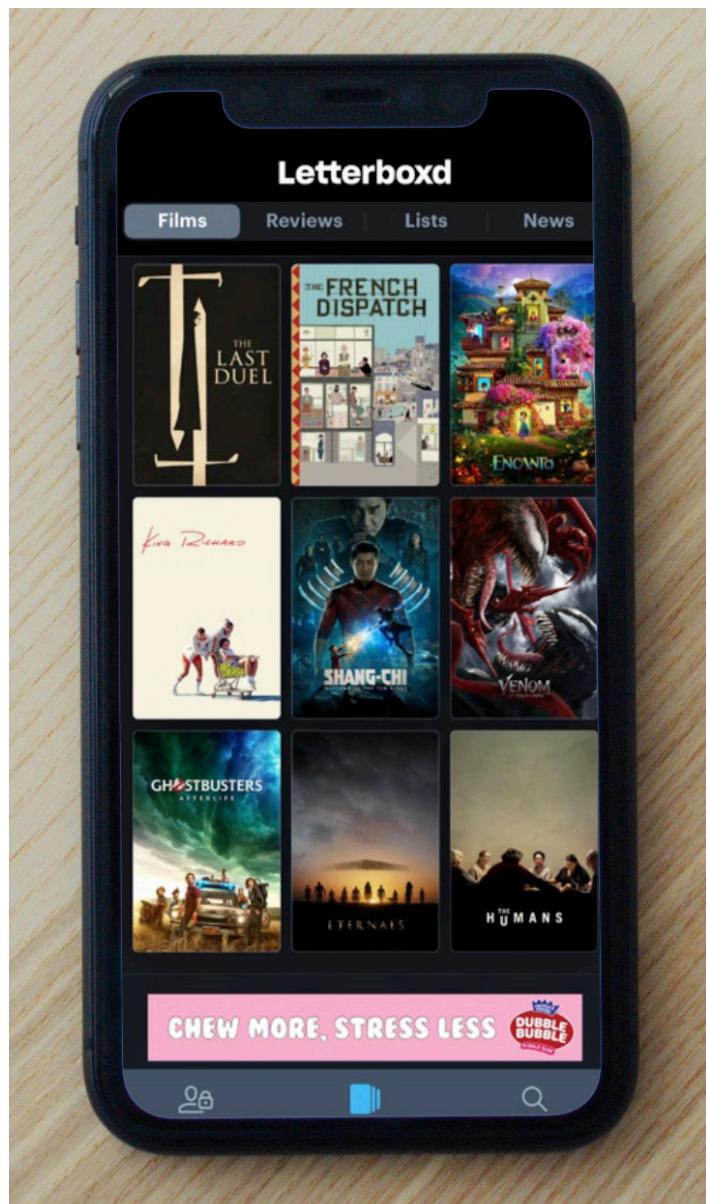
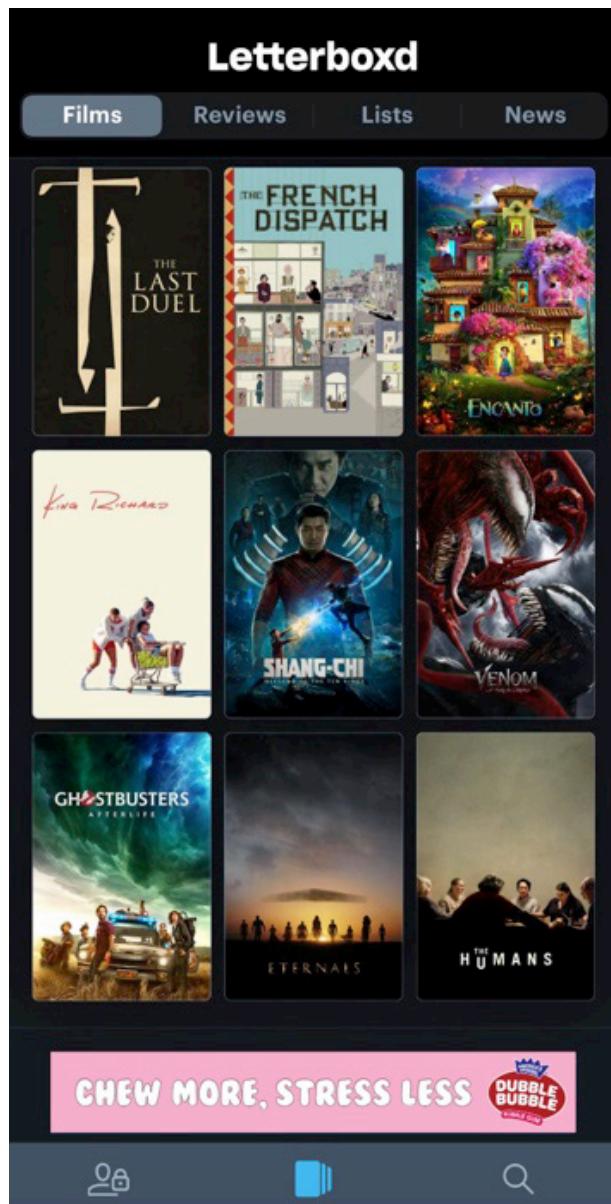
Ideas by Kat Snare



Ideas by Logan Boilen



Ideas by Kyle Wedemeyer

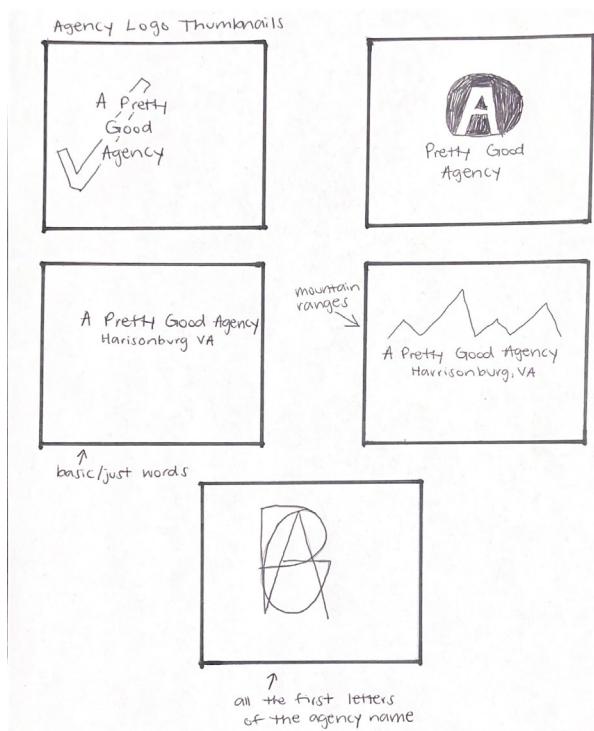


LETTERBOXD RATIONALE

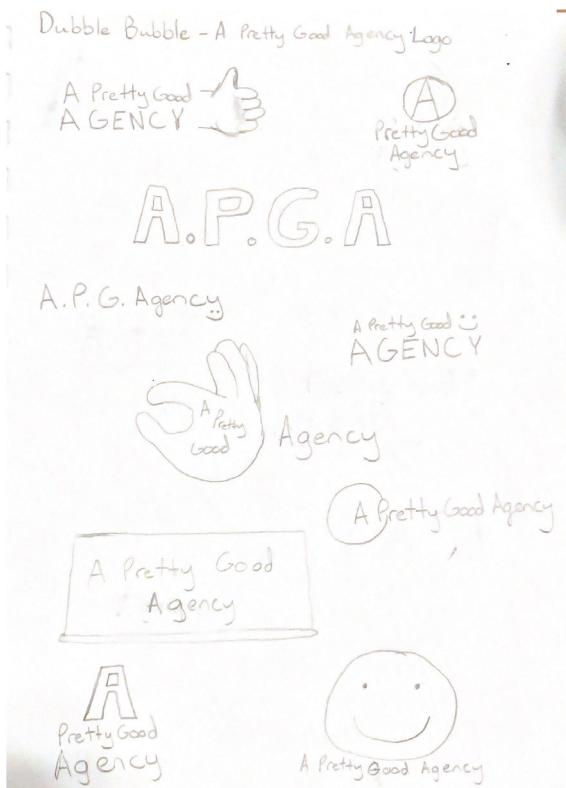
Letterboxd is a social platform centered on sharing opinions on films that users have watched or wish to watch. The social networking service provides a niche audience for the *Dubble Bubble* advertisement, mainly including those who are interested or passionate about movies. *Netflix*, *Hulu*, and *Disney+* being some popular streaming services used by our college's aged target market created a strong connection between our advertisement and the *Letterboxd* social networking service. The advertisement is featured in banner form, featuring the *Dubble Bubble* brand logo and text utilizing the bubble gum font. The copy reads “Chew more, stress less”, the campaign’s tagline which is utilized throughout other *Dubble Bubble* ads to create consistency. The copy leads the viewer towards the brand logo in a direct horizontal direction from left to right. The background color for the banner is pink to contrast the dark grey background of the *Letterboxd* app and to connect to the color of *Dubble Bubble*’s bubblegum.

AGENCY LOGO

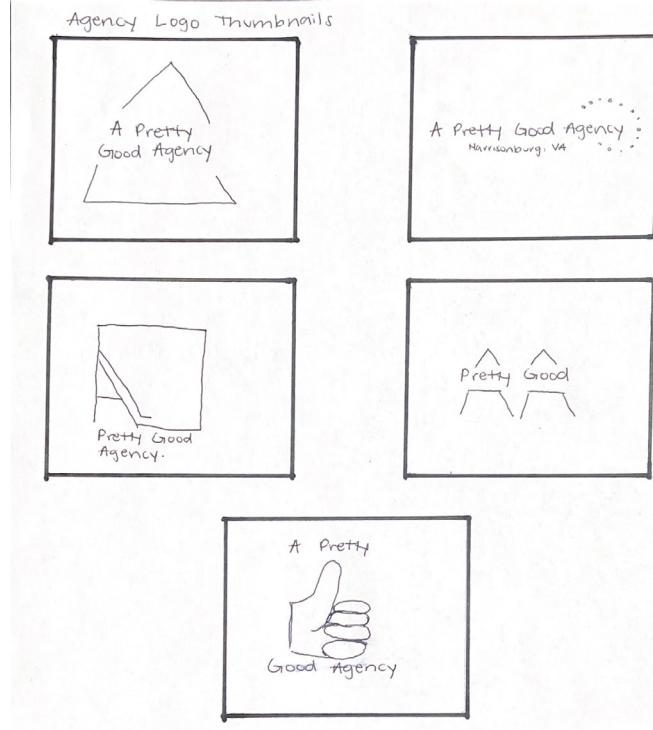




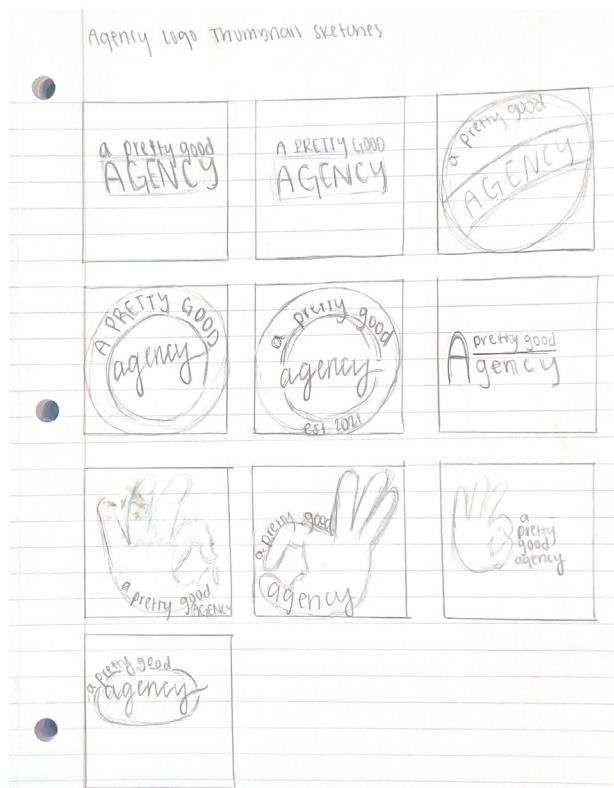
Ideas by Ashley Somma



Ideas by Logan Boilen



Ideas by Ashley Somma



Ideas by Kat Snare

A
Pretty
Good
Agency

aPGA



aPGA

Q

F
agency.



PG
agency

PGA

PGA

PGA

Ideas by Kyle Wedemeyer

AGENCY LOGO AND RATIONALE



The logo for *A Pretty Good Agency* resembles the form of an arm and hand in the “thumbs-up” gesture. The “thumbs-up” gesture is closely related to people suggesting that something is good or that someone has done a great job. The font used is Ainslie Sans in the Norm Bold font style in negative space, white color type. The location of the agency brand name is found within the logo to draw the viewer’s attention from the left part of the “arm” to the center of the hand in the thumbs up position. The soft orangish-red color “Tomato” is a color of excitement and playfulness to reflect the brands style of advertising and solution finding.

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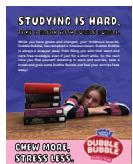
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A PRETTY
GOOD AGENCY