

BRAND BUILDING
PART 1
SUMMARY

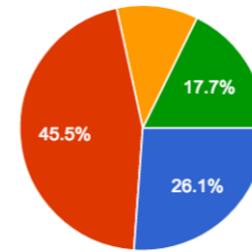
RESEARCH

CONCEPT TESTING

- 6 tests of approx. 100-400 people
- Lots of positive feedback
- Lessening the burden of searching did well
- The “right person” was also a popular idea
- the idea of a “help network” was also popular.
- research summary posted in marketing slack channel

Google form 1: US only, 308 results

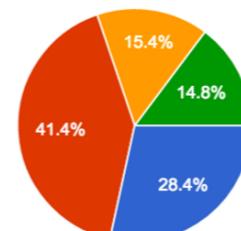
1. Helpful answers for busy people.	26.1%
2. Get answers not just search results.	45.5% (differentiator)
3. The help network	10.7%
4. Everyday advice from trustworthy people.	17.7%



#1 115 26.1%
#2 200 45.5%
#3 47 10.7%
#4 78 17.7%

Google form 4: Global, 447 responses

1. Helpful answers for busy people.	28.4%
2. Get the right answer from the right person.	41.4% (differentiator)
3. Helpful answers from trustworthy people.	15.4%
4. Everyday advice from trustworthy people.	14.8%



#1 127 28.4%
#2 185 41.4%
#3 69 15.4%
#4 66 14.8%

TAGLINES

WAYS TO THINK ABOUT THEM

- I do [this] for [these people].
- Strong claim that influences buying

[Other Taglines ideas \(more here too\)](#)

Jelly. Helpful answers for busy people. (I do [this] for [these people].)

~~Jelly. Solve problems together.~~

~~Jelly. Be helpful together.~~

~~Jelly. Helpful answers, fast.~~

~~Jelly. Answers by people for people. (I do [this] thing in [this way])~~

Jelly. Answers for people.

Jelly. The help network. (strong claim that influences buying)

Jelly. We're smarter together. Better together. Helpful together.

Jelly. Let's help each other.

Jelly. Let's be helpful together.

Jelly. Fast, helpful answers.

WHERE WE
LANDED

Tagline

HELPFUL ANSWERS
FOR BUSY PEOPLE.

Value prop

SAVE TIME WITH HELPFUL
ANSWERS FROM REAL
PEOPLE.

What is Jelly?

JELLY IS A WAY TO GET ANSWERS FROM
REAL PEOPLE WHEN YOU DON'T HAVE TIME
TO SIFT THROUGH SEARCH RESULTS AND
YOU DON'T FEEL COMFORTABLE POSTING TO
YOUR SOCIAL NETWORK.

I USE JELLY BECAUSE:

WHAT DIFFERENTIATES US

- it's a lot of work to sift through search results when I just want an answer (not Google)
- a person can make sure I'm asking the right question and not getting sidetracked (not Google)
- there are some questions I'd rather not ask my friends (not FB)
- the people I'm following don't necessarily have first hand knowledge or experience about all the questions I have (not Twitter or FB)
- I don't want bother my network with a bad or annoying Tweets or posts (not Twitter)
- it's simple and easy way to get an answer to a real world question (not Quora)
- there's a system which shows me which answers can be trusted (not Yahoo)
- I like to be helpful

- Beta test **talking** about Jelly just like you beta test the app and feel free to give feedback...