

FLY BY JING



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Gwen Mangan
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Brand Management 001
University Of Akron | Fall 2025

AGENDA



MEET THE TEAM!



DISCOVERY & BRAND IMMERSION



ASSESSMENT & ANALYSIS



DEFINING THE PROBLEM



BIG IDEA



BRAND ACTIVATION



FINAL PITCH STATEMENT



"DON'T CHANGE WHO YOU ARE OR TRY TO MINIMIZE WHERE YOU COME FROM FOR THE SAKE OF 'BLENDING IN.'"

JING GAO



MEET THE TEAM

Gwen

Team Lead

Guided the overall direction of the project, coordinated responsibilities, and ensured smooth collaboration across all team members



Jovana

Consumer Research

Studied target audiences through primary and secondary research to understand behaviors, preferences, and motivations



Bryson

Insights Specialist

Gathered and interpreted data to identify key themes and opportunities that supported the team's strategic decisions



Kelsey

Graphic Design

Created visual concepts and design elements that supported the project's messaging and presentation materials





DISCOVERY & BRAND IMMERSION

BRAND OVERVIEW

- Founded in 2018 by Jing Gao
 - Rooted in Chengdu's **fly restaurants (hole-in-the-wall eateries)**
- Bold, culturally expressive, unapologetically Asian brand identity
- **Mission:** bring authentic Sichuan flavors to everyday home cooking
- Female-founded, premium, story-driven brand.
 - This brand has rooted a lot of their marketing around their founder, Jing Gao.
- Fly By Jing has done collaborations with brands like Fishwife, Little Sesame, Kung Fu Panda, Irvins, Jeni's Ice Cream, Nobody Wants This (Fire Show BTW), Lundberg, The Standard Biergarten



COMPETITION

- The Competition is rapidly expanding → chili crisp is a trending product category
- Competitors are positioned as cheaper, simple, & mainstream
- Fly By Jing differentiates in a few ways:
 - **Premium quality**
 - **Cultural storytelling**
 - **Bold branding**
 - **Authenticity**
- This category is rapidly becoming more and more mainstream and Fly by Jing is doing a lot right. This brand has a lot of potential, and could truly rise above its competitors.



AUDIENCE

- Culinary Explorers! These kind of customers are curious, they are culturally connected, they are home cooks, they are likely in their late 20's, they love to experiment in the kitchen but also appreciate an easy win
- Seek flavor exploration & authenticity - these customers are a bit intimidated by chili crisp, they want guidance
 - They feel confident enough to try new things but they still want some reassurance - this brand gives them an easy win and lets them avoid messing up.
 - The Jing Digest provides guidance and simple recipes for target customers
- Feel a strong emotional connection to brand meaning & cultural identity
 - These people are attracted to bold visuals, strong branding and identity, and products that feel premium



MEET JULIAN!

- Julian is **twenty-six, Korean American, and a graduate researcher** who discovered Fly By Jing through social media and an endcap at Market District
- He loves bold flavor and **wants to feel more connected to his culture.** *Using Fly By Jing helps him explore that part of himself in a way he never could growing up*
- Even though he loves the brand, cooking with chili crisp still feels a little intimidating. **He wants simple, everyday ways to use it confidently**
- Julian represents the consumer who is curious, excited, and ready to love this brand. He just needs Fly By Jing to guide him!



ASSESSMENT & ANALYSIS



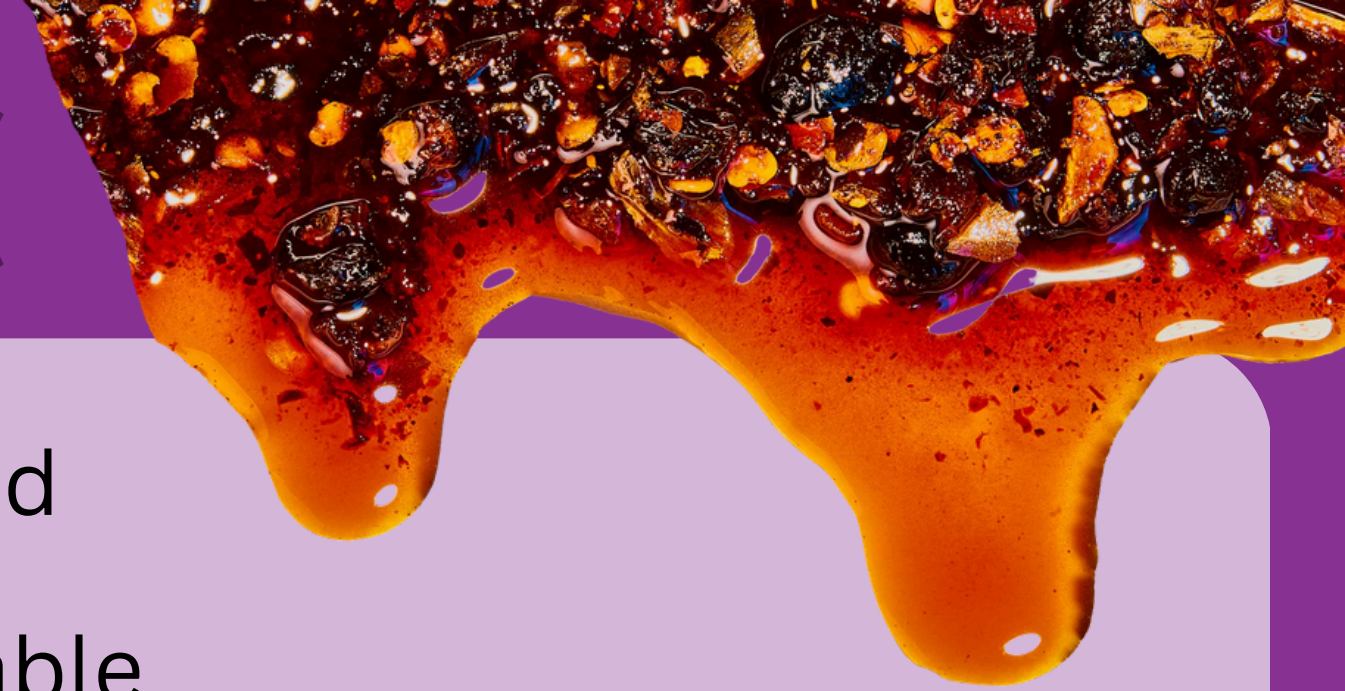
SNAPSHOTS OF IMC

- FBJ's Marketing is **bold**, premium and culturally rooted across all of their channels
- They heavily use a collaborative strategy by doing campaigns and co-branding with brands like Kung Fu Panda and Nobody Wants This, and honestly, more brands than I could do research on or count
- There is risk of unclear messaging with so many partnerships.
- They do a great job at executing on many different channels
- They use strong authentic storytelling around heritage and flavor



SNAPSHOTS OF IMC

- They use visuals to their advantage - vibrant colors and maximalistic branding makes them instantly recognizable
- Experiential marketing is an asset - pop-ups, trade shows, billboards that reinforce the brand.
- Their retail marketing is strong with cross merch, sampling, and endcaps.
- The Jing Digest is underappreciated - this content is GOLD but needs to be pushed more
- Heavy social presence - they are active on TikTok, Instagram, and do many collaborations with influencers. Influencers and UGC fuel credibility.



WINS & MISSES

Wins:

- Huge retail presence (1,200 Target stores; 5,000+ retail locations)
- Massive social buzz & tons of collaborations
- Premium story & quality ingredients resonate deeply

Misses:

- Inconsistent social content → lacking clear educational messaging
- Limited experiential marketing → fans want more live interaction
- In-store education lacking → placement confusion
- Jars leak oil → poor sensory experience



AREAS FOR OPPORTUNITY

- Provide clear directions for everyday usage
- Reduce intimidation → increase repeat purchases
- Build confidence through culinary play/curiosity
- Strengthen brand through experiential & community-driven activation
- Elevate the Jing Digest - this recipe blog is GOLD and directly targets and bridges the brand to the right audience
- Expand educational content on top of elevating the Jing Digest to help customers feel confident in experimenting with FBJ Chili Crisp (easy flavor pairings, 10-minute meals, beginner-friendly demos)



DEFINING THE PROBLEM



PROBLEM STATEMENT



Fly By Jing has built strong cultural buzz, yet many consumers still struggle to understand how to use chili crisp in their everyday cooking. The product faces hurdles such as low category familiarity, limited hands-on experience, and social content that often showcases complex dishes rather than simple, repeatable meal ideas. As a result, consumers lack confidence and don't have enough easy, gratifying "wins" that build positive associations with the product.

To drive adoption, Fly By Jing must increase awareness while creating consistent, repeatable cues that pair chili crisp with everyday foods by helping consumers form automatic, positive associations (classical conditioning) between Fly By Jing and moments of flavor, ease, and delight. By guiding consumers from curiosity to confident usage, the brand can convert first-time trial into repeat purchases and long-term loyalty.

BIG IDEA



BIG IDEA

**TURNING
FLY BY JING
INTO A VERB**



JING IT



- ***JING It*** becomes the phrase people use when they want to make their food taste better
- When they add Fly By Jing, they aren't just adding chili crisp
- *They're Jinging it!*
- It turns the brand from a condiment into a behavior and a ritual that people can share



WHY THIS WORKS...



Classical Conditioning

People see or hear **JING It**, they add Fly By Jing, and they get rewarded with amazing flavor. Over time, “**Jing**” naturally becomes the word they associate with elevating food

Cultural Lexicon Power

Just like “Google it” or “Venmo me” **JING It** becomes a sticky phrase that signals transformation. It feels fun, confident, and insider. Fans can use it as a way to show they’re part of the flavor-loving community around the brand

Simple, Repeatable, Shareable

JING It is easy for people to use in everyday life. It fits naturally into captions, videos, and cooking moments. It’s a phrase people want to say, share, and post

BRAND ACTIVATION



CORE CAMPAIGN: JING IT

Purpose

- Make **JING It** visible in everyday life so it becomes a natural phrase people use when they add flavor to their dishes

Where It Lives

- Bus stops
- Buses
- Subway stations
- Billboards

What It Does

- Creates constant exposure
- Builds recognition of “**Jing**” as a verb
- Encourages people to think **JING It** whenever they cook or eat

Goal: Turn Fly By Jing into a behavior people repeat and share!





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FLY BY JING

JING IT!

SAVE YOUR LEFTOVERS

WWW.FLYBYJING.COM



SEASONAL: **JINGLE** *all the way*

Purpose

- Bring a festive twist to the **JING It** campaign!

Components

- Holiday variety pack of chili crisp
- Seasonal phrase “**Jingle All the Way**”
- Warm, playful visuals that still match brand style

Where It Shows Up

- Social media
- In-store gifting displays
- Holiday recipe content
- Email and website banners

Goal

- Position Fly By Jing as the perfect holiday gift and hosting essential!

JINGLE

all the way





FLY BY JING

JING IT!

SAVE YOUR LEFTOVERS



www.flybyjing.com

JINGLE *all the way*



FLY BY JING
Heritage Crafted
ORIGINAL
SICHUAN CHILI CRISP

FLY BY JING
Heritage Crafted
SWEET + SPICY
SICHUAN CHILI SAUCE

FLY BY JING
Heritage Crafted
XTRA CRUNCHY
SICHUAN CHILI CRISP

FLY BY JING
Heritage Crafted
XTRA SPICY
SICHUAN CHILI CRISP

MORE BRAND ACTIVATION...

User Generated Content

- Real people show how they *JING It* at home
- Everyday meals, simple cooking moments, quick flavor upgrades
- Helps new and potential users feel confident and inspired

Creator Partnerships

- Cooking POV videos
- Easy recipe ideas featuring Fly By Jing
- Makes *JING It* feel natural and accessible

Community Engagement

- Fans tag the brand in their dishes
- Fly By Jing reposts top content
- Builds a shared culture around the phrase *JING It*



FINAL PITCH STATEMENT



OUR PITCH



JING IT



Turns bold flavor into bold behavior

With a single verb, Fly By Jing removes intimidation, increases confidence, and invites consumers into everyday cooking experiences that feel personal, cultural, and exciting!

THANK YOU



Makes Any

SICHUAN CHILI CRISP
Rich + Layered

**6 OZ
170 G**

**SICHUAN
SOURCED**

YOU WILL FIND

CHECK OUT OUR BASE RESEARCH!



Brand Immersion and
Discovery Milanote



Define: Assess and
Analyze Milanote