



**Quantifying Nostalgia:
How J&J Snacks Built a Data-Driven Foundation for Dippin' Dots & ICEE**

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J&J SNACK FOODS
CORP.

**FUN
SERVED
HERE**





Consumer Intelligence Platform



Largest Set of Automated Advanced Methods



A/B Test (Monadic Test)

Compare different concepts & communications against each other



A/B Pre-Roll Test

Compare different advertisements against each other



Choice-Based Conjoint Analysis (CBC)

Determine the influence of individual attributes



inColor

Enrich your quant insights with AI-driven video research



Penalty Reward Analysis (Kano Factors)

Closely investigate relationships within a Key Driver Analysis



Key Driver Analysis (KDA)

Determine what's driving consumer behaviors/outcomes



Maximum Difference Scaling (MaxDiff)

Force respondents to make tradeoff decisions



Mental Advantage

Which buying scenarios do brands have an advantage/disadvantage in



Mental Availability

How easily is a brand thought of in buying scenarios



Multiple Implicit Association Test (MIAT)

Uncover subconscious associations with multiple brands or products



Net Promotor Score (NPS®)

Uncover customer satisfaction for your product/brand



Price Sensivity Meter (PSM)

Measure consumers' willingness to pay



Segmentation

Cluster your target audience based on their varying needs



Single Implicit Association Test (SIAT)

Uncover subconscious associations with a single brand or product



Total Unduplicated Reach & Frequency Analysis (TURF)

Optimize your audience reach



From
Instinct to **Insights**

Two Iconic Brands



Phase I: Qualitative

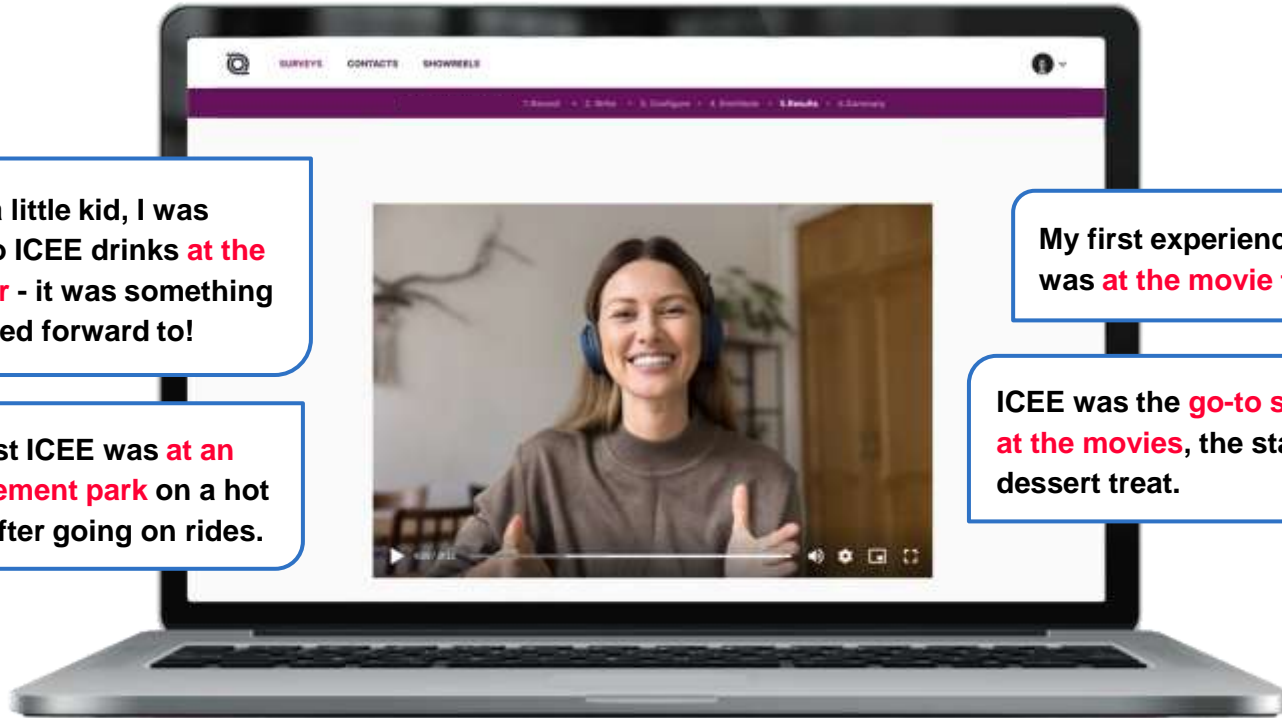
Tell us the story of your first experience with ICEE

When I was a little kid, I was introduced to ICEE drinks **at the movie theater** - it was something I always looked forward to!

My first ICEE was **at an amusement park** on a hot day, after going on rides.

My first experience with ICEE was **at the movie theater**.

ICEE was the **go-to snack at the movies**, the standard dessert treat.



How do you typically consume ICEE?

I work at a trampoline park, we have an ICEE machine in the kitchen! So I associate ICEE's with something just like a trampoline park - whenever you're doing something fun, a special occasion.

I consume ICEE in summer months on when on a road trip.

I typically consume ICEE around summer or spring time - especially on a hot day!

The main time I consume ICEE's is when I go to the movie theaters - I don't really consumer soda of juice any more so at the movies an ICEE is a treat!



Imagine ICEE as a person today. What kind of person would they be?

ICEE as a person would be someone with a **bubbly personality** and a lot of **artistic traits**.

ICEE would be **outgoing**, always the **life of a party**.

ICEE would be a **really fun friend** to hang out with - **living for the moment!**



ICEE as a person would be like that cousin you only see once a year but you are always excited to see them - **they are funny, the life of the party** - associated with positive feelings and a specific date, time, location.

ICEE would be a **vibrant person**, maybe a little bit spontaneous!



How does the ICEE logo make you feel?

When I look at the ICEE logo, I recognize the **polar bear** the most - **an all American classic** - it's **nostalgic!**

The brand logo **reminds me of my childhood** - I remember this like it was yesterday.

Most people know ICEE **based on the color scheme** in the logo that has been used for years.

This bear is what makes ICEE, ICEE!

The ICEE logo makes me think I am **about to take a sip of a drink that is ice cold!**



Phase II: Quantitative





Single Implicit Association Test

Hay quinn suggest a chart title and description

ADD TO REPORT

Motivational Map

Implicit Association Strength Index

PowerPoint Export

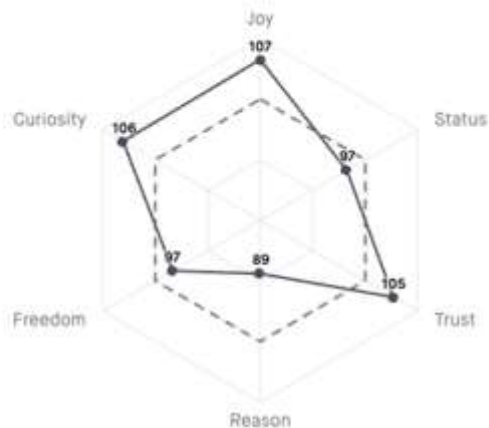


Chart Customization

Chart Types



Calculations

Exclude N/A

Weighting

Labels

Data Labels

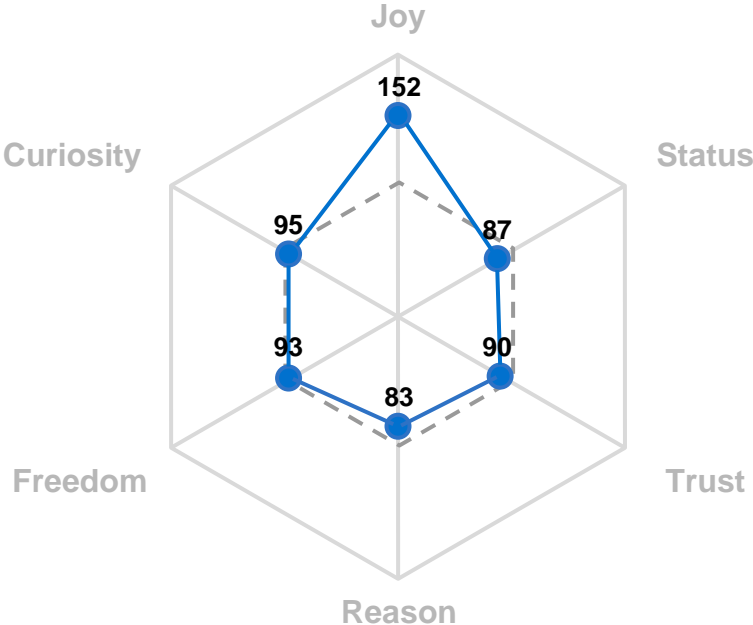
X-Axis Label

Y-Axis Label



ICEE Implicit Motivational Block

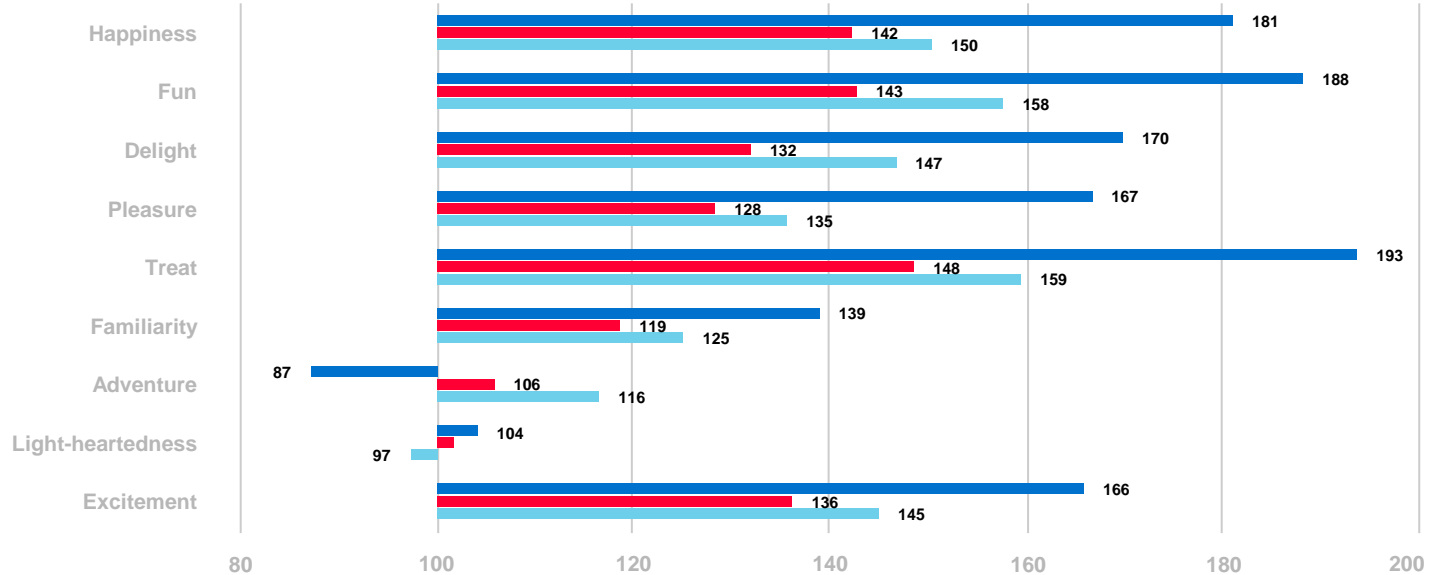
Motivational Block



Motivational Block Association Strength

Over-Index Associations

- Teens (14-17)
- Gen Z (18-27)
- Millennial (28-45)





Before & After









FREEZE
THE FEELING



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