FALL 2025

# JIMMY DEAN

**PRESENTED BY**

Grace Hervey, Gretchen Helmsing, Emily Krause, Dominic Marino, Riley Mayer, Josie Menley, Mary Murphy, Jenna Pravecek

# TABLE OF CONTENTS

# MEET THE TEAM

GRACE HERVEY

GRETCHEN HELMSING

EMILY KRAUSE

DOMINIC MARINO

RILEY MAYER

JOSIE MENLEY

MARY MURPHY

JENNA PRAVECEK

# RESEARCH

# CLIENT ASK

*Jimmy Dean challenged our team to drive household penetration among 18–34-year-olds by expanding the brand's relevance beyond breakfast. While the brand is well-established as a morning staple, our goal was to motivate younger consumers to consider Jimmy Dean as a go-to option for any time of the day.*

# OBJECTIVES & GOALS

1. Understand how our target audience perceives Jimmy Dean as a brand.
2. Uncover the barriers that exist for consumers to choose Jimmy Dean outside of breakfast.
3. Discover what role protein plays in consumers' diet decisions.
4. Uncover how Jimmy Dean products can fit into our audience's lifestyle.

# PROCESS

The qualitative in-depth interview method was the most sensible for our in-depth research of Jimmy Dean. We understood that we needed key insights that could only be derived through one-on-one interviews.

Through this method, we:

- Asked questions that encouraged conversation with participants.
- Had a pre-prepared questionnaire to ensure interviewers stay on track with the topic.
- Found that qualitative research encouraged thorough discussion of opinions and provided valuable information on the current mindset of consumers.

# SCREENER CRITERIA

With this research method, we created necessary **screener criteria** to ensure participants met our target profile and so we gathered high-quality, relevant data:

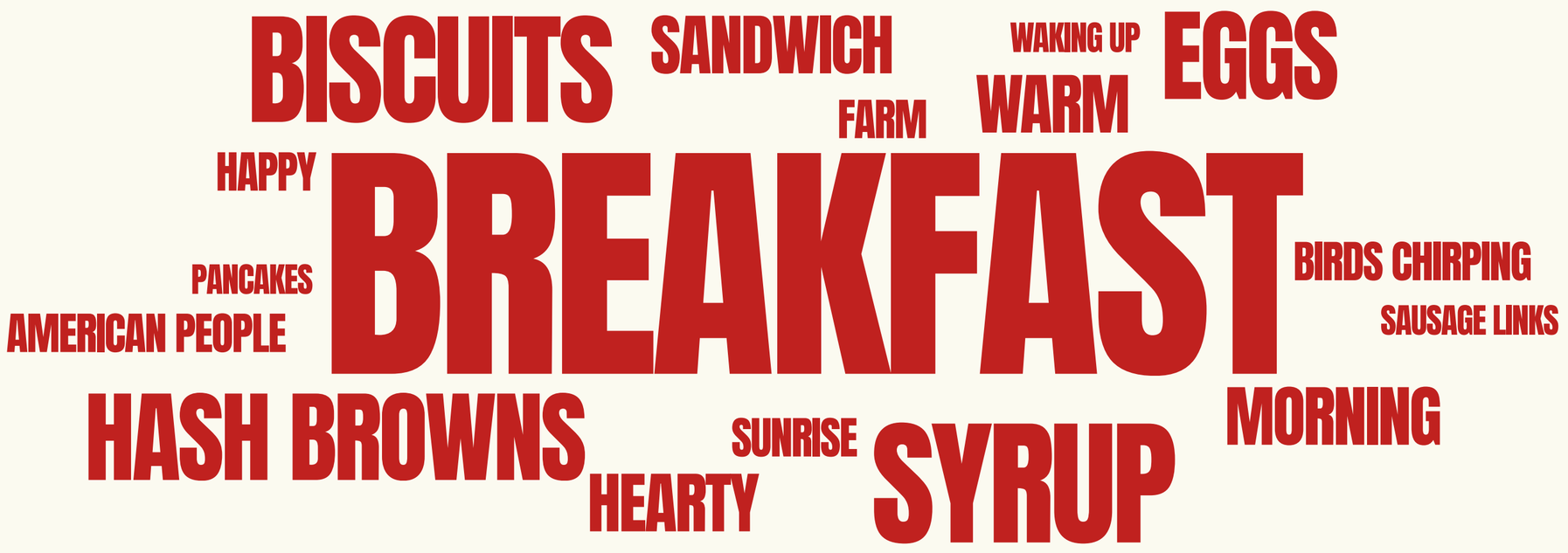
Participants must:

- Be 18 to 24 years old
- Have little to no dietary restrictions
- Purchase ready-to-eat (RTE) meals during weekly grocery trips
- Use RTE meals at least three times a week
- Not identify as a Jimmy Dean “rejector”
- Be conscious of general protein intake in their diet
- Not work in advertising or grocery stores

# PROJECTIVE EXERCISE

*Imagine you are on Planet Jimmy Dean. What does it look like? Who lives there? What are they eating? What does it smell, sound and feel like to be there?*

# PROJECTIVE EXERCISE RESULTS - WORD CLOUD



# KEY FINDINGS

# KEY FINDINGS

(1) Although participants widely associate Jimmy dean with breakfast time, they are open to the idea of eating Jimmy Dean at all times of day.

(2) Participants define convenience primarily with speed and ease of preparation, and when they lack time to prepare a proper meal, they experience noticeable declines in energy, focus, and overall productivity.

(3) Participants strongly prioritize protein as a key component of their daily diet.

(4) Participants express concerns towards frozen meals due to concerns of processed foods and lack of ingredient transparency.

(5) Participants experience frustration with repetitive eating patterns and decision fatigue; they often rely on the same meals multiple times a week due to time constraints and convenience.

(6) Participants believe brands grow by listening to their audience and can be persuaded by strong food advertising, yet remain largely unaware of Jimmy Dean's evolving health and anytime-eating position.

# ALTHOUGH PARTICIPANTS WIDELY ASSOCIATE JIMMY DEAN WITH BREAKFAST TIME, THEY ARE OPEN TO THE IDEA OF EATING JIMMY DEAN AT ALL TIMES OF DAY.

*“... mealtimes are just an abstract made up idea, and it really doesn't matter what time you choose to consume certain types of foods that society has deemed breakfast like.”*
- ***Participant 3***

*“It should be eaten outside of breakfast. I mean, food is food, I don't think you have to follow...any constraints that people make up. I mean, you eat whatever you eat whenever you feel like it.”*
- ***Participant 4***

*I'd probably be saying it [Jimmy Dean] can be eaten outside of breakfast time. Nothing wrong with that.”*
- ***Participant 2***

# PARTICIPANTS DEFINE CONVENIENCE PRIMARILY WITH SPEED AND EASE OF PREPARATION, AND WHEN THEY LACK TIME TO PREPARE A PROPER MEAL, THEY EXPERIENCE NOTICEABLE DECLINES IN ENERGY, FOCUS, AND OVERALL PRODUCTIVITY.

*“... a proper meal always makes you feel a little bit better, Sometimes when I don't have time, I just kind of get sluggish, or just kind of, like, tired.”*
*- **Participant 2***

*“Sometimes it does impact me in class. I feel like it'll... I won't be as focused during a lesson. Sometimes I’ll Start zoning out.”*
*- **Participant 4***

*“Convenience does play a large role as a college student. I don't always have the most flexible time, whether it's between classes or other things, so it's nice having something quick like that.”*
***- Participant 4***

# PARTICIPANTS STRONGLY PRIORITIZE PROTEIN AS A KEY COMPONENT OF THEIR DAILY DIET.

*“Mostly calories and protein. It’s kind of just what I care about and am looking at”*
– ***Participant 7***

*“I try to have, like, some form of protein, like meat in all of my meals. I think it's pretty necessary”*
- ***Participant 2***

# PARTICIPANTS EXPRESS CONCERNS TOWARDS FROZEN MEALS DUE TO PROCESSED FOOD AND INGREDIENT CONCERNS.

*I feel like some frozen meals can be a little over-processed”*
*- **Participant 6***

*“I think the biggest thing about the frozen food section is that it's not always ingredient-number friendly, there's always a large, large amount of ingredients. There's preservatives to always keep the food  good, which, I mean, you have to do with frozen products, but that's not always the case with fresh products.”*
*- **Participant 4***

# PARTICIPANTS EXPERIENCE FRUSTRATION WITH REPETITIVE EATING PATTERNS AND DECISION FATIGUE; THEY OFTEN RELY ON THE SAME MEALS MULTIPLE TIMES A WEEK DUE TO TIME CONSTRAINTS AND CONVENIENCE.

*“We'll use it for the convenience, and I will say it's really, like, nice to have frozen stuff as, like, a college student cooking for one.”*
- ***Participant 5***

*“... whether or not I'm sick of it yet, because there's limited options as a freshman in college”*
- ***Participant 2***

*“ I don't always have the option to... go to the stores often as I would like to, so I feel like I always... I'll probably eat pretty repetitive with what I eat. I'll eat, like, the same couple of meals multiple times in a week... so this does happen... this frustration happens a couple times a week.”*
- ***Participant 4***

*“Sometimes I get pretty bored of what I'm eating... food burnout”*
- ***Participant 6***

# PARTICIPANTS BELIEVE BRANDS GROW BY LISTENING TO THEIR AUDIENCE AND CAN BE PERSUADED BY STRONG FOOD ADVERTISING, YET REMAIN LARGELY UNAWARE OF JIMMY DEAN'S EVOLVING HEALTH AND ANYTIME-EATING POSITION.

*" I'm not really on that side of social media... if I saw, like, an advertisement of a food that looked really good, I would definitely buy it."*
- ***Participant 8***

*"I do think that brands can go with their audiences...when they post things on social media, I feel like people give feedback and stuff, and I think, like, brands can listen to that... and make improvements like from that"*
- ***Participant 8***

*"I think that that's how every brand grows because that's who they're trying to satisfy at the end of the day.. And they're basically a slave to the audience because if the audience doesn't buy what they sell, they're gonna go bankrupt. So that's who they're paying attention to all the time."*
- ***Participant 3***

# STRATEGY

**JIMMY DEAN** IS THE LEADER IN THE FROZEN, READY-TO-EAT BREAKFAST CATEGORY

**BUT** JIMMY DEAN SEEKS TO BREAK FREE OF THE CONFINES OF THE *BREAKFAST-ONLY* SPACE

**THEY WANT** TO BE VIEWED AS A PROTEIN-PACKED MEAL FOR *ANY TIME* OF DAY

# THE PROBLEM

## CONSUMERS SUBCONSCIOUSLY EXCLUDE JIMMY DEAN PRODUCTS FROM THEIR CONSIDERATION SET BEYOND BREAKFAST

WE'VE FOUND

# CONSUMERS SEEK CONVENIENCE AND BALANACED NUTRITION, SOMETHING JIMMY DEAN CAN PROVIDE

WE NEED TO

# SHOWCASE JIMMY DEAN PRODUCTS AS VERSATILE MEAL SOLUTIONS THAT ENGAGE CONSUMERS

SO THAT

**CONSUMERS VIEW JIMMY DEAN AS A PROTEIN POWERHOUSE AND CONSIDER THEIR PRODUCTS AS A SUFFICIENT ANY TIME MEAL SOLUTION.**

# Target audience

# BUSY PROTEIN-PRIORITIZERS

Our Busy Protein-Prioritizers are 18 to 24-year-olds who are constantly on the go and actively seek convenient ways to incorporate high-value protein into their daily routines. Navigating early adulthood, they have yet to form strong brand loyalties and want quick, microwavable options that don't compromise on flavor or variety. Likely students, young professionals, or active individuals, they are moderately health-conscious, manage time-restricting schedules, and often rely on grocery retailers and frozen meals for convenience, making protein-rich, easy-to-prepare meals essential to their lifestyle.

# Why Busy Protein-Prioritizers?

1. This group of consumers strongly values convenience within their daily meals.

2. Busy Protein-Prioritizers are open to the idea of Jimmy Dean outside of conventional breakfast times.

3. Consumers within this group are actively seeking nutritionally valuable meals.

**GET:** Busy Protein-Prioritizers

**WHO:** Need convenient, accessible and satiating meals throughout the day that fit their nutritional expectations

**TO:** Have more energy and time to do the things they enjoy

**BY:** Providing them with a no-brainer food solution.

# STRATEGY EXTENSIONS

# Jimmy Dean = The *No-Brainer* Solution for Busy Protein-Prioritizers.

## AT THE CORE:

A simple human truth emerged from our target profile of Busy Protein-Prioritizers: they don't want to spend their limited time trying to figure out what to eat — they want to spend it living. For them, "living" can mean being productive, working, balancing school, staying social, or simply getting where they need to go. Meals become a friction point when they demand too much time, too much effort, or include too many steps.

## OUR NO BRAINER:

We want to position Jimmy Dean products as the easiest decision our Busy Protein-Prioritizers can make, allowing them to get back to what actually matters in their lives. Our campaign brings this concept to life, showing consumers just how effortless it can be to fuel up with a Jimmy Dean "No-Brainer" solution. By tapping into familiar everyday "no-brainers" through various marketing mediums, the campaign makes choosing a Jimmy Dean sandwich feel like the most natural part of their day.

# THE OPPORTUNITY

The opportunity lies in Jimmy Dean to breaking out of the “breakfast only” box and repositioning itself as the all-day, protein-packed, obvious choice for our target audience. By creating a simple, transparent campaign, Jimmy Dean can seamlessly insert itself into consumer journeys, making it easier for people to discover the brand, try the product, and understand how it fits naturally into their lives.

1. *INCREASE BRAND VISIBILITY*
2. *SHIFT PERCEPTION*
3. *DRIVE TRIAL INSTANTLY*
4. *SUPPORT THE CONSUMER JOURNEY*
5. *CREATE EMOTIONAL CONNECTION*
6. *INCREASE ENGAGEMENT WITH THE BRAND*

# College Campus Pop-Up Activation

## NAME: The Jimmy Dean No-Brainer Station

This pop-up station will be set up in high-traffic areas on college campuses and will feature a mix of sampling, giveaways, interactive moments, and customizable activities. The activation actualizes our campaign for students by turning convenience into an experience.
**The goal:** *To deliver convenience in a fun and memorable way can that match the campaign.*

## WHY IT WORKS:

**Busy Protein-Prioritizers** want convenience, protein, and the ability to eat anytime. This positions Jimmy Dean as more than just a “breakfast-only” brand and allows it to become their go-to source of fuel.
**The No-Brainer** platform highlights that choosing Jimmy Dean requires zero effort — it frees up time and gives consumers more room to focus on what matters most to them.


Jimmy Dean
NO-BRAINER STATION
NO BRAINER
RATE YOUR BRAIN
Jimmy Dean
Jimmy Dean
Jimmy Dean

# Traditional Commercial

## NAME: Jimmy Dean. It’s a No Brainer.

This commercial will be a traditional 90-second ad for TV and streaming, along with shorter excerpts for various media platforms where our Busy Protein-Prioritizers spend their time.

**The goal?:** *To showcase our campaign in a comedic and easily digestible manner.*

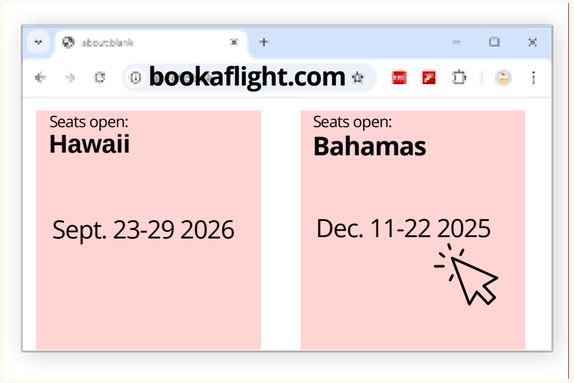
## WHY IT WORKS:

**Busy Protein-Prioritizers** want convenience, protein, and the ability to eat anytime. This commerical will humorously showcase the different situations where Jimmy Dean is the obvious protein packed choice. The **No-Brainer** platform highlights this idea by demonstrating how Jimmy Dean will save you time and keep you satiated. The no-brainer choice.

**We open on our lead character immersed in the familiar rhythm of his 9-5, a boringly predictable setting. As the day unfolds, he's confronted with a series of choices, each more laughably obvious than the last.**

**We follow our lead through a rush of decisions, ultimately ending with the final decision of the day: choosing Jimmy Dean for dinner.**

**Slogan: Make time for the exciting things in life.**







**Jimmy Dean.**
**It's a no brainer.**

Make time for the more exciting things in life.

## 24-hr Convenience Store Pop-Up

# NAME: The Jimmy Dean No-Brainer Snack Stand

The Jimmy Dean No-Brainer Snack Stand would be a pop-up placed inside 24-hour gas stations and convenience stores. By placing Jimmy Dean All Day sandwiches in high-traffic, 24/7 locations, the activation intercepts hungry, on-the-go shoppers at the moment they're looking for fast fuel. Interactive elements like quotes, sampling moments, and playful end-cap displays make plain snack aisles feel fun and engaging. By spotlighting  the sandwiches' high-protein, microwave-ready benefits, the No-Brainer Snack Stand reinforces Jimmy Dean as a convenient, satisfying option that blends seamlessly into chaotic schedules.

**The goal?:** *To meet our target audience where they are with a physical campaign element that proves Jimmy Dean's status as an anytime protein solution.*

# WHY IT WORKS:

**Busy Protein-Prioritizers** want convenience, protein, and the ability to eat anytime. This snack stand meets these consumers exactly where quick decisions happen: convenience-store aisles.
The **No-Brainer** messaging simplifies choice fatigue and positions Jimmy Dean as the obvious pick for any time of day, not just breakfast.


Jimmy Dean
FAST FUEL NO BRAINER
"Good protein shouldn't take a lot of effort."
SAMPLE
PRO-TIPS
Stay satisfied
Protein-packed
Microwave fast
MICRO-WOW!
Jimmy Dean

# THANK YOU