



FOUNDATION

THE HUBBA BUBBA BRAND

What Hubba Bubba Offers

Hubba Bubba is a fun bubble gum brand with a range of products, including traditional gum and bubble tape. Known for big bubbles, playful flavors, and fun branding, it appeals to kids, teens, and nostalgic adults.

Mission Statement

Hubba Bubba's mission is to bring fun to gum-chewing, encouraging everyone to enjoy playful moments and blow the biggest bubbles.

Branding & Tone of Voice

Hubba Bubba's branding is playful and carefree, focusing on the fun of blowing bubbles. Its upbeat tone uses humor and energy to connect with both young people and adults reminiscing about their childhood.

Core Values:

Playfulness | Memories | Creativity | Fun

Buzzwords:

Fun
Playful
Pop
Bold Flavors
Flavor
Nostalgia
Adventure
Indulgent
Carefree
Energetic

Consistent Copy:

Big bubbles
Bubble Gum
Bubble Tape
Pop To The Past
Awesome Original
Fruit-Flavored Gum
Best Bubble Gum
Bubble-blowing
Bigger bolder bubbles
Playful Candy



UNDERSTANDING THE CHALLENGES

PROBLEM

Lack of Emotional Connection

Traditional gum struggles to build a personal, emotional bond with consumers, making it harder for them to connect with the product.

SOLUTION

Nostalgia and Fun Moments

Hubba Bubba's fun brand taps into nostalgic childhood memories, creating a playful experience. Bright packaging and the focus on bubble-blowing fun foster emotional ties, reminding consumers of carefree, joyful times.

PROBLEM

Desire for Indulgence and Craving Satisfaction

Consumers crave indulgence and a treat that satisfies their desires, but many gum brands focus only on fresh breath or health benefits.

SOLUTION

Bold, Flavorful Experience

Hubba Bubba offers a wide range of bold, flavorful options that deliver sweet indulgence. Highlighting the fun of creating giant bubbles, Hubba Bubba adds excitement and enjoyment to everyday routines and satisfying cravings.

PROBLEM

Lack of Product Portability

Traditional gum packaging can be bulky and inconvenient, making it less appealing for on-the-go consumers.

SOLUTION

Convenient Bubble Tape

Hubba Bubba's bubble tape comes in a compact, resealable container, making it easy to carry. Consumers can enjoy gum in manageable portions, ensuring convenience while traveling or throughout daily activities.

SOCIAL POSITIONING



Flavor And Product Variety By Bubble Gum Brand



BRAND STORY

Unique Value Proposition

At Hubba Bubba, we offer the widest variety of flavors & product formats among competing bubble gum brands, setting us apart as the leader in both flavor and product innovation.

COMPETITIVE LANDSCAPE

BAZOOKA

A classic bubble gum brand known for its comic-style wrappers, mostly appealing through nostalgia. Bazooka offers one flavor and traditional single-piece packaging.

Hubba Bubba vs. Bazooka

Hubba Bubba offers 13 flavors and multiple formats, including bubble tape and soft chew, while Bazooka sticks to one flavor with single-piece packaging.

Dubble Bubble

A well-known brand with classic flavors, targeting consumers through traditional appeal. It offers 8 flavors and formats like gumballs and twist-wrapped pieces.

Hubba Bubba vs. Dubble Bubble

Hubba Bubba has 13 flavors and 5 additional formats, including bubble tape and crystal form, while Dubble Bubble offers fewer options.

Big League Chew

Markets shredded bubble gum with a sports focus. It offers 6 flavors in limited formats like pouches and gumballs.

Hubba Bubba vs. Big League Chew

Hubba Bubba has 13 flavors and a variety of formats, while Big League Chew offers fewer flavors and limited formats.



BRAND COLLABORATIONS

Crayola
@crayola
663K on Instagram



Crayola and Hubba Bubba both celebrate creativity and color, making a partnership an ideal fit. A collaboration could involve limited-edition, colorful bubble gum packs inspired by Crayola colors, providing a visually fun and imaginative experience that appeals to Gen Z's love for bright, artistic expression.

Crocs
@Crocs
2.2M on Instagram



Crocs' quirky and colorful brand identity aligns well with Hubba Bubba's fun, playful image. A collaboration could create limited-edition Jibbitz charms inspired by Hubba Bubba flavors, connecting both brands through shared values of creativity, individuality, and fun.

Nickelodeon
@Nickelodeon
5.2M on Instagram



A partnership with Nickelodeon could tap into shared nostalgia and childhood fun, reaching audiences who grew up enjoying both Nickelodeon shows and Hubba Bubba. This collaboration would help position Hubba Bubba as the ultimate nostalgic treat, reinforcing its playful identity through popular animated characters and fun branding opportunities.

Lego
@LEGO
10.6M on Instagram



Hubba Bubba and Lego share a creative, playful spirit that encourages imagination and fun. A collaboration could involve co-branded packaging or playful content centered around building and bubble-blowing, attracting consumers of all ages who enjoy indulging in simple joys and creative pastimes.

FOLLOWER PAIN POINTS

WHAT VALUE WE ADD

Hubba Bubba adds value by offering a fun escape from everyday routines. Hubba Bubba allows consumers to indulge in bold flavors and enjoy the simple act of blowing giant bubbles.



WHAT WE SOLVE

Hubba Bubba solves the need for playful, indulgent experiences. In a world of responsibilities and stress, chewing Hubba Bubba gum provides a lighthearted moment, tapping into nostalgia & the desire for enjoyment.

WHAT WE EVOKE

Hubba Bubba evokes nostalgia, fun, and creativity, taking followers back to their childhood and sparking a sense of joy, carefree excitement, and playful, memorable moments.



WHAT WE PROVIDE

Hubba Bubba provides an engaging, fun, and delicious gum-chewing experience that allows consumers to express themselves by blowing giant bubbles and trying new, bold flavors.

