



Conceptual Advertisement Report

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PART ONE

Overview of Assigned Company

Background

Juicy Fruit started off as William Wrigley Jr. working in his father's soap factory but moved to Chicago to work for himself, where he eventually developed his gum business. He introduced Juicy Fruit Gum in 1893 and spearmint in 1894. Juicy Fruit/Wrigley's is now owned by Maes, Inc who also owns other candy brands. During WWII, the company removed its chewing gum brands from the civilian market and continued to fulfill orders to US troops.

Mission

"You want, you need, and you got to have more sweet. Juicy Fruit® brings you one-of-a-kind flavor that satisfies your cravings for something sweet. People all over the world have loved Juicy Fruit® for over 100 years" (Mars, Inc 2025).

The target Audience of Juicy fruit is primarily youth, kids, and teens, and teenagers make up about 7.5% of the population.

Competitors

some competitors are Hubba Bubba, Trident, and Extra. However, Juicy Fruit has a unique selling point, in that their flavor is unlike any other gum, and their historical background is a standout aspect of the brand. A few strengths include their reputation, recognition, and marketing. They also have a strong legacy and have a strong emotional connection through nostalgia. Some weaknesses are the sugar and artificial flavors, the over-reliance on nostalgia, and the outdated brand perception.

Conceptual Ad Series Overview

The purpose of conceptual ads is to tell a story, create brand awareness, and overall prompt the consumer to take action and look into the brand and ultimately purchase.

Inform



Entertain



Raise Awareness



Share Values



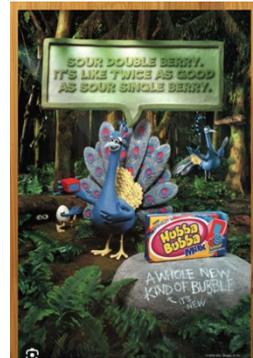
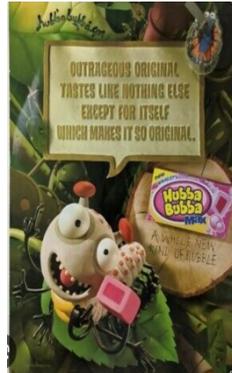
Conceptual Ad Series Analysis



This is an ad series done to portray the artistic side of Juicy Fruit. It is targeted towards a younger demographic that is interested in bright, comic colors. Their strategy was to create unique media that would appeal to a variety of audiences and help them raise engagement. These are visuals that could be used as posters, posts, and ads on a website. The successes are that it is very visually appealing, and it has a lot of fun details. A weakness is the repetition can be a bit confusing because of the extreme similarities. I think that it has been done well and would definitely appeal to a variety of audiences which was their main goal.

Conceptual Ad Series Analysis

Continued



This series of ads is created by the bubblegum brand Hubba Bubba. Hubba Bubba is a competitor of Juicy Fruit and the ad series that is portrayed above is generally to entertain an audience. The characters with the Hubba Bubba gum make a fun ad to grab the attention of an audience. The target audience of Hubba Bubba is children and preteens. The strategy of their brand often includes collaborations with influencers and ads that appeal to the imagination of children. The goals of Hubba Bubba's marketing are to appeal to a young audience and to differentiate themselves from other competitors. Hubba Bubba often uses TV and digital Commercials. They also use many social media marketing tactics including participating in TikTok and Instagram trends. The ads from the series mostly appeal to children. I feel as if the ads could have been a little bit more mature to appeal to adults as well. The words included on the ad are also hard to differentiate from the background colors. Overall, I think that these ads are successful for the audience that Hubba Bubba is trying to reach. However, Hubba Bubba could expand to cater to a broader audience and increase the readability of their marketing.

PART TWO

Project Brief

We are doing well against our competition, but we don't just want to do well, we want to stand out and create intrigue in what we offer and/or our mission. In order to do that let's push away from traditional advertising. Develop 3 advertisements, as a series that are conceptual in nature. Avoid our products as the main visual. We will be using the series as a digital and print magazine advertisement.

Proposal

The purpose of this ad series is to evoke nostalgia and to portray Juicy Fruit as a fun chewing gum that brings individuals back to their childhood. Our goal is to promote Juicy Fruit in a fun, retro way that appeals to all audiences. Our first idea is a retro theme that would include things like a disco ball, records, tie dye, etc. To execute this, we could include things coming out of the box, one being musicality, one being the fruits, and one being a summer feel. Our second idea is more minimalistic where it shows the specific benefits of using Juicy Fruit's gum. It would include a storytelling aspect that shows the tangible outcome of chewing their gum. Lastly, our final idea is to capitalize on the "mystery flavor" of Juicy Fruit. They have never actually revealed their flavor profile to the public, so emphasizing the mysterious aspect and working to create 'detective' ads.

SAMPLE ADS



COMPETITOR ADS



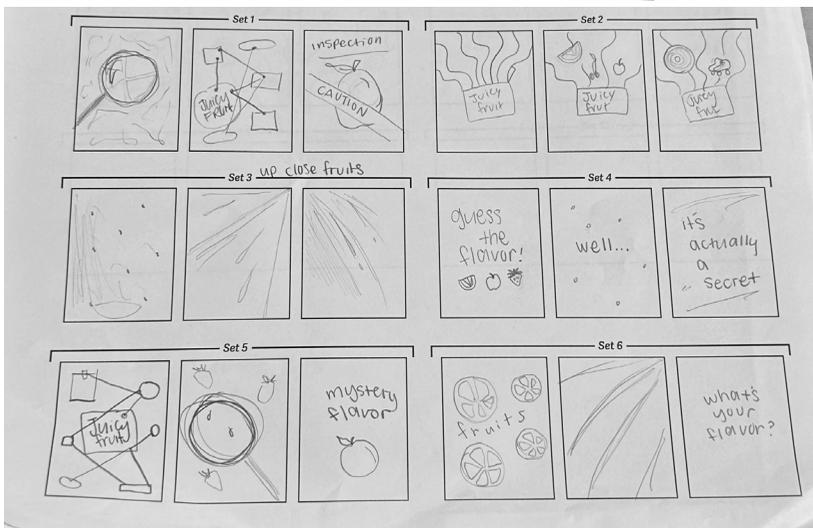
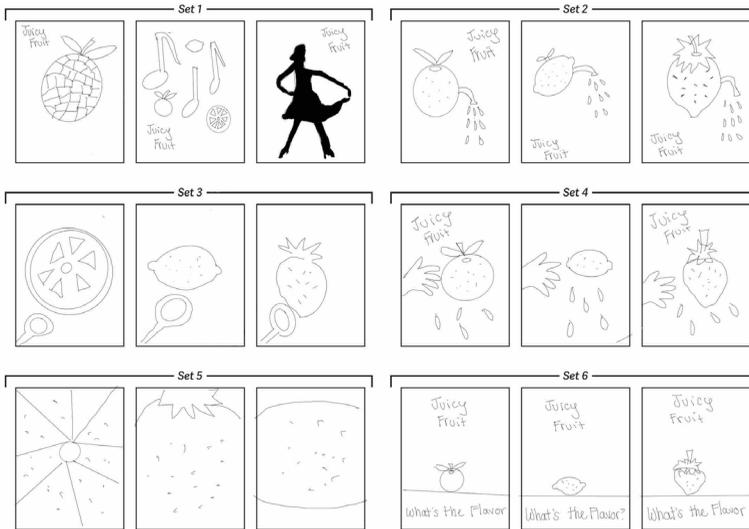
The Juicy Fruit ads and the ads for Ice Breakers gum both portray the product that they are showcasing. However, both sets of ads tend to fall short. The Juicy Fruit ads are not super clear about the products that they are marketing, and the Ice Breakers ads are very generic. The conceptual ads that we will design will showcase Juicy Fruit uniquely and effectively. The bright colors, combined with the mysterious detective graphics, will intrigue the viewers while showcasing Juicy Fruit gum. Our ads will not just portray the product, but they will also portray the mysterious aspect of the flavors in Juicy Fruit Gum.

Mood Board



PART THREE

Sketches



Final Ad Series



Ad Mockup



REFERENCES

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