

creative springboard:

Handcrafted Gourmet Authentic Popsicles





LE ZOE MUSINGS











Product

House of Pops IS

Premium	Healthy
Pure	Natural
Clean	Organic
Wholesome	Feel Good
Nutritious	Adventurous
Goodness	Delightful

House of Pops ISN'T

Basic	Full of additives
Simple	Full of preservatives
Plain	Full of nasties
Normal	

Target Group



Audience



Millenials 18 - 35

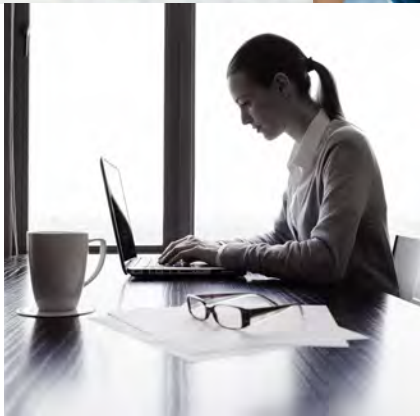
Fun Lovers

New experiences

Travelling

Connected on
Social Media

Foodies





Occasion



To Refresh on the beach, as a healthy snack, after a work out, on the go, as a dessert, to replace fruits or juices

Competitors

Competitors: Branded ice-lollies

100% juice



Competitors: Branded ice-lollies



Competitors: Branded ice-lollies



creative



simple, but
crafted

Competitors: Branded ice-lollies



lots of personality

full of information and goodness



Competitors: Own label ice-lollies

YOUR M&S

foodie

bright and impactful

distinctive



VALUE

GOOD

BETTER

BEST

Competitors: Own label ice-lollies

Waitrose



accessible



colourful
and
stylish



premium
appeal



VALUE

GOOD

BETTER

BEST

plain and simple



TESCO
Everyday Value
8 fruit flavour lollies
Orange, strawberry and lemon flavour ice lollies
No artificial preservatives, flavours or colours

Each lolly contains no more than			
Energy	Fat	Sugars	Salt
2.1g	0.1g	1.5g	0.1g
4%	<1%	3%	<1%

280ml (8 x 35ml e)

engaging and lively



Rowntrees
SINCE 1881
Fruit Pastilles
lollies

Contains 25% fruit juice

TESCO
ASSORTED FLAVOURS
6 REAL FRUIT SPLITS
STRAWBERRY, PINEAPPLE & BLACKCURRANT FLAVOURED ICE LOLLIES WITH A DAIRY ICE CREAM CENTRE

Source of VITAMIN C

Each lolly contains no more than			
Energy	Fat	Sugars	Salt
12.3g	1.5g	12.3g	0.1g
25%	3%	25%	<1%

438ml (6 x 73ml e)

grown-up



TESCO
Cocktail Lollies
CONTAINS ALCOHOL
3 PINA COLADA
3 MOJITO
ICED LOLLIES

Each lolly contains no more than			
Energy	Fat	Sugars	Salt
4.7g	0.7g	11.3g	0.1g
1%	1%	15%	1%

authentic and premium



TESCO
finest
4 VALENCIA
Orange Juice
LOLLIES
Made with the naturally sweet juice of freshly squeezed, handpicked Valencia oranges.

Each lolly contains			
Energy	Fat	Sugars	Salt
0.1g	<0.1g	16.7g	0.1g
4%	<1%	19%	2%

292ml (4x73ml e)

VALUE

GOOD

BETTER

BEST

Competitors: Others for reference



**What I found
interesting**

What resonated



Illustration - nature, colourful, fun, quirky

What resonated



NOIRVE

SantElia
Simplifica
Caneletter



Vintage feel - blackboard, texture, colours, premium, authentic