

PAC Drop #8

04.22.25

That first bite of Jimmy John's
after 9 long months

JJ

VAYNERMEDIA

TikTok

In Market Performance

GOING EXTREME TO VISUALIZE AUDIENCE'S LOVE FOR CONDIMENTS

Ranch Console

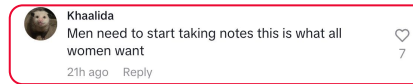
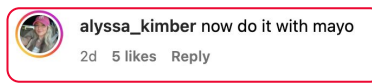
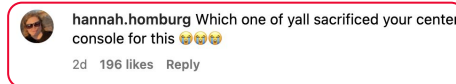
Filling Up The Car Console With __



TT QUAL SCORE: A
IG QUAL SCORE: B

300K
Instagram Impressions
(+907% vs. 29.8K Benchmark)

1.8M
TikTok Impressions
(+13,518% vs. 13.1K Benchmark)



Overview

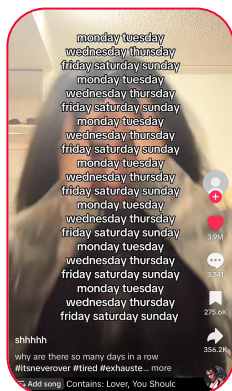
Our ranch car console shocked viewers with its over-the-top take on ranch obsession. While some questioned the cleanup and lingering smell, the bold stunt stopped scrollers in their feeds - proving that pushing the limits of condiment love grabs attention

Opportunity

Whether doing this again but with mayo or a specific part of a sandwich like the bacon, continue to push the boundary of what we can do to show our passionate love for fan favorite sandwiches, condiments, sides, etc.

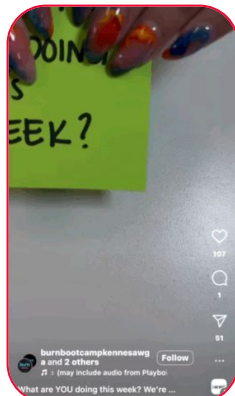
PAC Signals

INCREASING DWELL TIME & SHARES



Creators are using the same **looping long text in a pattern** to increase time spent looking at the asset as well as increasing humor

Opportunity: Use this format to increase hype on some of our most popular content themes (e.g. pickles, ranch, gardening, penjamin, etc.)



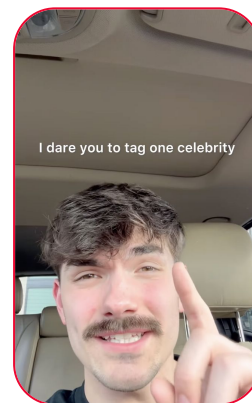
Creators are using a **match cut edit with a sticky note CTA** in a looping video montage where you promote a message or get comments

Opportunity: Use this format to make JJ affirmations like I will only drink 10 Diet Cokes this week or I will make time for a Jimmy John's lunch at least once this week



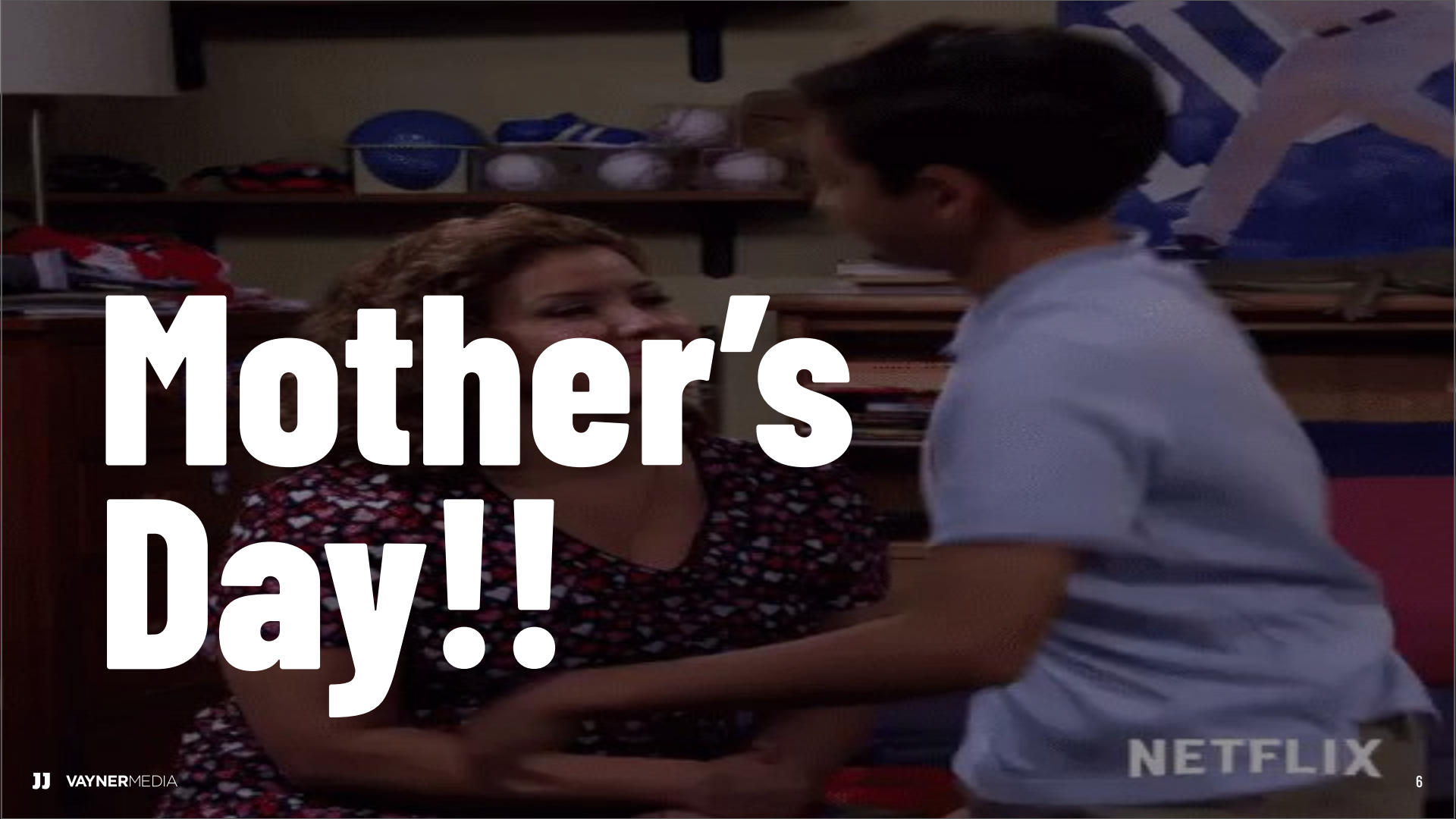
Creators are repurposing the **"incoming call" user interface as a visual hook**. Some examples include: Excuse me for a moment, I've gotta take this, and the caller ID being my cravings or baseball game hotdog

Opportunity: Use this as a reminder to get your mom Jimmy John's for Mother's Day or your lunch break calling.



Overt CTAs are being used by creators to **encourage tagging** and to get users to interact in the comments while gamifying the post

Opportunity: For every c signal presented, let's have one idea around how to encourage tags through CTAs - increasing shares and impressions.

A woman with curly hair, wearing a dark patterned top, is smiling and looking towards a young boy. The boy, wearing a light blue t-shirt, is standing and looking back at her. They are in a room with shelves in the background holding various sports items like blue balls and white gloves. A large, stylized graphic of a person in a blue and white outfit is visible on the right wall.

Mother's Day!!

Mother's Day Signals To Leverage For SMA Creation

Taking a Blinker For Those Who Can't



Blinker checkpoints have become so popular in the TikTok/IG gardening community that some gardeners take hits on behalf of others (e.g. like pregnant moms) to help them feel included

Opportunity: With our next blinker checkpoint we can encourage our stoners cohort to take one for all the mom's out there for Mother's Day

Unhinged Mother's Day T-Shirts



A woman owned small business named Double Cross Clothing has gone viral for their unhinged Mother's Day t-shirts. The funny designs resonate with those who love dark humor as well as those who are missing a loved one

Opportunity: We can create our own "unhinged" gift ideas that our audiences will find funny and relatable to the special moms in their life

Mother's Day Gift Baskets



A common gift for Mom's on Mother's Day is a gift basket full of her favorite items and other essentials she would love to stock up on.

Opportunity: We can create a JJ's themed gift basket for Mother's Day (e.g. pickle bouquet 2.0, a basket full of toasted sandwiches, a basket for first time mom's, a basket for pregnant moms, etc.)

A Day To Do Nothing!!



Mom's sometimes don't even want a gift, they just want a day all to themselves where they don't have to worry about their daily responsibilities or stress.

Opportunity: Let's remind mom that they need to take a break from their everyday responsibilities and get back time to relax and have a me day

LET'S IDEATE!

What are some ways we can celebrate moms for everything they have to manage in their lives?

POTENTIAL IDEAS & THOUGHT STARTERS

- Take a blinker for the moms who can't (blinker checkpoint)
- Creating different bouquets for each type of mom (mom who loves pickles, toasted sandwiches, both, etc.)
- Visualizing a JJ's themed Mother's Day T-Shirt with funny, unhinged, or clever sayings
- Give a reminder for Dad's that they should buy JJ's for all the women in their lives who are Mom's

COHORTS



Pregnant / Postpartum Women Who Know That The JJ's Craving Is Too Real



30+ Struggling Financially On A Mission To Prioritize Affordable Indulgences

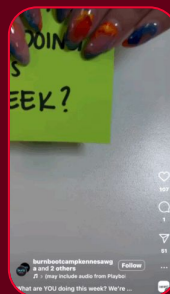


J*Rsey M*Ke's And / Or S*Bway Fans Who Haven't Considered JJ's



JJ's Loyalists Who Come For Sandwiches And Stay For The Sides

"P" SIGNALS



STICKY NOTE CTA



ENCOURAGE TAGGING

'C' SIGNAL

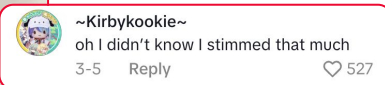
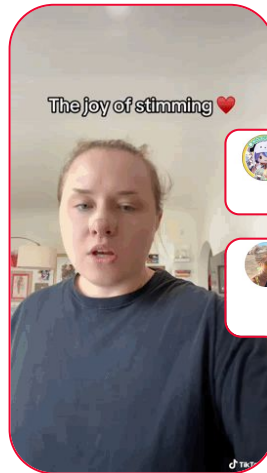
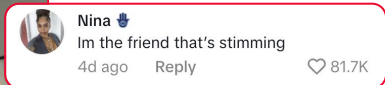
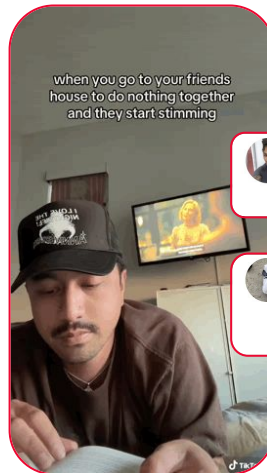
The Joy Of Self-Regulation

Overview

Many on social are talking about their stimming habits – short for self-stimulatory behavior – as its increasingly being embraced as a form of self-regulation and emotional expression. Some of these habits include drumming, hand flapping, rocking back and forth, etc. as this is just another example of how people are sharing and celebrating their self-soothing methods rather than looking down upon them

Opportunity

Jimmy John's can create playful and respectful ways that speak to the different ways we all self-regulate and calm ourselves down



LET'S IDEATE!

How can we celebrate and create playful ways for our audiences to 'self regulate' while eating and drinking?

POTENTIAL IDEAS & THOUGHT STARTERS

- Tapping your JJ's cup against the table while listening to music and eating your sandwich. Spinning a straw in your drink over and over
- Clicking or chewing on ice for the crunch and cold
- Licking lips or fingers repeatedly for texture or taste (saucy sandwich)
- Saving that one favorite bite for last (comforting ritual)
- Leg bouncing/foot tapping/rocking back and forth
- Hair twirling/humming

COHORTS



Sauce Enthusiasts Who Love The Messiness Of Their Toasted Sandwiches



Multi Gen Consumers Set In Their Ways Sticking To The Same Order



27+ Corporate Drones Chained To A Desk & A Sad Salad



16-30 yr olds Who Prefer Eating Hot Sandwiches Than Cold Ones

"P" SIGNALS



ENCOURAGE TAGGING

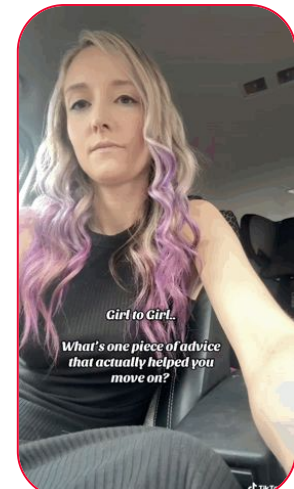
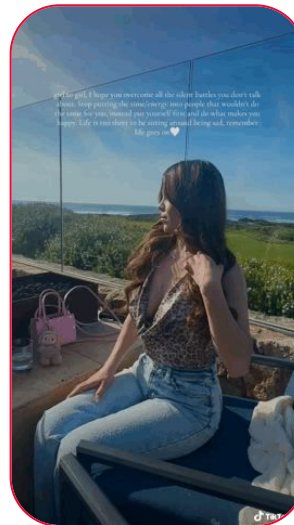
Girl To Girl Advice

Overview

The “girl to girl” trend continues to blow up as women share heartfelt/funny/raw advice in a casual, intimate tone - almost as if they are talking to their best friend. Users are bonding over emotional wellness, self-worth, and personal growth in the comments

Opportunity

Jimmy John's can show up as the emotionally intelligent "best friend" that helps to elevate your quality of life by giving advice and reminders that resonate with our audience



LET'S IDEATE!

What are some food & beverage related advice we can give to our female cohorts in need of uplifting?

POTENTIAL IDEAS & THOUGHT STARTERS

- For our pregnancy/postpartum cohort, "girl to girl, it's okay to eat that 6th pickle for the day, you and your future child deserve it"
- For text only posts, "Pickles before guys. Always". "Cookies don't ask questions. Cookies understand"; "Life is short, add all the ranch and mayo you want". "Sandwiches won't break your heart. Unless they turn out messy"

COHORTS



25+ Chronically Online Going Down Every Drama Rabbit Hole



30+ Struggling Financially On A Mission To Prioritize Affordable Indulgences

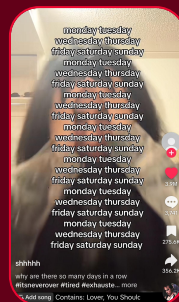


Pregnant / Postpartum Women Who Know That The Jj's Craving Is Too Real

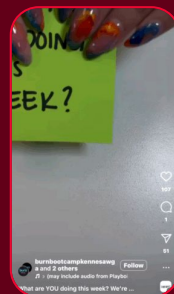


JJ's Loyalists Who Come For Sandwiches And Stay For The Sides

"P" SIGNALS



LOOPING
REPEATED TEXT



STICKY NOTE CTA

'C' SIGNAL

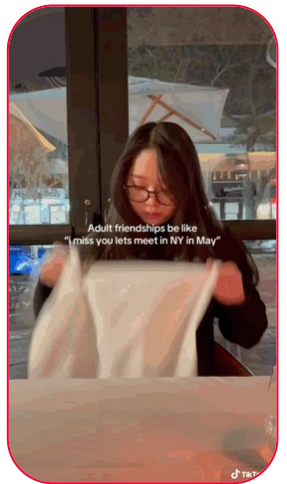
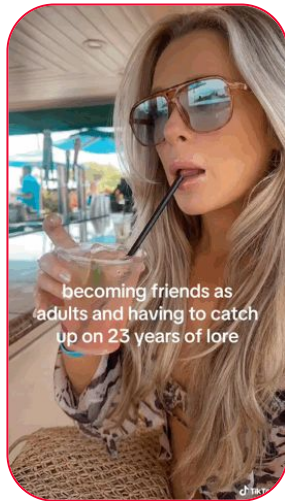
Adult Friendships Be Like

Overview

Older Gen-Z and Millennials are documenting how chaotic, spontaneous and intentional adult friendships can be. Whether it's booking last-minute trips, planning full-blown adventures or embracing life detour energy - this is showing that adulting isn't all that bad and the importance of going out to make core memories with real friends (when you have the time eventually)

Opportunity

Jimmy John's can visualize the practicality of adult friendships by being the bridge that can connect friends together whether if you see them often or not



LET'S IDEATE!

Despite the challenges of adult friendships, how can we show Jimmy John's helps friends reconnect?

POTENTIAL IDEAS & THOUGHT STARTERS

- "Catching up with my friend of 10 years with beef and lore"
- Text exchange of someone saying I miss you, let's get Jimmy John's in July
- Static image of friends on a group facetime call eating JJ's together (maybe also gardening together also)
- Friends reading or listening smut together while eating JJ's

COHORTS



Post-Grad City Dwellers Nostalgic
For College Haunts



Modern Millennial & Gen Z Stoners
Living Carefree Lives



Sober Curious Gen Z Couples Searching For
Alternative Date Nights



25+ Chronically Online Going Down
Every Drama Rabbit Hole

"P" SIGNALS



ENCOURAGE TAGGING

'C' SIGNAL *BONUS*

Breaking Through Gender Constructs

Overview

A group of guys have gone viral multiple times for their enthusiasm while getting matcha, boba, and taking trampoline classes. The line of associated activities that women mostly do is continuing to be blurred as we as a society should continue to encourage all genders to try different things regardless if it appeals to one gender or not (e.g. smut)

Opportunity

Jimmy John's can visualize this by showing activities guys can do that are typically girl coded and vice versa while eating



chikawa this comment section pmo, why yall so obsessed with gender constructs 🤔 matcha is also for men since when is it only for women
6d ago Reply

Aye_Ayeron35 Pilates session next with the boyz
5d ago Reply

everybody wanna be the girls, who's gonna be the boys 🤔🤔
1w ago Reply

badria so cute queens next stop Sephora??
5d ago Reply

LET'S IDEATE!

What are some fun group activities guys can do & what are some fun group activities ladies can do that aren't typically the norm?

POTENTIAL IDEAS & THOUGHT STARTERS

- For the guys, a skincare & sandwich night: clay masks, cucumber slices and a Turkey Tom in one hand
- For the guys, reading smut & eating sandwiches together
- For the ladies, eating sandwiches during poker night
- For the ladies, having a sports night at the house

COHORTS



Post-Grad City Dwellers Nostalgic
For College Haunts



25+ Chronically Online Going Down
Every Drama Rabbit Hole



Pregnant / Postpartum Women Who Know
That The Jj's Craving Is Too Real



Gen Z Goodreads Gals Living For
Spice On And Off The Page

"P" SIGNALS



ENCOURAGE TAGGING

VOICES TO WATCH



blpkosher



464K followers



572.4K Followers



hallietut ✓



178K followers



946.7K Followers



sociallykylie



89.1K followers



2.5M Followers



okaycoolgigi



728K followers



1.9M Followers



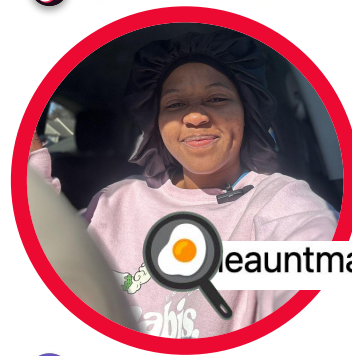
the.dadchef ✓



94.7K followers



18.7K Followers



leauntmaryj



493 followers



15.4K Followers

**Thank
you.**

COHORTS

PURCHASE BEHAVIOR



Multi Gen Consumers Set In Their Ways
Sticking To The Same Order



Lapsed Customers Who Are Enticed By New
& Returning Menu Items



Jj's Loyalists Who Come For Sandwiches
And Stay For The Sides

COMPETITIVE



27+ Corporate Drones Chained
To A Desk & A Sad Salad



J*Rsey M*Ke's And / Or S*Bway
Fans Who Haven't Considered Jj's

LIFESTYLE / PSYCHOGRAPHICS



Modern Millennial & Gen Z Stoners Living Carefree Lives



Post-Grad City Dwellers Nostalgic For
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Pregnant / Postpartum Women Who Know
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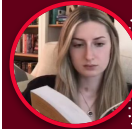
WILDCARDS



Sober Curious Gen Z Couples
Searching For Alternative
Date Nights



Blue Collar Workers
On The Clock When
Everything Is Closed



Gen Z Goodreads Gals Living
For Spice On
And Off The Page



16-30 yr olds Who Prefer Eating
Hot Sandwiches Than Cold Ones



Sauce Enthusiasts Who Love
The Messiness
Of Their Toasted Sandwiches

IDEA RECAP!

Mother's Day tee shirt -
Young Gravy "mom's I
like to feed"

Wicker basket full of
mayo - Mother's Day
gift basket

Pickle flower bouquet

Mom calling when
you're high

Make your own pickle
candle - using pickle
juice to make your
candle

Good day vs bad day

Reminder: It's ok if
you got JJ's 4 times
this week

Sending my long
distance friend a
venmo

If I'm bored, tell me

Carousel of
deficiency's

Ripping on Jersey
Mike's as the bad son
who forgot a Mother's
Day present

Flat stanley -
breadjamin

Boys Potluck -
everyone comes with a
chicken caesar wrap
and a diet coke - smut
book club

Cookie carving

Leaving a note to your
delivery driver - Ring
camera

General Notes

- Nightmare: Your Mom calls and your high
- Wicker basket full of mayo – Mother's Day gift basket
- Thinking about the concept of 'mom' – dog mom, celebrity mom, etc
- Mother's Day tee shirt – Young Gravy "mom's I like to feed"
-

What are some ways we can celebrate moms for everything they have to manage in their lives?

- Different bouquets – Pickle bouquet
 - V2 could be putting the pickle bouquet in a flower vase and giving it to your mom
- Reminder for dads – Reminder to all dads to get their bouquets ready
- Pickle sandwich for the soon to be moms
- Tag your sibling to remind them mother's day is coming up
- Making a mother's day card
- Ranch scented candle to give to mom
- "My mom deserves the world but all I can afford is a sandwich"
- Mike is the disappointing son who doesn't get his mom anything for mother's day
- Mother of the friend group - Getting your friend a gift for mother's day
- Instead of vase of water, vase of ranch
- Edible arrangement but for JJ's

How can we celebrate and create playful ways for our audiences to ‘self regulate’ while eating and drinking?

- Chewing on pickles for iron deficiency
- Chewing on your straw
- Drinking my drink as fast as I can so I can enjoy my ice cubes
- POV: You need to decompress, are you starting with butt or the center of your sandwich?
- A plate of all last bites of a sandwich
- Making sure you have the best last time
- Do you eat your best bite first or save it for the end?
 - Saving your last bite for after your last meeting // Depends on how your day is going
- Highlight chip sorting process: folded chips vs flat chips
- POV: you get all folded chips in your bag
- Which pickle quarter are you taking first?
- Squid games but cutting your cookie in certain shapes // splitting your cookie evenly
- Ranch soup bread bowl/boat // Salad bowl/boat
- Does the open side of your sandwich face the left or the right when you are eating?
 - Jersey Mike's cuts all the way through, JJ's hinges our bread. Our ingredients don't fall out
 - Fake infomercial: Are your sandwich ingredients always falling out the sides? Try "bread hinge"
- Bread and butter candle
- "Forgot your phone" ways you keep yourself entertained, sealing and unsealing your sandwich wrapper. "Wrapper origami"
- Cootie catcher - "tap to pause to reveal your fortune for the day"
 -
-

What are some food & beverage related advice we can give to our female cohorts in need of uplifting?

- It's okay to drink more diet coke than water if that's what you need
- My sandwich would never cheat on me
- "It's okay you got JJ's 4 times this week"
- Girl to girl, it's okay to spend all your energy at grocery store and then stop at JJ's on your way home
- What are you doing to treat yourself this week?
- Girl to girl, it's okay if your purse looks like this (mayo packets, jj's napkins, etc)
- I wake up every morning to a 12 ounce diet coke deficiency
 - Carousel of different deficiencies
- Uplifting your delivery driver – leaving a note in the delivery "hope you have a great day"
- leaving a note in your delivery app: "extra jimmy chips in there are for you"
-

Despite the challenges of adult friendships, how can we show Jimmy John's helps friends reconnect?

- Guy seeing his girlfriend having a bad day at work – delivers JJ's to her office
- Ordering my long distance best friend their favorite Jimmy John's order
- Pretending we're still in college – eating JJ's, watching a show and gardening
- I miss my college best friend, so I carved them as a cookie
- Flat Stanley friend – breadjamin – bringing them everywhere
- “us in college v. us now”
-

What are some fun group activities guys can do & what are some fun group activities ladies can do that aren't typically the norm?

- Potluck, everyone shows up with a diet coke and an unwich
-

'C' SIGNAL *BONUS*

XX

Overview

XX

Opportunity

XX

LET'S IDEATE!

XX?

POTENTIAL IDEAS & THOUGHT STARTERS

→ XX

COHORTS

"P" SIGNALS

XX



IG, TT QUAL SCORE: x



INSTAGRAM Impression

S

(+1,989% vs. 29.8K
Benchmark)



TIKTOK Impression

S

(+1,482% vs. 13.1K
Benchmark)

Overview

XX

Opportunity

XX

PLATFORM SIGNALS

INSTAGRAM UPDATES - *AN FYI*

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XX

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XX

ATTENTION & LIKES

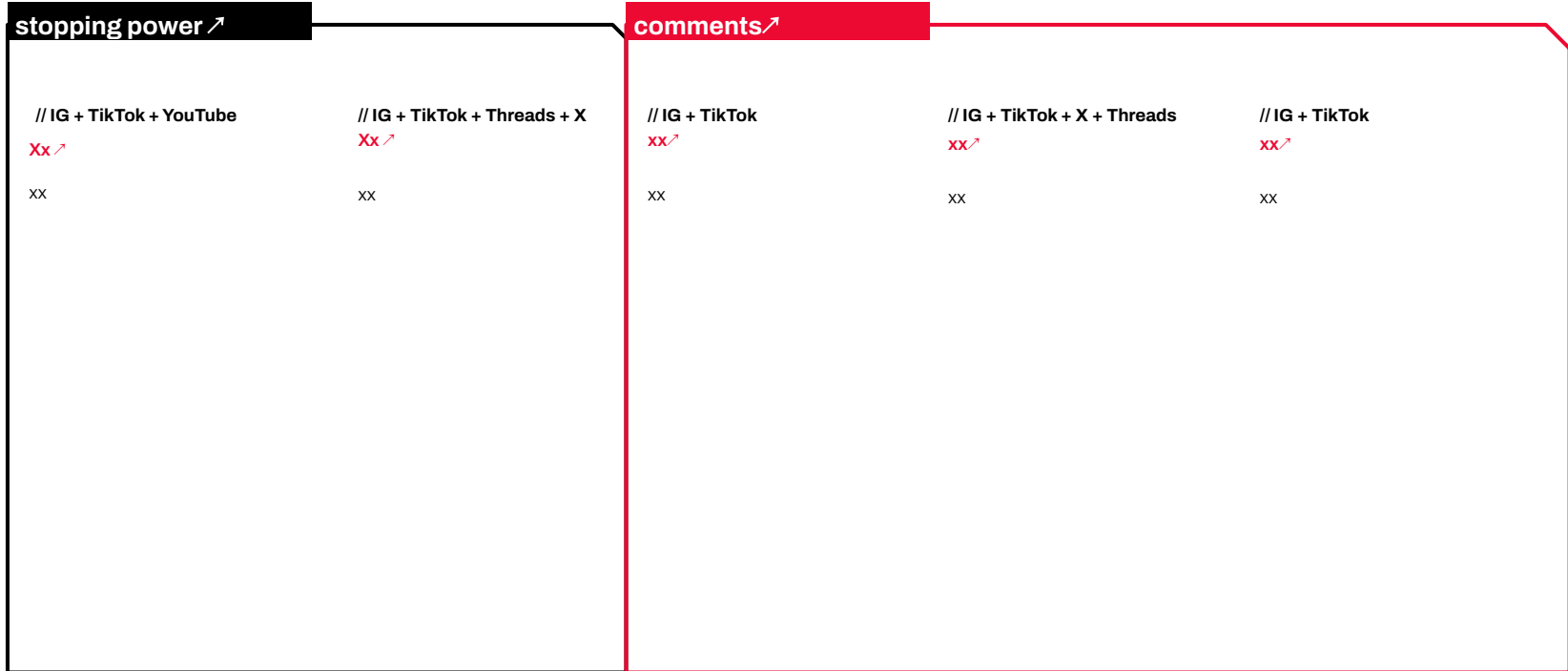
[comments](#) ↗

// IG + TikTok

XX ↗

XX

Formats We'll Use For ATTENTION & LIKES



LET'S IDEATE!

XX?

POTENTIAL IDEAS & THOUGHT STARTERS

→ XX

COHORTS

"P" SIGNALS

'C' SIGNAL

XX

Overview

XX

Opportunity

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Opportunity: xx