



# *Why is Jellycat So Popular*

*—The Function of UGC*

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# CONTENTS



## Objectives & Backgrounds

W                    W                    W                    W                    W                    H  
Where              Who              What              When              Why              How

## Summary & Suggestion

Confidential



# ► 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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# CONTENTS



## Objectives & Backgrounds



**W**

**Where**

**W**

**Who**

**W**

**What**

**W**

**When**

**W**

**Why**

**H**

**How**

## Summary & Suggestion

Confidential



# 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



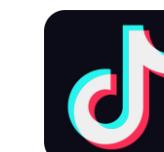
## Text & Consumer Data

### Comments & Reviews

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

### Consumer Image

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



# CONTENTS



## Objectives & Backgrounds



## Summary & Suggestion

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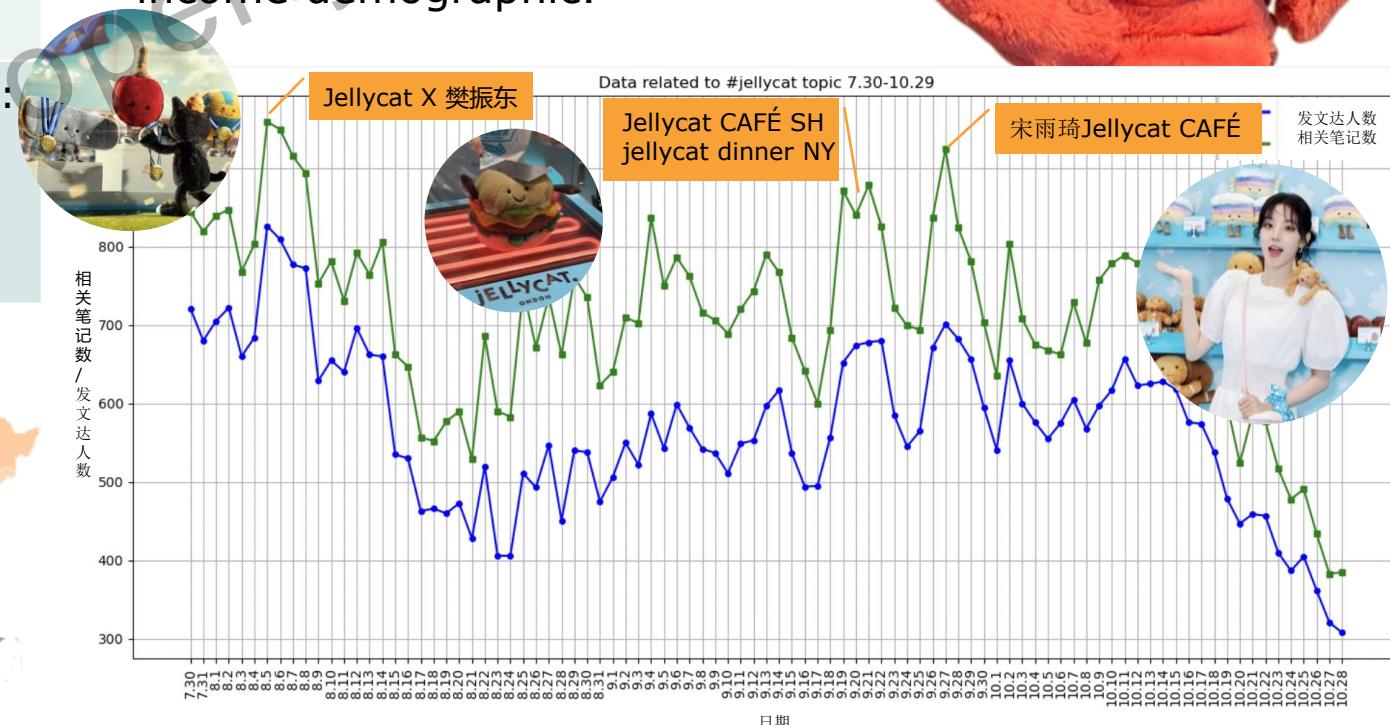
# Jellycat Consumer Portraits



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

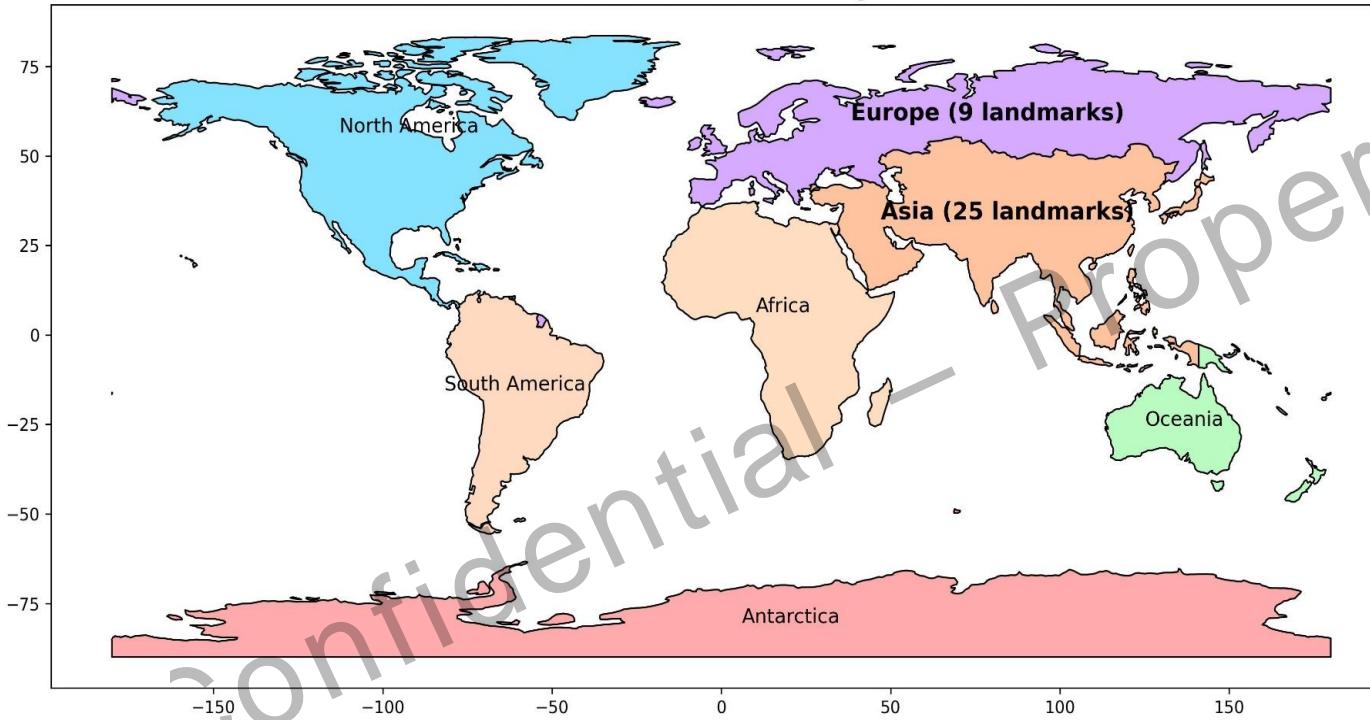




# The Regional Distribution of Landmarks

**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.**



# CONTENTS



## Objectives & Backgrounds

W

W



W  
**What**

W

W

H

Where

Who

When

Why

How

## Summary & Suggestion

Confidential

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# What do people feel about Jellycat?



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

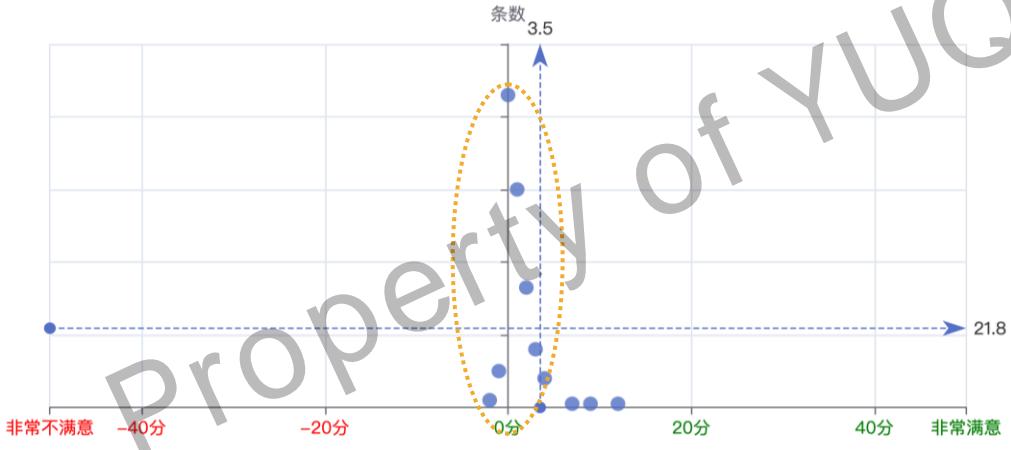
Official Account Content



User-generated Content

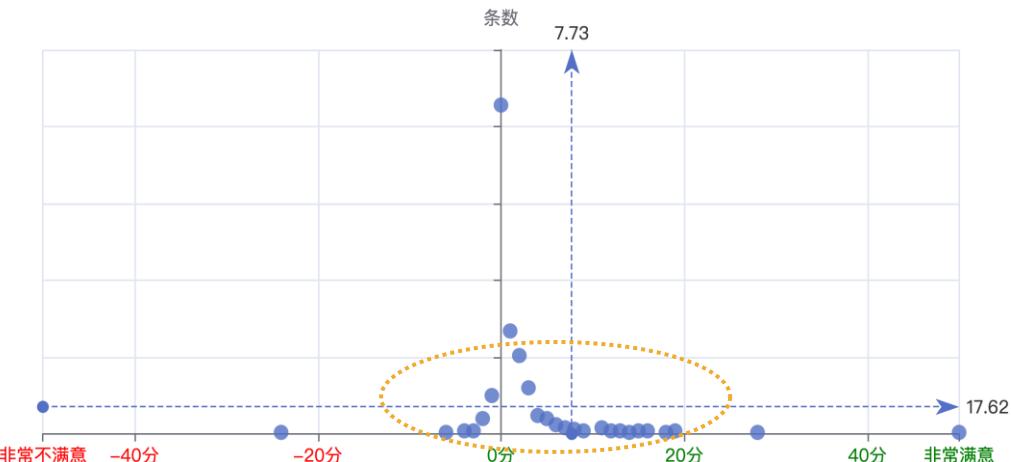


Distribution of Sentiment Values and Quantities



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



### 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.

## Popular Product

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



### Hot Products





# 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.

# CONTENTS



## Objectives & Backgrounds



W

Where

W

Who

W

What

W

When

W

Why

H

How

## Summary & Suggestion

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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



When gifting, Jellycat becomes one of the main choices

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.



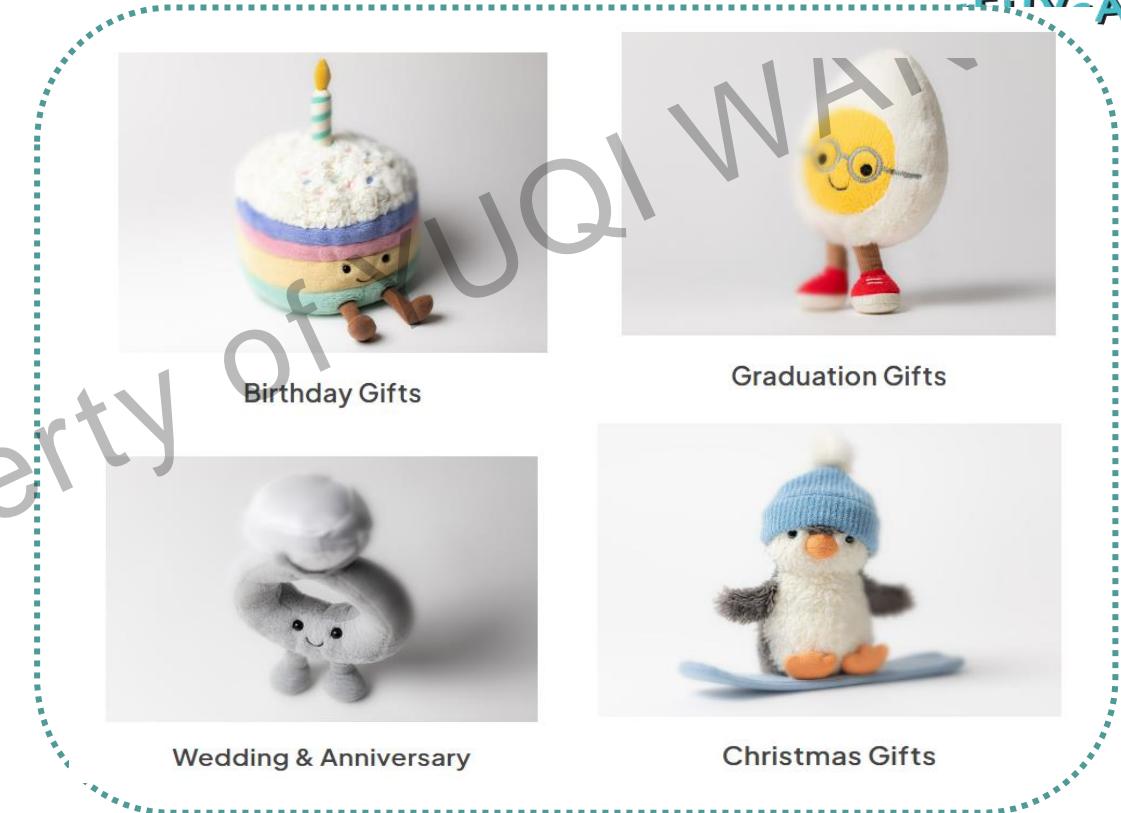
# ► When do people buy Jellycat?

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.

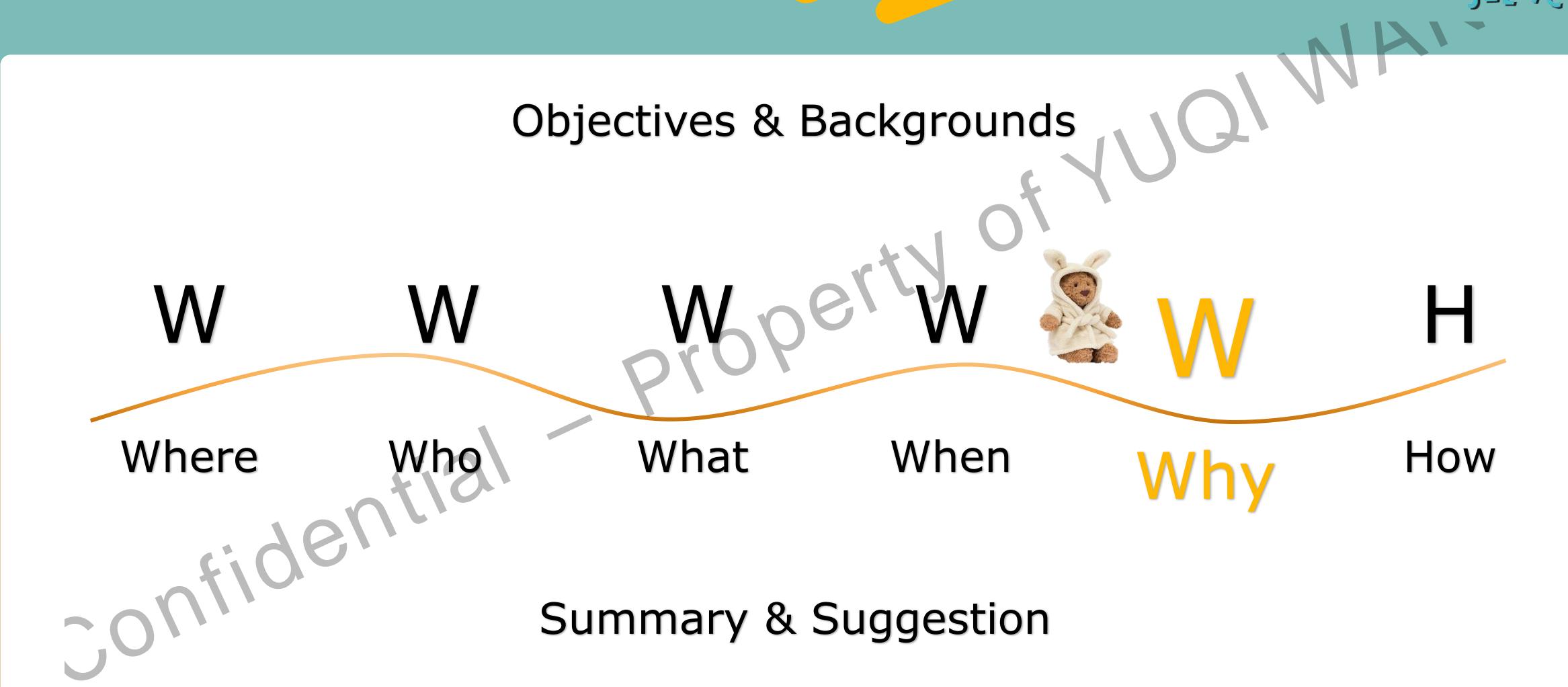
Covers scenarios including birthdays, graduations, weddings, holidays, etc.

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

# CONTENTS



## Objectives & Backgrounds





# ► 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)**

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



Analysis of Consumer Direct Feelings

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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

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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



## Jellycat consumers' vivid descriptions

A	B
搜索词	标题
jellycat	Jellycat   2024真正顶流整理🌟永恒之战
jellycat	相信会有美好发生✨
jellycat	🍔🍟 Jellycat厨房🍟🍔
jellycat	海淘在途   Jellycat 8月 折清仓，来捡漏
jellycat	香港🛍️Jellycat 好齐全   11.1实拍分享
jellycat	为什么jellycat这么贵啊！哭了
jellycat	五一见面吧，我带花
jellycat	Jellycat全家福
jellycat	你心目中的jellycat top.1是哪只呀
jellycat	玩偶届的天花板 jellycat
jellycat	娱乐圈人手一只的Jellycat！大家族合集来啦
jellycat	关于毕业，它的选择是？
jellycat	🎀 Jellycat 🐈
jellycat	Jellycat全家福Ἀ
jellycat	男朋友用jellycat向我求婚啦！
jellycat	jellycat是不是被吹过头了。
jellycat	最后一个jellycat，再也不买了
jellycat	妈妈起了个大早帮我买到的
jellycat	怎么才能控制自己不买jellycat！！！

C	D
作者	每天认识一个毛绒玩具🐰
	我叫肤浅
	Boey_0416
	小买后花园
	小叶每周过港搬运工
	哎呀
	虞兮西
	木虾虾
	贩卖可爱的专业人士
	今天也很喜欢陈奕迅
	Ultra明星同款
	Jellycat
	来口栗子🌰
	JoEy_
	智齿不痛
	Exclusive_jhhh
	Lilly
	爱投资的香香兔
	元气橙宝



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

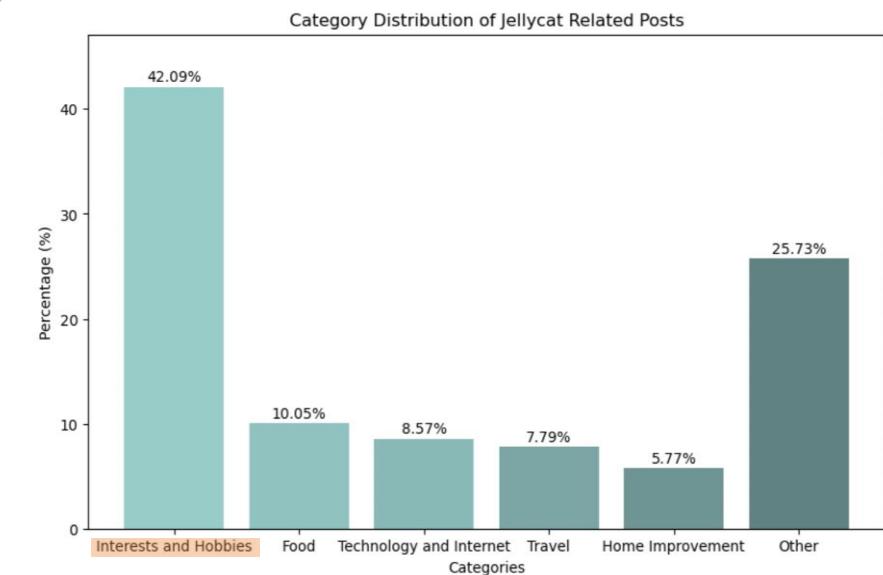
## Emotional Value

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



# CONTENTS



## Objectives & Backgrounds



## Summary & Suggestion

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# ▶ 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

Surprise  
5%

Neutral  
15%

Happy  
16%

Angry  
18%

Fear  
25%

Sad  
18%

Property



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

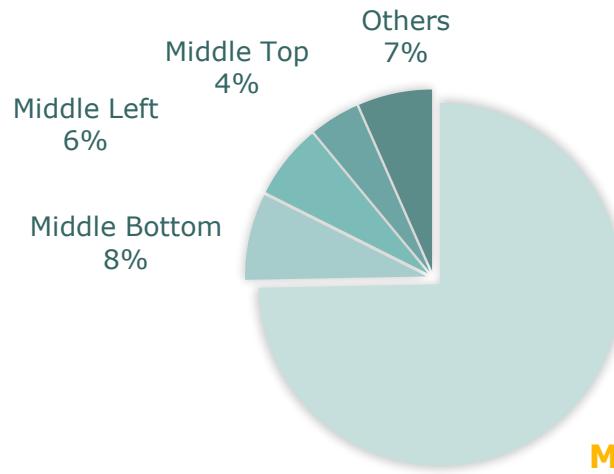


## Object



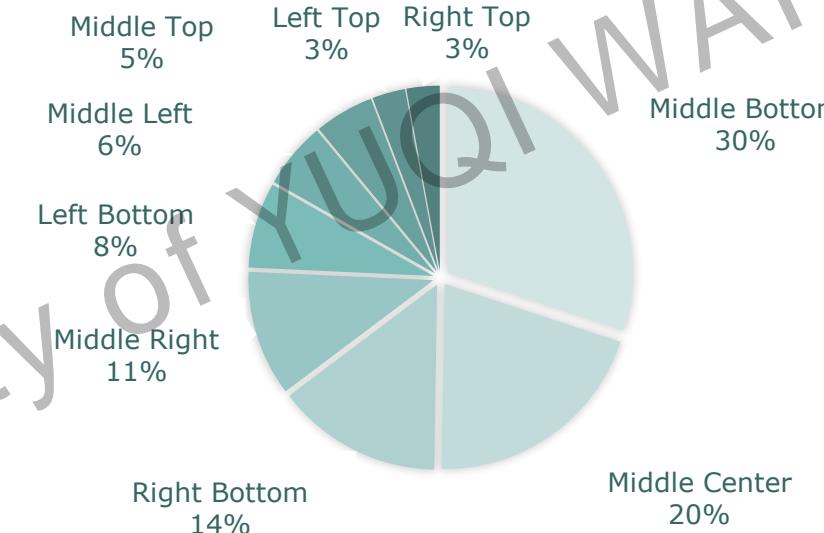
# ▶ Spatial Layout Comparison

## -Images



**MEME**

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



**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?



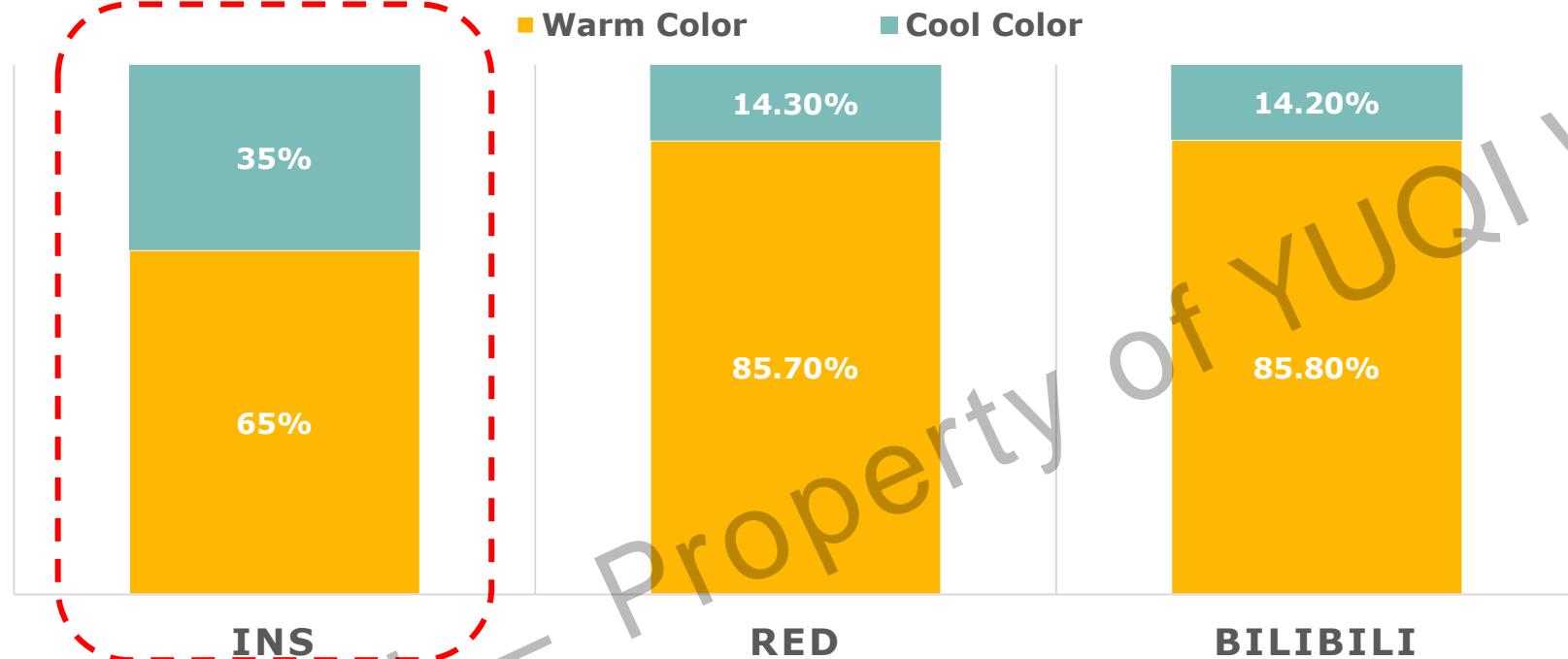
How does **UGC** differentiate from and align with **Official Content**?





# 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**

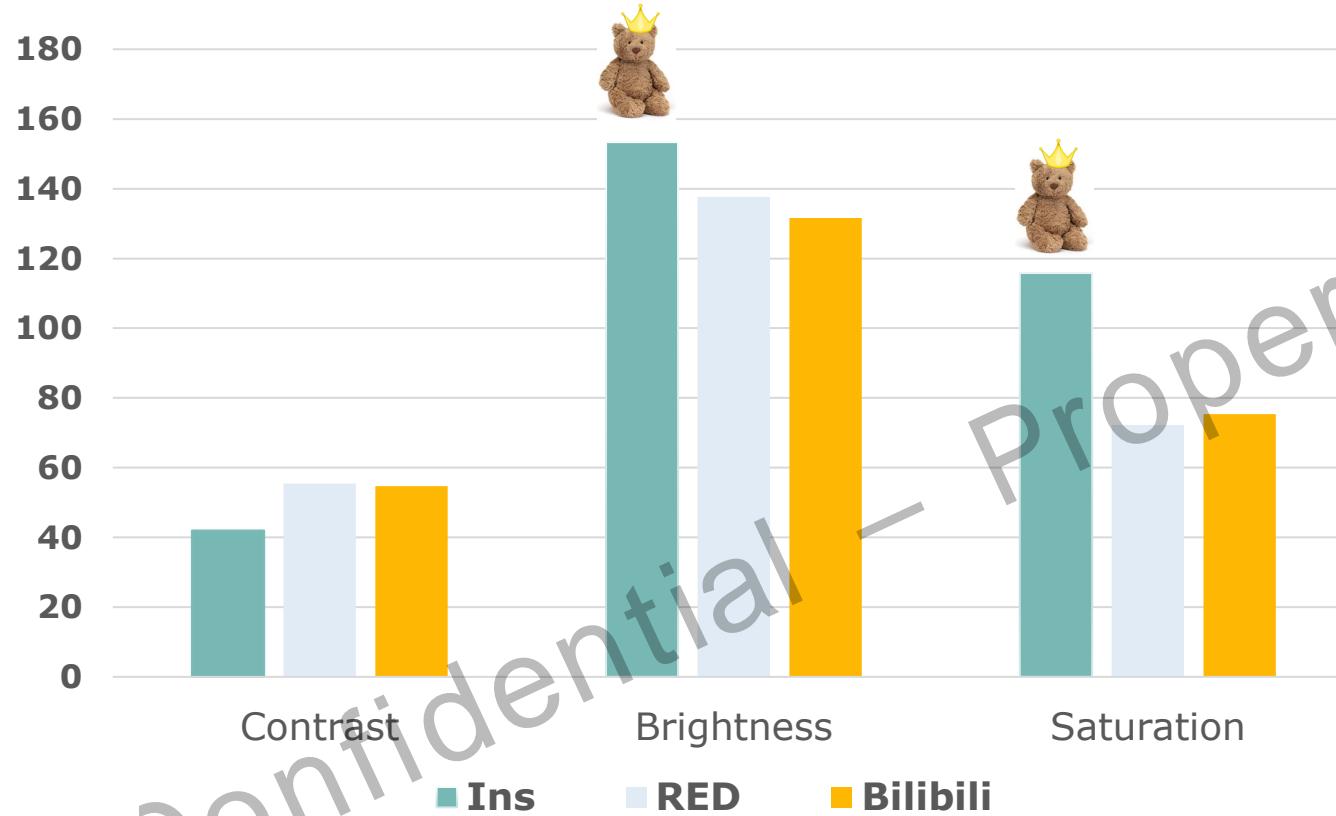
- Show emotional and lifestyle-oriented expressions.
- Communicate passion, happiness, and connection.





# 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



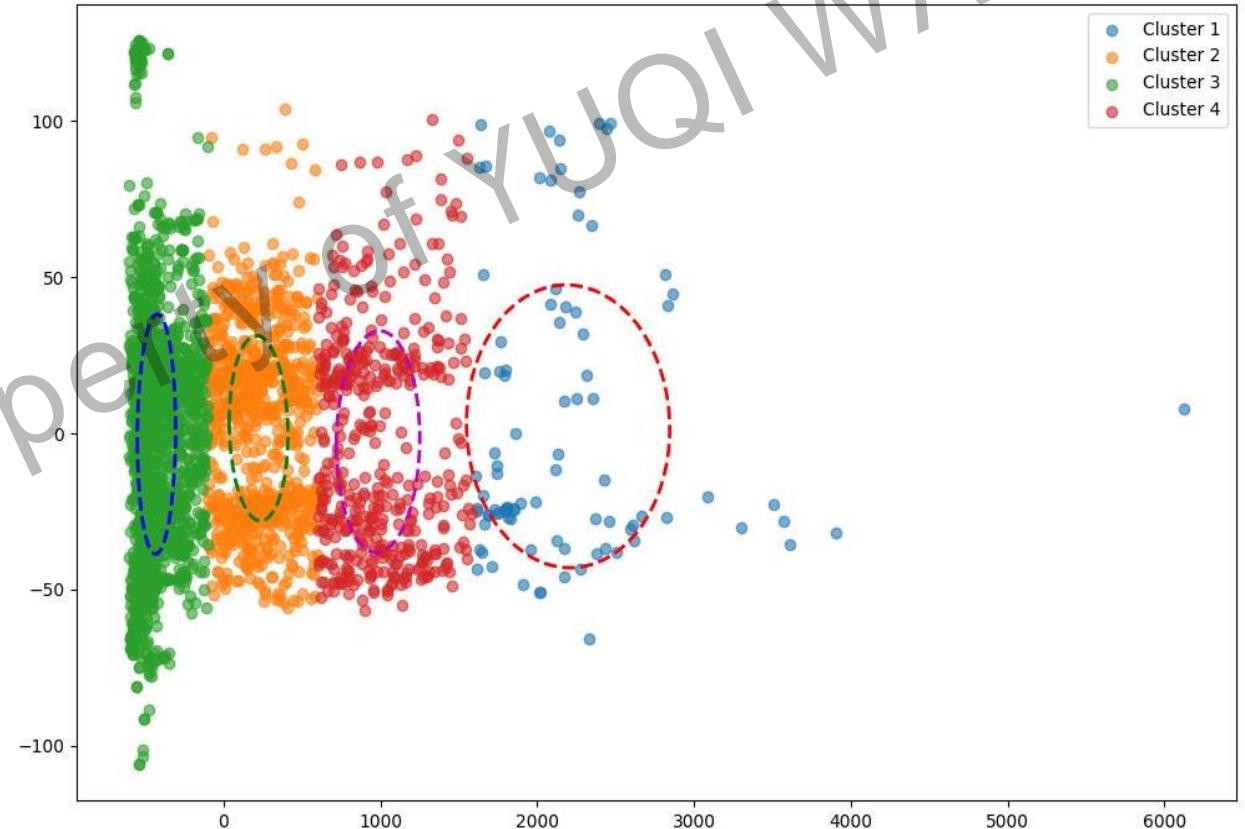


# ▶ K-Means Clustering

**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 1

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

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

### Cluster 3

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

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

# CONTENTS



## Objectives & Backgrounds

W                    W                    W                    W                    W                    H  
Where              Who              What              When              Why              How

Confidential



## Summary & Suggestion



# ► 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

