



AUDIENCE

AUDIENCE PERSONA 1
GEN ALPHA ALEX



Alex is a fun-loving 14-year-old who enjoys keeping up with TikTok trends, hanging out with friends, and creating cool art. She loves anything that lets her be expressive and vibrant, and she often uses social media to stay connected. She is motivated by her desire to fit in and share experiences with her friends, especially through creative outlets. Alex's carefree nature makes her eager to explore new, exciting activities with her peers.

AUDIENCE PERSONA 2
GEN Z MAX



Max is a 24-year-old freelance content creator living in the city, constantly searching for new inspiration and creative outlets. He loves exploring retro fashion, attending concerts, and capturing moments through his lens to share on social media. Max's motivation stems from his desire to stay relevant, grow his audience, and express his creativity in unique ways. He enjoys discovering new trends and making genuine connections through his artistic work.

CUSTOMER JOURNEY

ATTENTION	INTEREST	DECISION	ACTION	LOYALTY
After coming home from school, Alex opens TikTok and starts searching for fun things to do with her friends after school. As she's scrolling, she sees an ad for Hubba Bubba featuring a well-known teen influencer participating in a bubble-blowing challenge. The bright colors, playful energy, and excitement of the challenge immediately catch Alex's attention, prompting her to pause and watch the video. The influencer's enthusiasm and creativity spark Alex's curiosity, making her want to learn more.	As Alex continues scrolling, she comes across more content featuring Hubba Bubba in fun challenges and creative hacks. She watches videos of people using Hubba Bubba to make art and participate in massive bubble-blowing contests. The videos are entertaining and align perfectly with her interest in fun and creative activities, leading her to explore the hashtag #HubbaBubbaChallenge. This exploration fuels her interest in the product and how she could use it with her friends.	While exploring, Alex finds that Hubba Bubba is releasing new flavors and limited-edition packaging that is trendy and visually appealing. She also sees a contest where people can win a shout-out from the influencer by creating the best bubble-blowing video. Seeing other people's entries and the influencer's encouragement excites her, making her feel like she can also participate and be recognized. This contest becomes the deciding factor, motivating Alex to decide that she wants to try Hubba Bubba for herself.	Excited about the contest, Alex asks her parents to order Hubba Bubba for her. She uses the link in the TikTok ad, which takes her straight to an online checkout. The quick process and easy mobile payment options make it convenient for her parents to complete the purchase. Alex is thrilled about getting her Hubba Bubba, eagerly awaiting the chance to try the new flavors and participate in the challenge.	Once Alex receives her Hubba Bubba, she immediately joins the bubble-blowing contest and shares her video online, tagging the influencer and using the contest hashtag. She loves seeing her friends' reactions and their excitement, which encourages more of her friends to get involved. Hubba Bubba keeps her engaged by sending updates on new challenges and exclusive content, making her feel part of a fun, connected community. This ongoing engagement reinforces her loyalty as she eagerly waits for more opportunities to participate and share her experiences.

CUSTOMER JOURNEY

ATTENTION	INTEREST	DECISION	ACTION	LOYALTY
Late at night, Max is scrolling through Instagram when he notices a Hubba Bubba ad featuring a popular influencer. The vibrant colors, playful bubbles, and retro vibes grab his attention, making him pause and watch. The nostalgic feel combined with a modern twist draws Max in, piquing his curiosity to see more of the brand's content.	As Max continues browsing Instagram, he finds more posts featuring Hubba Bubba being used creatively in challenges and photography. The way others incorporate bubble gum into their content sparks ideas for him - he envisions using it in an urban photoshoot or a fun video. This aligns well with his creative style, deepening his interest in the product and how it could fit into his work.	Max further investigates the Hubba Bubba Instagram account, discovering limited-edition flavors and collaborations with artists he admires. The nostalgic yet trendy appeal stands out to him, and testimonials from creators he follows confirm its cool factor. A first-time buyer discount ad appears as he scrolls through the Hubba Bubba feed, becoming the deciding factor that convinces Max to try Hubba Bubba.	Max clicks on a link in the Instagram ad that takes him to a simple checkout page. The seamless experience and the limited-time discount make the purchase decision easy. He completes the order in just a few clicks and is excited to try incorporating the product into his creative photography shoot.	After purchasing, Max receives an invite to join Hubba Bubba's fan community, where he can participate in creative challenges. Personalized messages and exclusive discounts make him feel valued. When Hubba Bubba features his content on their page, it keeps him engaged and strengthens his connection with the brand, as he loves the ongoing creative opportunities provided by Hubba Bubba.

AUDIENCE PERSONA 3
MILLENNIAL LUCY



Lucy is a 34-year-old stay-at-home mom living in the suburbs who values quality time with her family. She enjoys activities like baking and gardening that she can do with her children while reminiscing about her own childhood. Lucy strives to find a balance between caring for her family and taking time for herself, often starting her day with yoga or a good parenting blog. She is always seeking ways to enrich her family’s life while staying grounded and fulfilled personally.

CONTENT PILLARS

PLAYFULNESS

The playfulness pillar helps reinforce Hubba Bubba’s identity as a brand that brings fun to everyday life. By encouraging joyful activities, interactive challenges, and humorous content, it fosters a sense of excitement and connection among audiences, positioning Hubba Bubba as the go-to brand for carefree fun.

KEY HASHTAGS	KEYWORDS	PINTEREST SEO
#PlayfulMoments - 95k hits	Family	Kids activities
#HubbaBubbaFun- 80k hits	Games	Fun challenges
#FunWithFriends - 250k hits	Challenges	Family playtime
#BubbleChallenge - 180k hits	Interactive	Playful activities
#BubbleGumGames - 60k hits	Playfulness	Bubble gum games

NOSTALGIA

The nostalgia pillar will help the Hubba Bubba brand by evoking positive, memorable experiences from the audience's past. It builds emotional connections with both Gen Z and Millennials, who either experienced Hubba Bubba in their childhood or value retro trends today. This makes the brand more relatable and beloved across age groups.

KEY HASHTAGS	KEYWORDS	PINTEREST SEO
#90sVibes - 800k hits	Nostalgia	90s candy
#RetroCandy - 150k hits	Memories	Family bonding
#NostalgicSnacks - 95k hits	Childhood	Nostalgic snacks
#HubbaBubbaMems - 1k hits	Throwback	Throwback treats
#ThrowbackBubble - 4.4k hits	Sentimental	Childhood memories

CUSTOMER JOURNEY

ATTENTION

Lucy’s kids have been complaining about being bored during the summertime, so early one morning while drinking her coffee, she opens Pinterest and searches for “Fun summertime activities for families.” As she scrolls, she notices a colorful Hubba Bubba ad featuring a mother and child blowing bubbles together. The bright colors and inclusive, nostalgic appeal catch her attention, reminding her of her own childhood and sparking curiosity about how she can use the product to entertain her children.

INTEREST

As Lucy continues browsing Pinterest, she sees more posts featuring creative family activities involving Hubba Bubba, such as bubble-blowing contests, DIY crafts, and colorful games. These ideas spark her interest, offering potential ways to solve her children’s boredom with fun activities that also encourage creativity and bonding time. Seeing these activities aligns perfectly with her desire to make summertime memorable for her kids.

DECISION

Lucy decides to look into Hubba Bubba further and finds information about the gum's quality ingredients and limited-edition family packs. The nostalgic yet fun appeal, combined with positive reviews from other moms, makes her feel confident that Hubba Bubba is a safe and enjoyable choice for her children. A family discount offer she comes across further convinces her to make a purchase.

ACTION

Lucy clicks on a link from a Pinterest ad that takes her to a simple purchase page. The process is easy and straightforward, and the option for a family bundle with free shipping makes the decision even easier. She completes her order quickly, excited about having a creative solution to keep her kids entertained during the summer.

LOYALTY

After purchasing, Lucy receives a thank-you email with more ideas for family activities involving Hubba Bubba. She is also invited to join a community of parents sharing creative ways to use the product, which provides her with new ideas and a sense of belonging. Lucy loves the ongoing engagement and appreciates Hubba Bubba’s focus on family bonding, making her feel loyal to the brand.

CONTENT CONCEPTS

TikTok & Instagram Reels

Fun challenges like bubble-blowing contests, encouraging followers to join and tag friends.

YouTube & Facebook

Short, humorous skits featuring Hubba Bubba, perfect for family audiences.

Instagram Stories

Interactive polls or “Would you rather?” questions about bubble gum.

TikTok

Duet challenges with influencers for followers to join, featuring playful bubble tricks.

AUDIENCE CONNECTION

Hubba Bubba’s playful nature makes it fun for all ages. Content that emphasizes fun and engagement encourages followers to share joyful moments and connect with friends and family, making Hubba Bubba a symbol of fun and connection.

CONTENT CONCEPTS

Instagram & TikTok

Share 90s-inspired ads and childhood memories.

Instagram Stories & Pinterest

“Then vs. Now” campaigns celebrating generational love for Hubba Bubba.

Facebook & YouTube

Family content showing parents and kids enjoying Hubba Bubba together.

TikTok

“Blast from the Past” challenges where followers recreate nostalgic moments.

AUDIENCE CONNECTION

Nostalgia taps into fond childhood memories and shared experiences, connecting with audiences who love retro themes and family bonding. This emotional connection builds brand loyalty, making Hubba Bubba part of both their past and present.

CONTENT PILLARS

VARIETY

The Variety pillar highlights Hubba Bubba's range of flavors and products. When you chew Hubba Bubba, you choose fun from exciting flavors and varieties. By promoting new tastes, limited-edition releases, and audience favorites, this pillar fosters curiosity, encourages engagement, and adds personalization, making the brand more appealing across diverse preferences.

KEY HASHTAGS	KEYWORDS	PINTEREST SEO
#TasteTheFun - 12k hits	Taste test	Taste test ideas
#HubbaBubbaTaste - 1k hits	Flavor variety	Flavorful snacks
#FlavorExploration - 95k hits	Limited edition	Unique gum flavors
#FlavorOfTheMonth - 50k hits	Flavor exploration	Bubble gum recipes
#BubbleGumFlavors - 60k hits	Bubble gum flavor	Limited-edition treats

INCLUSIVITY

The inclusivity pillar helps Hubba Bubba appeal to a broad and diverse audience by ensuring that everyone feels welcomed and represented. This approach fosters a sense of belonging and community, strengthening emotional bonds with the brand and encouraging participation across a variety of demographics.

KEY HASHTAGS	KEYWORDS	PINTEREST SEO
#BubbleForAll - 2k hits	Diversity	Fun for all ages
#InclusiveFun - 60k hits	Everyone	Inclusive activities
#HubbaBubbaTogether - 1k hits	Inclusivity	Family-friendly treats
#BubbleGumCommunity - 2k hits	Family fun	Community engagement
#EveryoneLovesBubbles - 17k hits	Community	Bubble gum for everyone

CREATIVITY

The creativity pillar emphasizes Hubba Bubba’s role in inspiring imaginative play and artistic expression. By promoting user-generated creations, interactive challenges, and fun DIY projects, the brand positions itself as an exciting platform for creativity, encouraging audiences to explore the endless possibilities of what they can do with Hubba Bubba.

KEY HASHTAGS	KEYWORDS	PINTEREST SEO
#BubbleArt - 65k hits	Bubble art	Imaginative play
#CreativeBubbles - 7k hits	Fun challenges	Artistic inspiration
#HubbaBubbaDIY - 1k hits	Creative projects	Creative DIY crafts
#BubbleCreativity - 16k hits	Artistic expression	Bubble art projects
#PlayWithBubbles - 280k hits	DIY bubble gum crafts	Fun creative activities

CONTENT CONCEPTS

- Instagram Reels & TikTok**

Showcase different flavors with fun taste tests, rankings, or “flavor of the month” features.
- Facebook & YouTube**

Behind-the-scenes videos of how new flavors are created, sharing the story behind each one.
- Instagram Stories**

Flavor polls for followers to vote on their favorite or suggest which limited-edition flavor should return.
- Pinterest**

Flavor-themed DIY recipes, like drinks or desserts inspired by bubble gum flavors.

AUDIENCE CONNECTION

Hubba Bubba’s variety of flavors invites exploration and excitement. The ability to choose or try new flavors adds a sense of personalization, sparking curiosity and creating fun, engaging moments for the audience.

CONTENT CONCEPTS

- Instagram & Facebook**

Share user-generated content from individuals and families of different backgrounds enjoying Hubba Bubba.
- TikTok**

Create inclusive challenges that encourage participation from all ages and backgrounds, showcasing diverse voices.
- YouTube**

Feature stories of people celebrating milestones like family reunions or cultural events with Hubba Bubba.
- Instagram Stories**

Highlight the global ways people enjoy Hubba Bubba, fostering a sense of community.

AUDIENCE CONNECTION

Hubba Bubba’s inclusivity shows that the brand is for everyone, no matter age, background, or interests. By showcasing diverse experiences, the brand fosters a sense of belonging and community, where everyone is invited to be part of the fun.

CONTENT CONCEPTS

- Instagram Reels & TikTok**

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