



Why is Jellycat So Popular

—The Function of UGC



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► Objectives

01 ► Sales & Popularity

- Analyze products itself, UGC, posts of official accounts and sales volume
- Explore consumers' motivations for consumption



02 ► UGC vs Official

- Compare UGC with official posts on social media
- How UGC drives the growth of brand value



03 ► Marketing Strategy

- Provide Jellycat company with suggestions and insights on further marketing strategies, especially on social media marketing





► Background



About Jellycat

- A plush toy company from London
- A hot topic on social media



UGC

- User-Generated Content (UGC) is one of the key drivers for Jellycat's popularity.



Emotional Marketing

- Emotional Resonance
- Social Media Sharing
- Consumer Experience
- Anthropomorphic Design
- Value Co-creation with Consumers



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Where do people post about Jellycat?

Video Data

Official Videos

- Top 20 videos
- > 1 Million views
- Instagram official account

UGC Videos

- Match "Jellycat fan creations"
- keyword "Jellycat"
- 20 videos from Bilibili & RED



Image Data

Memes (表情包)

- Tag #茄总表情包 in RED
- "Jellycat emotions" in WeChat public account posts



Travel-themed

- Tag #带着Jellycat去旅行 in RED

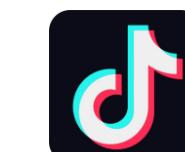
Text & Consumer Data

Comments & Reviews

- Analysis object - UGC
- Titles, content, and interactions

Consumer Image

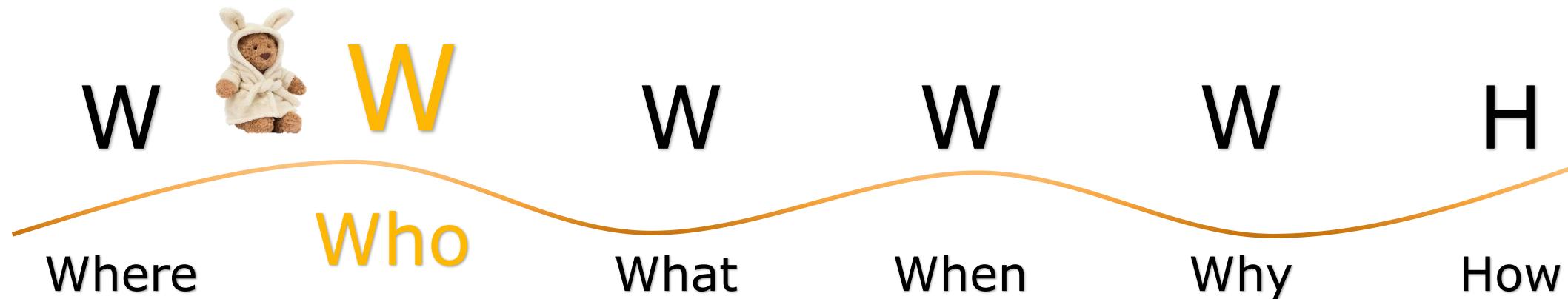
- Explore target audience
- Purchasing behavior
- Product price & sales volume



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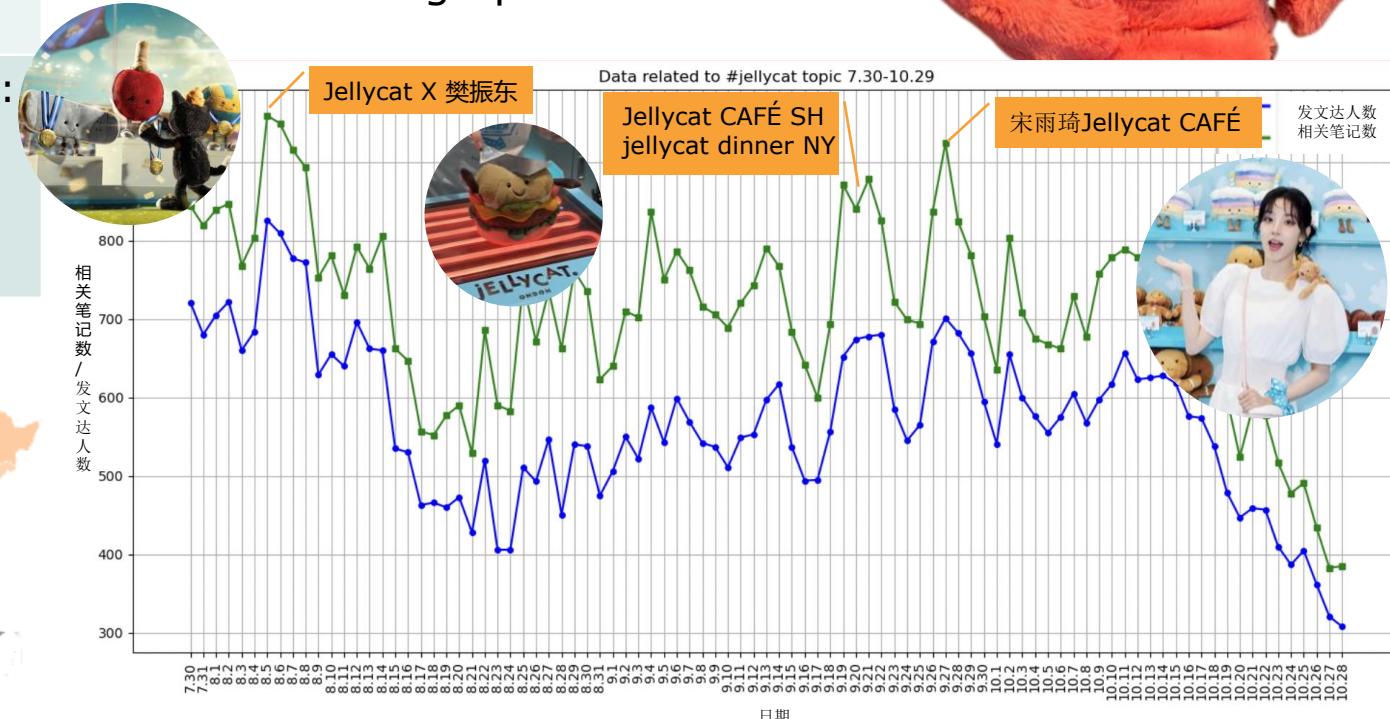
Jellycat Consumer Portraits



	Xiaohongshu 小红书	Douyin
Total number of posts	66,300 (8,056,900 likes, 1,276,400 comments)	66,320 (8,4111,400 likes, 1,186,100 comments)
Gender Distribution	Creators of jellycat related posts: 63.57% women , 6.09% men	Fans of jellycat Douyin account: 77.8% women , 22.2% men
Geographical distribution	Post creators (top3) : Shanghai 12.05% , Guangdong 11.73%, Zhejiang 8.97%	Account fan (top3) : Guangdong 10.34% , Jiangsu 8.26%, Shandong 7.86%



- Jellycat's audience is primarily **young women, aged 18 to 23, largely concentrated in Tier 1 cities (23.31%) and eastern coastal regions.**
- A significant portion (21.38%) of these consumers belong to the **middle class**, indicating a higher-income demographic.

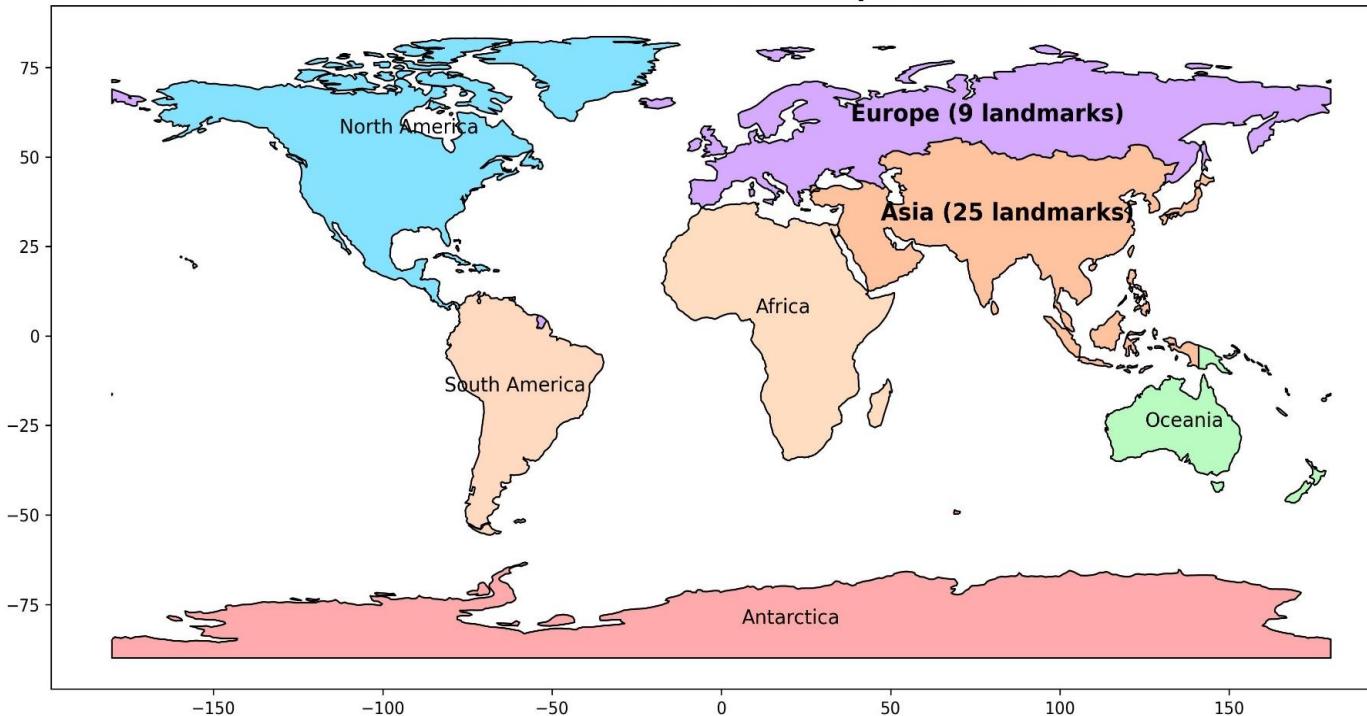




The Regional Distribution of Landmarks

Object: Landmarks featured in Jellycat travel-themed pictures were analyzed to examine the **regional distribution of Jellycat products and their users.**

Number of Landmarks Detected per Continent



- This may reflect a strong market presence and user enthusiasm in Asia compared to its foundational market in Europe.
- Jellycat's brand has gained significant traction in this region, suggesting **strong consumer engagement and potentially higher market demand.**



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What do people feel about Jellycat?



- Analyze the **sentiment comparison** between **Jellycat's Official account content** and **UGC**.
- Take the social media platform **Xiaohongshu** as an example.

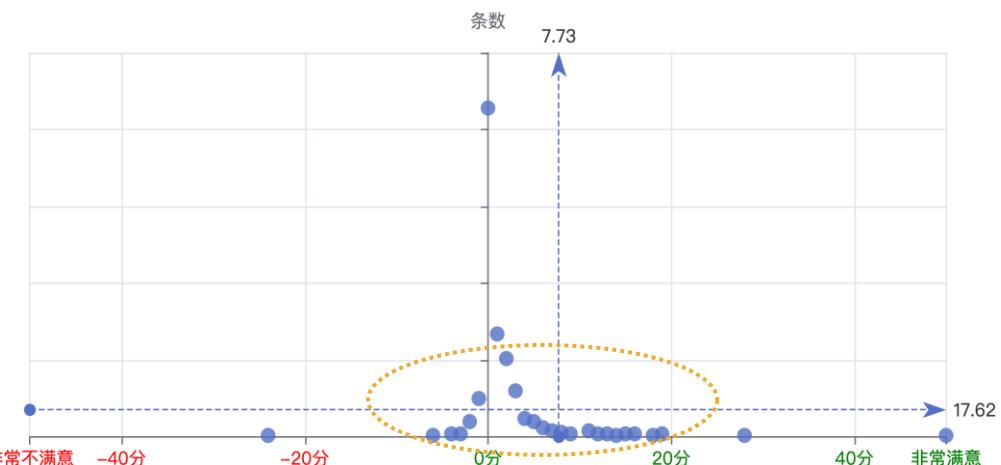
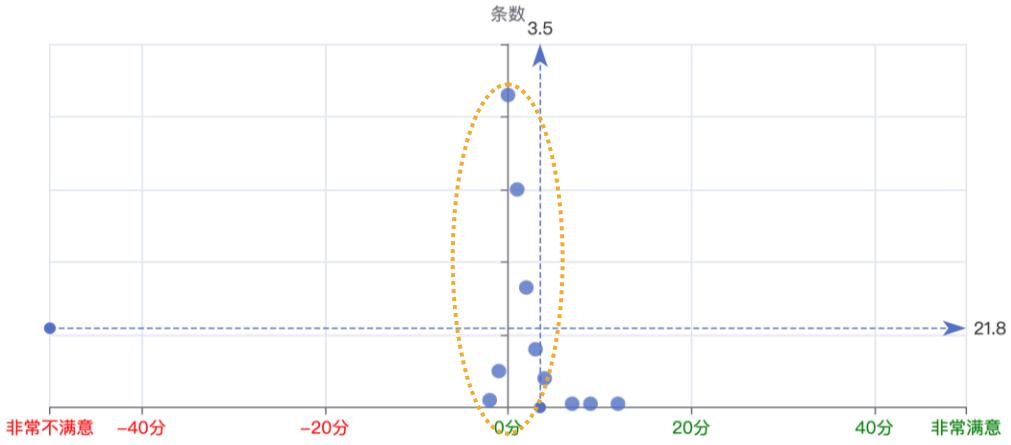
Official Account Content



User-generated Content



Distribution of Sentiment Values and Quantities



Conclusion 1

The emotional tone of UGC is **richer** than that of official content, showing a positive state in general.

Conclusion 2

UGC has a **higher emotional value** through real user experiences and interactions that can more quickly stimulate users' emotions.

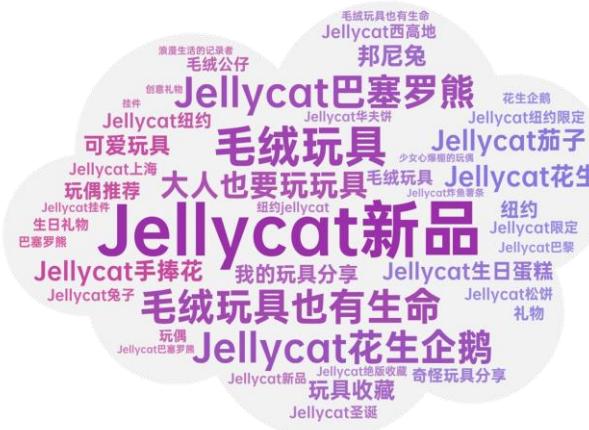
What is the current trend for Jellycat?



- Analyze the most popularly used **tags** & most frequently mentioned **products** on Xiaohongshu.
 - Use **text analytics** to study popular trends for Jellycat

Popular Topic

Most Frequently Added Tags in Xiaohongshu



「Jellycat」 Trending Hashtags



Popular Product

Search for the keyword 「Jellycat + 单品」 on Xiaohongshu, here are the most mentioned products:



Analysis:

- Jellycat has gradually shifted from baby soothing toys to occupying the adult market.
 - Combined with the most popular discussion items, we can initially determine the current domestic market preferences and tendencies towards Jellycat.





Consumer Behavior on Taobao



jELLYCAT™

Affordability &
High perceived quality



Sales rank	Title	Price	Total sales
1	英国Jellycat 巴塞罗熊毛绒玩具	189/229/329/ 459/1299	20w+
2	英国Jellycat 经典害羞米色邦尼兔	109/159/219/ 329/999	7w+
3	英国Jellycat经典害羞 系列乳白色邦尼兔	109/159/219/ 329/999	7w+

Price Distribution Analysis

Low-priced segment
（¥129-259）

Casual gifts or personal collection

Mid-priced segment
（¥259-599）

Aesthetic and collectible

High-priced segment
（¥599-1399）

Exclusive and unique

Sales Volume

High Sales Volume
(8000+ units)

Entry points for new fans/
casual buyers / gift-givers

Moderate Sales Volume
(4000-7000 units)

Attract regular buyers,
indicating a brand loyalty

Lower Sales Volume
(2000-3000 units)

Premium items, seasonal
collection,etc

Popular Product Types and Trends

Popular Collections
“经典” (classic)
“老朋友限量回归” (limited)

Gifting Choice
“礼物” (gift)
“送礼”(for gifting)

Limited Editions & Special Releases
“限量” (limited)
“新品” (new release)
specific animal themes.

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When do people buy Jellycat?



- Analyze the most frequently mentioned buying scenarios about Jellycat on Xiaohongshu.
 - **Gifting** is the most frequently mentioned.



Most frequently mentioned buying scenarios in Xiaohongshu



Jellycat has become a symbol of ritual in the gifting scenario

Jellycat is present throughout the user's daily gifting and important moment gifting scenarios.



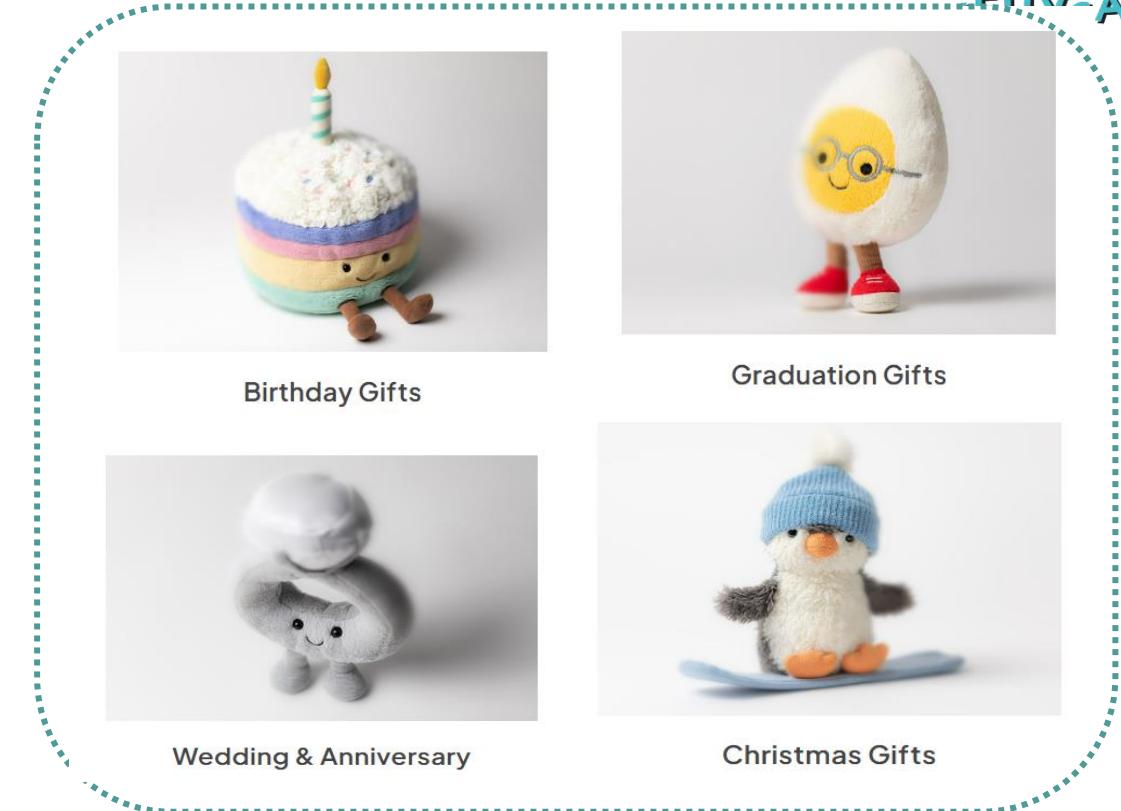
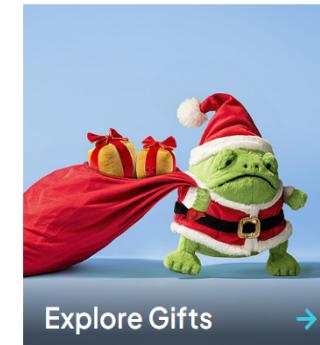
When do people buy Jellycat?

NEW DISCOVER ANIMALS AMUSEABLES BAGS & CHARMS BABY & BOOKS PERSONALISED **GIFTS** EXPLORE ALL

Christmas Gifts	Wedding & Anniversary	Little Surprises
Stocking Fillers	Graduation Gifts	Big Toy Gifts
Classic Gifts	Gifts for Plant Lovers	
Birthday Gifts	Gifts Sent with Love	
New Baby & Baby Shower	Personalised Gifts	

[VIEW ALL](#)

Explore Gifts →



The jellycat official website has a separate column for gifts.

Covers scenarios including birthdays, graduations, weddings, holidays, etc.

Jellycat's emotional expressions and embedded meanings fulfill users' needs for emotional communication across different scenarios.

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▶ Phenomenon

Are people willing to pay high premium price for Jellycats? Why?

Data from Hamleys:

In 2023 the **prices increased by 20%**, with some price hikes of nearly 10%

In 2024, a limited edition "Doll + Flowers", exceptionally high premiums, with **some products priced even over 10,000 RMB**

Searching "Jellycat + price/expensive" on Xiaohongshu:
while many users find Jellycat products to be pricey and subject to **premium pricing and price hikes**, still frequently express high **willingness and satisfaction with purchases**



很贵但又真的很想买 😢 Jellycat
我几乎每个星期都在逛 jellycat
救救我吧 😂
Jellycat 收藏之路是没有终点的 🐱

真的很想被骗这个钱！
天呐！为什么限定！为什么只有北京可以买！为什么没有线上！叫我怎么办啊！我这次是真的真的很想被割韭菜啊啊啊啊！野兽派 @BEAST 野兽





UGC Word Frequency

-Taobao (Tmall)

Total Number of Words	1047 words
Number of Characteristic Words	404 words
Number of Valid Entries	153 entries

**Taobao (Tmall) E-commerce platform -- Jellycat flagship store - top5 consumer product reviews by sales volume:
(153 comments)**



Analysis of Consumer Direct Feelings

The high-frequency words "like" "cute" "baby" and "texture" Emotional adjectives used by consumers "soft" "fluffy" and "very comfortable"



Post Content Analysis





UGC Word Frequency

-Douban



Total Number of Words:	236 words
Number of Characteristic Words:	153 words
Number of Valid Entries:	104 entries

Douban platform --“We all love Jellycat” Group with high popularity of UGC content:
(104 comments)

The high-frequency words in Douban discussion posts include "fur baby" "puppy" "new arrivals" and "genuine" with emotional adjectives like "unexpected" "soft" and "very sweet"



Consumer Direct Feelings Analysis



Consumer Comments Analysis

Data source: Search Douban group posts with jellycat as the keyword. The time dimension of data is nearly 3 months

UGC Word Frequency

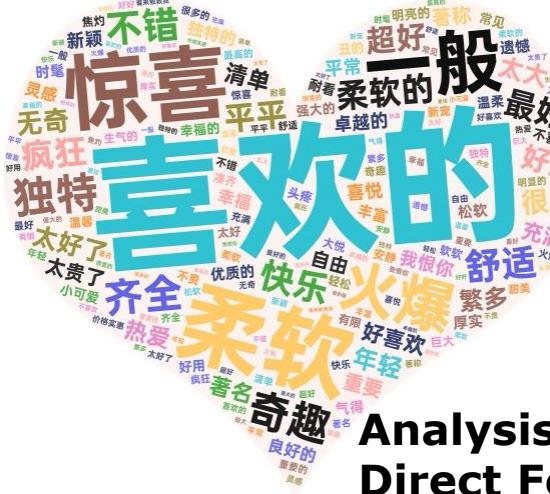
-Xiaohongshu

Total Number of Words:	8082 words
Number of Characteristic Words:	2718 words
Number of Valid Entries: 458 entries	

Xiaohongshu platform with jellycat as the search key word to get the likes, collection and comments with **high popularity of UGC content:** (458 comments)



Post Title Analysis



Analysis of Consumer Direct Feelings

Popular notes on Xiaohongshu reveals high-frequency terms like "family photo" "cute" "sharing" and "brand"



Post Content Analysis



UGC Word Frequency

-Xiaohongshu

小红书



A	B	C	D
搜索词	标题	作者	
jellycat	Jellycat 2024真正顶流整理🌟永恒之战	每天认识一个毛绒玩具🐰	
jellycat	相信会有美好发生✨	我叫肤浅	
jellycat	🍔🍟 Jellycat厨房🍟🍔	Boey_0416	
jellycat	海淘在途 Jellycat 8月 折清仓，来捡漏	小买后花园	
jellycat	香港🛍️Jellycat 好齐全 11.1实拍分享	小叶每周过港搬运工	
jellycat	为什么jellycat这么贵啊！哭了	哎呀	
jellycat	五一见面吧，我带花	虞兮西	
jellycat	Jellycat全家福	木虾虾	
jellycat	你心目中的jellycat top.1是哪只呀	贩卖可爱的专业人士	
jellycat	玩偶届的天花板 jellycat	今天也很喜欢陈奕迅	
jellycat	娱乐圈人手一只的Jellycat！大家族合集来啦	Ultra明星同款	
jellycat	关于毕业，它的选择是？	Jellycat	
jellycat	🦋 Jellycat 🐾	来口栗子🌰	
jellycat	Jellycat全家福Ἀ	JoEy_	
jellycat	男朋友用jellycat向我求婚啦！	智齿不痛	
jellycat	jellycat是不是被吹过头了。	Exclusive_jhhh	
jellycat	最后一个jellycat，再也不买了	Lilly	
jellycat	妈妈起了个大早帮我买到的	爱投资的香香兔	
jellycat	怎么才能控制自己不买jellycat！！！	元气橙宝	

Jellycat consumers' vivid descriptions



Data source: Search Xiaohongshu posts with jellycat as the keyword. The time dimension of data is nearly 3 months



Main Reasons

Product Design



Cute design, especially terms like "baby" and "fur baby" highlights the appearance appealing to consumers



Product Quality



Highly praise Jellycat's "texture" and "softness" "genuine" reflecting the high perceived good quality

Emotional Value



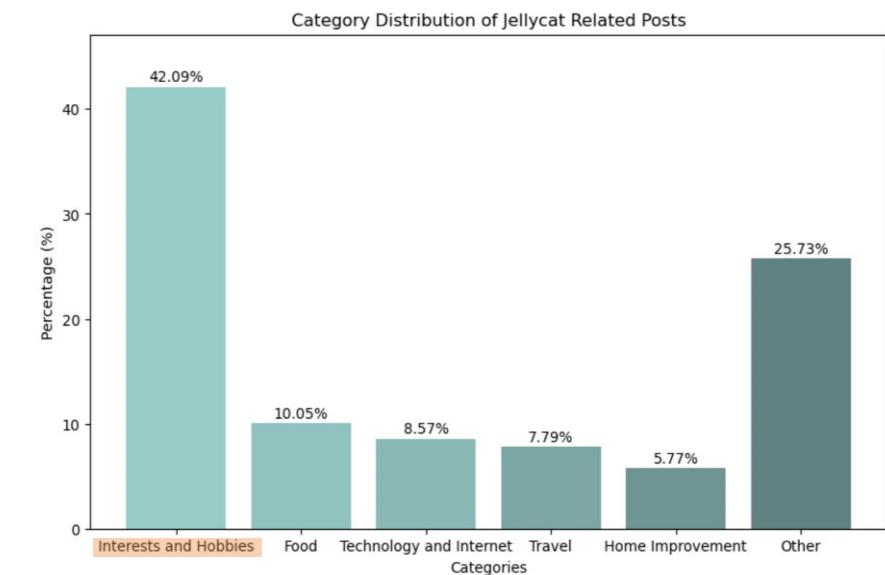
Emotional premium, "the most important person" "very sweet" offering psychological comfort and solace

Brand Identity



The terms "family photo" and "sharing" additional group identity, consumers' personal lifestyles and social value

话题互动排名	话题信息	互动量	浏览量	参与人数	笔记数
1	jellycat	294.44万	14.62亿	53.87万	1.91万
2	jellycat巴塞罗那熊	37.29万	2.32亿	9.19万	2545
3	新品	30.37万	2.05亿	7.08万	2723
4	第一只jellycat是最重要的人送的	17.47万	126.2亿	32	6
5	jellycat寓意	17.46万	290.12万	133	4
6	JELLYCAT	15.86万	3.41亿	13.54万	1767
7	jellycat蛋糕	11.29万	3855.47万	1.53万	829
8	jellycat茄子	10.82万	8997.02万	2.47万	660
9	jellycat西高地	6.41万	3326.22万	1.53万	476
10	jellycat手绘	5.9万	187.58万	281	41



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Summary & Suggestion

▶ How?



How do people create
fan-made contents(二创)
related to Jellycat?



How does UGC differentiate from and align with Official Content?



Text Detection

-Memes (表情包)



“好困不想努力了”, “我裂开了”, “怂哭”, “心慌的一批”,
“委屈巴巴”, “抱大腿”, “伤心欲绝”, “我自闭了”



Negative Helpless
Resignation toward reality
Lighthearted to show struggles & anxieties



“吃瓜”, “牛啤”, “像画吗”
Relaxed, Humor& Distinctive internet slang
“熬夜学习”, “刻苦学习中”
Self-mockery to convey stress or tension.

It reveals that Jellycat memes are created by combining its products with concise, emotional internet slang.

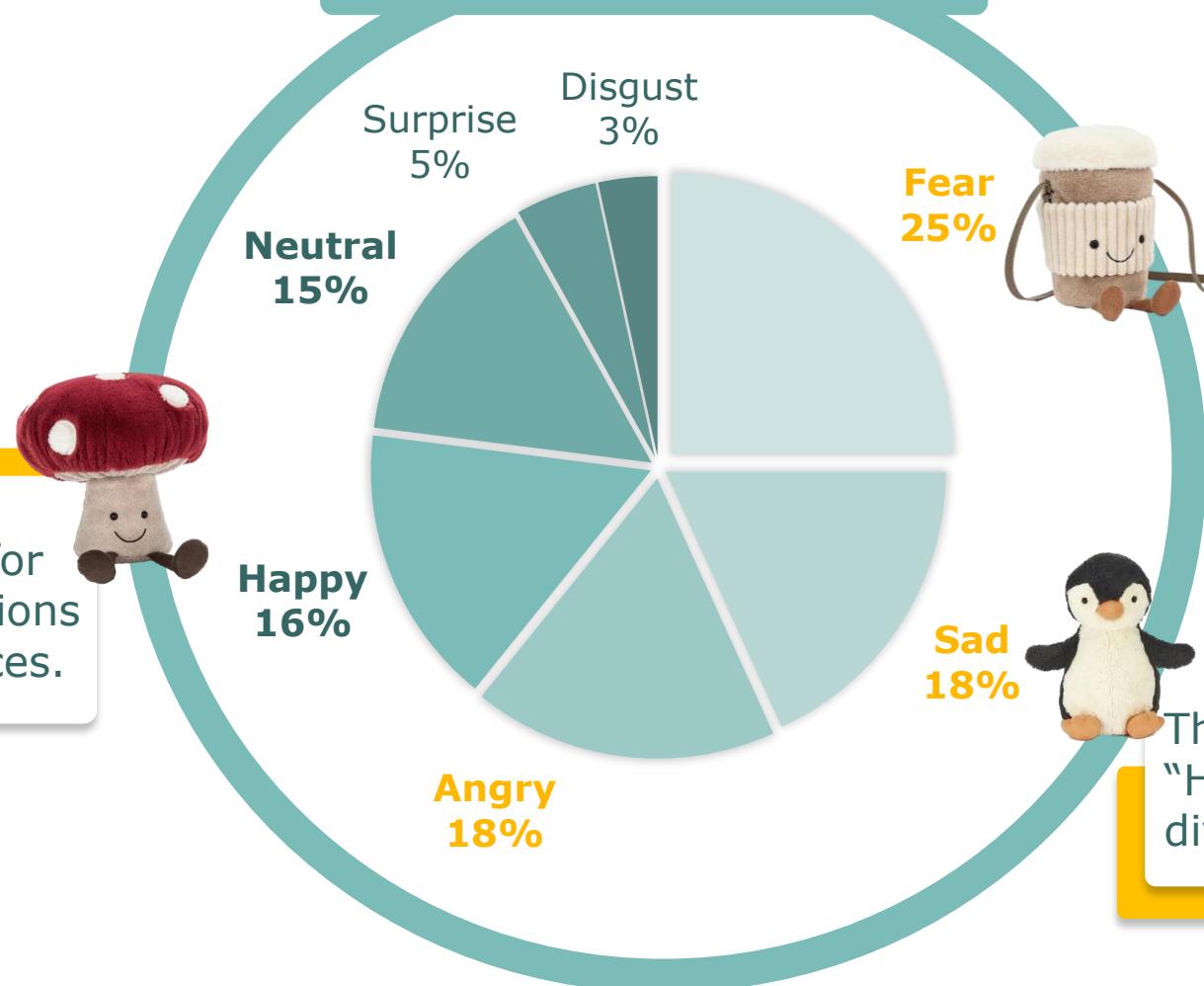




Emotion Analysis

-Memes (表情包)

Emotional Distribution



Reflecting a preference for using exaggerated emotions to resonate with audiences.

Negative emotions "Fear", "Sad", "Angry" occupy a significant proportion.

The considerable proportions of "Happy" and "Neutral" showcase a diversity in emotional representation

Objects & Label Detection Comparison



Memes



Label



Object

**“Stuffed toy”, “Toy”, “Violet”, “Pink” and
“Brown” appeared in both type**

Indicating that eggplant, pig, and bear toy, are widely used as main subjects.



**Everyday items like “Hat”, “Bag”,
“Necklace”, “Glasses”, “Sunglasses”,
“Laptop”, “Tableware”**

“Sky,” “Cloud,” “Water,” “Building,” “Mountain,” “Tree,” “Lake”

- People tend to design memes to showcase details of daily life,
 - Travel-themed images incorporate more elements of natural environments.

Travel-themed



Label

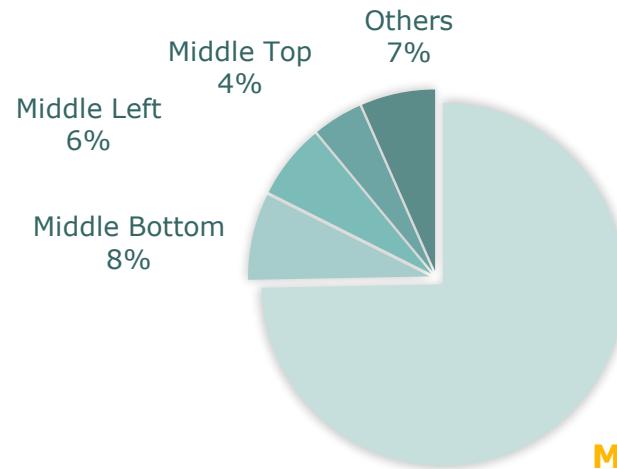


Object



Spatial Layout Comparison

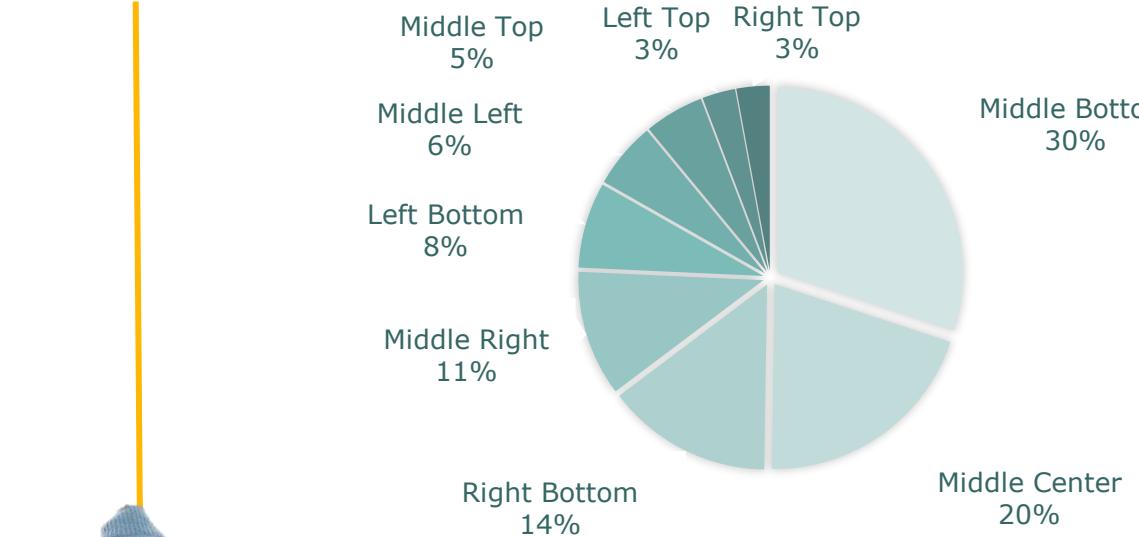
-Images



MEME

"Middle Center" prevails at 75%, adopting a focused layout to efficiently grab attention.

**Middle Center
75%**



TRAVEL-THEMED

Exhibit greater spatial diversity than memes, enhancing visual richness, storytelling, and contextual atmosphere.

▶ How?



📅 How do people create fan-made contents(二创) related to Jellycat?



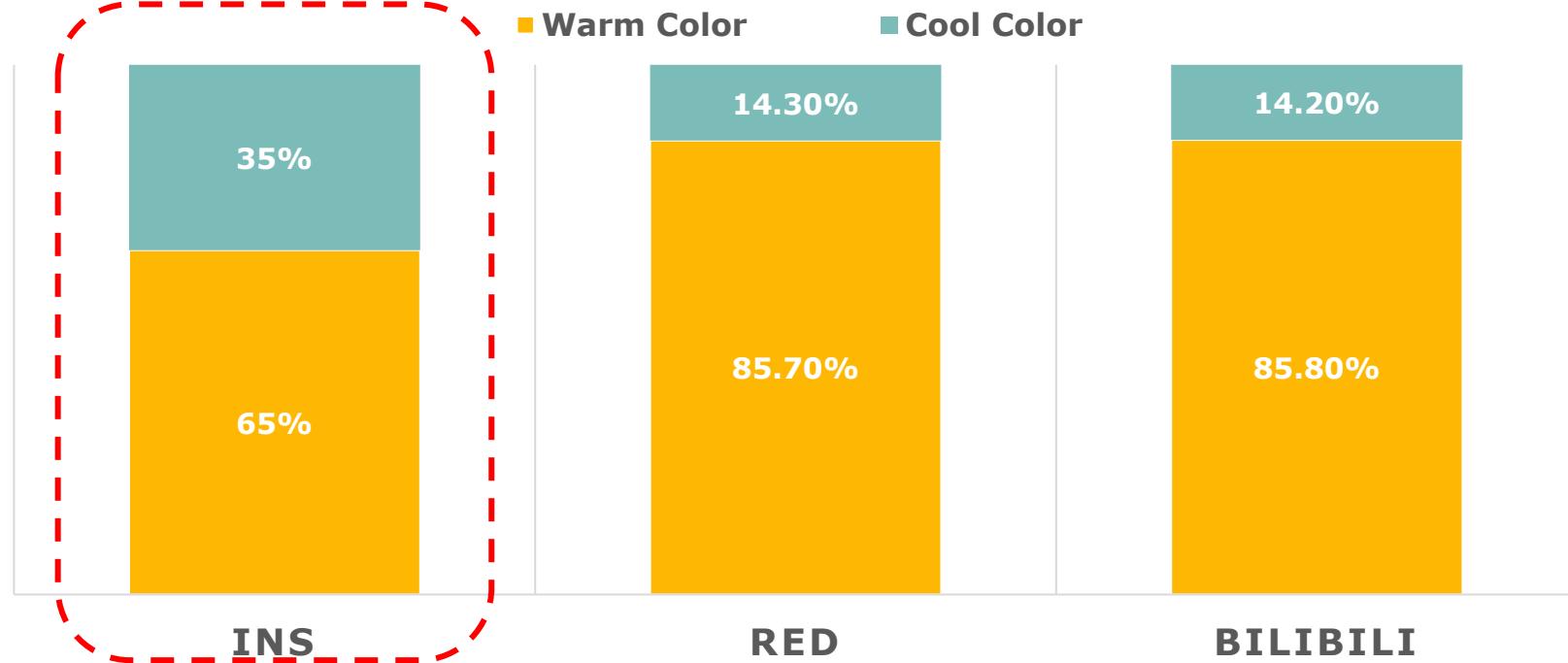
How does **UGC** differentiate from and align with **Official Content**?





Visual Properties Analysis

-Tones



► **Instagram official content prefer cool tones**

- Convey modern, pure, and high-end perception.
- Align with brand image of tenderness and affection.



► **Bilibili & RED UGC favor warm tones**

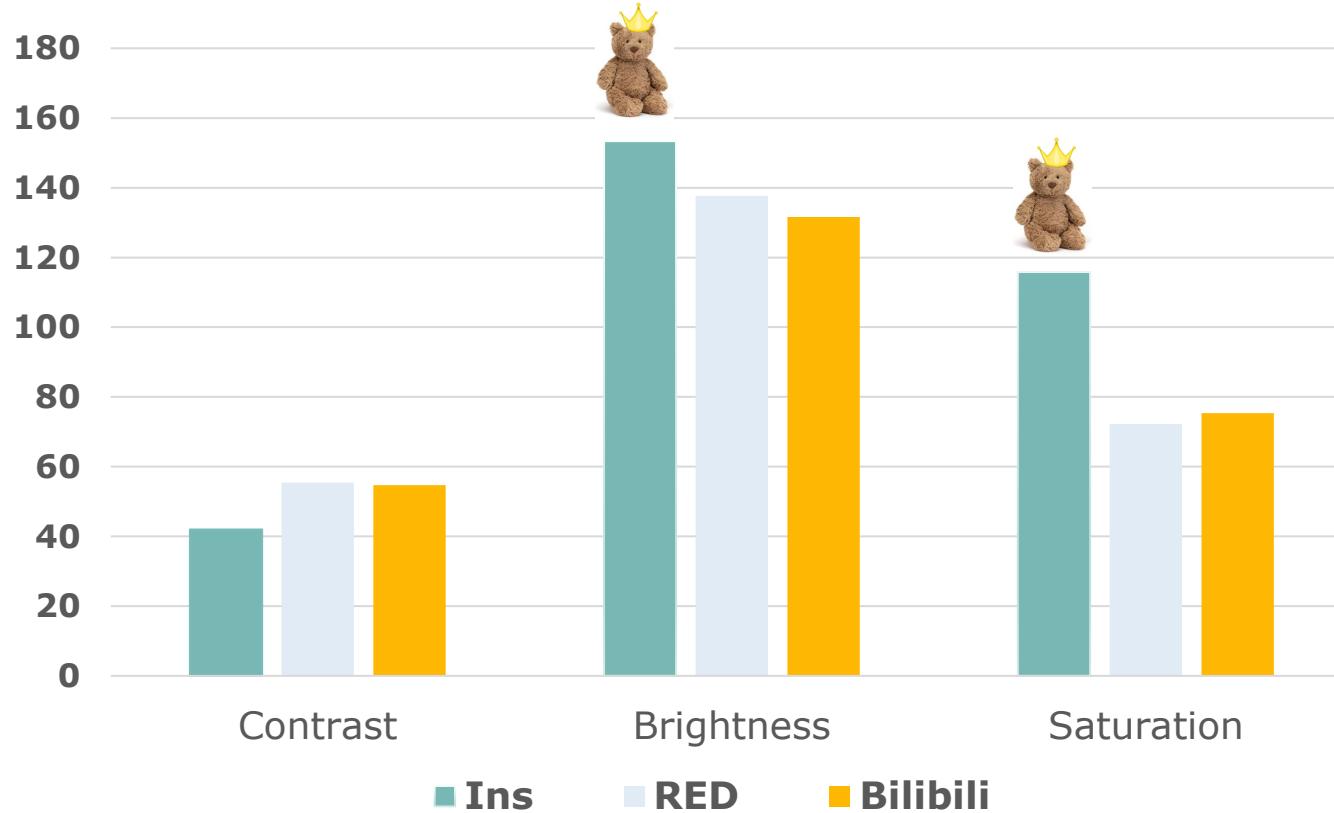
- Show emotional and lifestyle-oriented expressions.
- Communicate passion, happiness, and connection.





▶ Visual Properties Analysis

-Visual parameter



The brightness & saturation levels on Instagram are significantly higher.

- To highlight the texture & softness of their products
- Making the content more visually striking & appealing



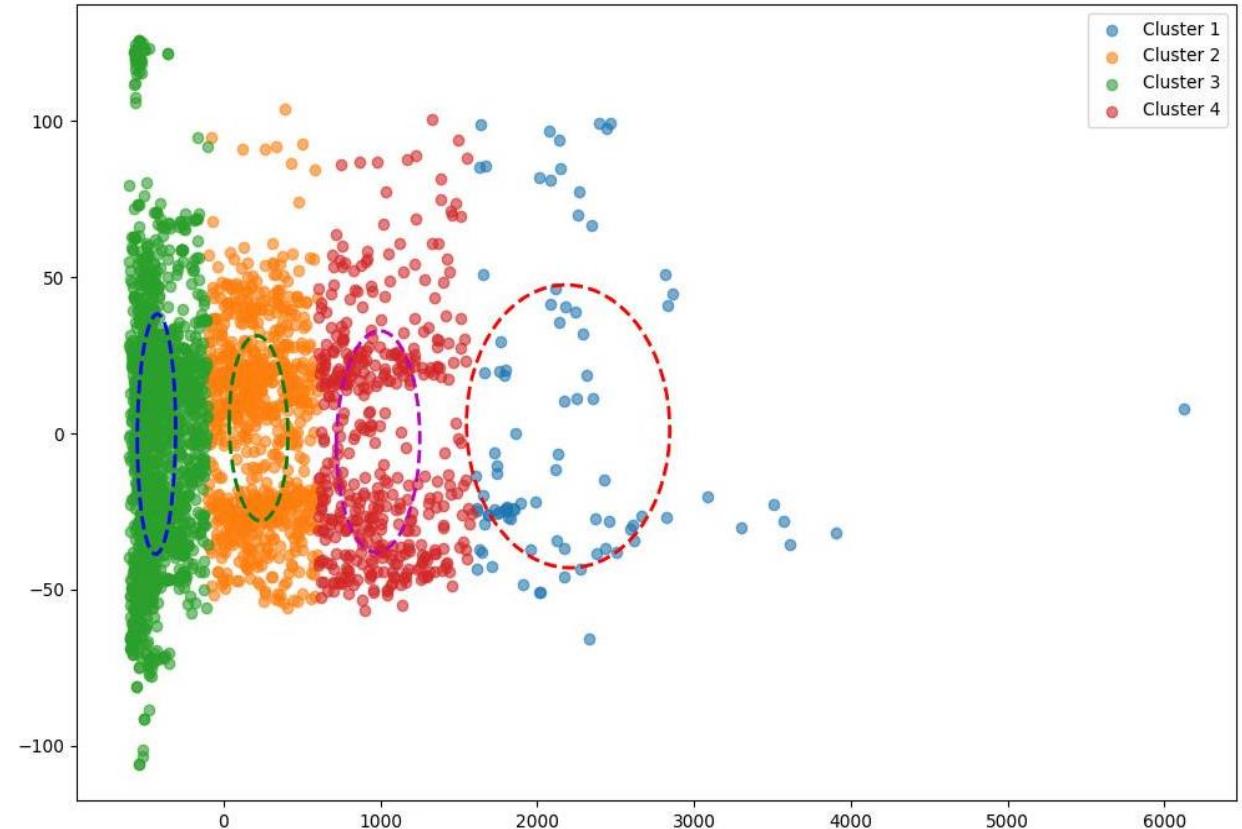


▶ K-Means Clustering

K-means clustering on the **video frames from three platforms** based on the **mean & standard deviation** of visual parameters, dividing video frames into four clusters.



K-means Cluster Visualization of Videos





▶ K-Means Clustering

Origin

Cluster 2

- **High saturation**
- **Vibrant colors**



Cluster 1

- **High sharpness**
- **High contrast**
- **High brightness**

Cluster 3

- **Low contrast**
- **Natural aesthetic**

These three types of visual effects are currently the most appealing to the audience.

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► What we know now?



Where do people post about Jellycat?

What people feel about the product?



When people buy Jellycat ?



Who likes Jellycat?



Why they like and purchase it?



How fan-made content about Jellycat is created ?



▶ Marketing Strategies

Product

Meeting users' emotional needs by creating products for **different scenarios** and **customer groups**

- **Personalized options**
- **Develop related products**



Price

Keep **mid-to-high-end** pricing while introducing tiered pricing to attract more customers

- **Limited editions**
 - **Incremental value**
- **Standard editions**
 - **New users**



Place

Using online **UGC** to drive **traffic** and create **interaction**

- **Online** - *gift recommendations* on e-commerce platforms
- **Offline** - immersive experiences



Promotion

UGC be the core of marketing efforts. Use **emotional storytelling** and **scenario-based** campaigns to increase brand recognition

- **Emotional dialogues**
- **UGC ecosystem**





Jellycat Thanks! 🎁

Group The One

Date: 28/11/24

