JELATO 88

Artist of Flavors

Brand & Marketing Audit

GIT 502: Brand & Marketing Strategy
Arizona State University Polytechnic

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PART 01: BRAND & MARKETING AUDIT

BASIC INFORMATION

Company Name: JELATO 88, "Artist of Flavors"
Headquarters: Tempe, AZ 85282
Founder: Jessie He
Year Founded: September 2024

PRODUCTS & SERVICES

Main Business Function:

A small-batch gelato shop and mobile food truck based in Tempe, Arizona

Category: Artisan gelato & frozen desserts (Asian-inspired specialty market)

Offerings:

Asian-inspired rotating flavors (ube, taro, lychee, etc.)
Free sampling
Private & corporate catering

PRESENCE AND DESIGN

Design Elements:

Brand Name: "Jelato 8∞" + "Artist of Flavors"
No consistent visual system (logo, palette, packaging)
Limited brand identity beyond the name

Tone of Voice:

Polished, artisan language
Sophisticated tone

Competitive Differentiation:

Jelato88 is the ONLY shop in Tempe's dessert scene built around an Asian-inspired flavor identity a real point of difference from Italian-authentic (Dolce Vita, Sweet Republic) and nostalgic-Americana competitors (Handel's, Joe's Italian Ice).

MARKETING & COMMUNICATION

Communication Channels:

Instagram & TikTok (@jelato88_)
Yelp, Roadtrippers, third-party listings
Organic word-of-mouth

Marketing Strategy:
Flavor-drop content, free sampling as hook, catering inquiries
Grassroots, low-budget approach (no structured campaigns)
Owner-operated, no formal marketing team

Partnerships & Opportunities:
No visible collaborations or sponsorships currently
Opportunity gap: ASU, local businesses, influencers

WEBSITE

Status: Live (jelato88.wordpress.com)
Support for Core Business: Basic information (hours, location, catering contact)
Design & Technology: WordPress.com hosted template, not custom-built
Usability Issue: Sub-pages return unrelated content (template not fully cleaned up).

AUDIENCE & CUSTOMER BASE

Demographics:
Gen Z / young Millennials
Students (ASU)
Young Tempe professionals

Psychographics & Behaviors:
Values authenticity & small-batch/local
Discovers brands via Instagram/TikTok & word-of-mouth

ADVERTISING & SOCIAL MEDIA

Channels:
Instagram & TikTok (@jelato88_) , primary
Aggregator listings (Yelp, Roadtrippers)

Posting Strategy:
Organic, no paid ads or formal campaigns
Ongoing, active presence

Content Nature:
Flavor-drop announcements
Behind-the-scenes shots
Brand voice maintained, sophisticated, artisan language

PART 02: CONTENT STRATEGY

MESSAGE

"Flavor Without Borders."

Maslow's Hierarchy of Needs:

Physiological: A small, affordable, easily satisfied craving, a quick dessert
Belonging: Being the friend who found the cool, authentic, off-the-radar gelato shop
Esteem: Flavors like ube carry real cultural/nostalgic weight, Asian pride, cultural discovery

MEDIUM

Tweets/Posts:

Flavor case studies (origin, ingredient story)
Build a searchable flavor archive

Email Newsletters:

Low-effort repeat engagement
Monthly flavor preview + catering updates

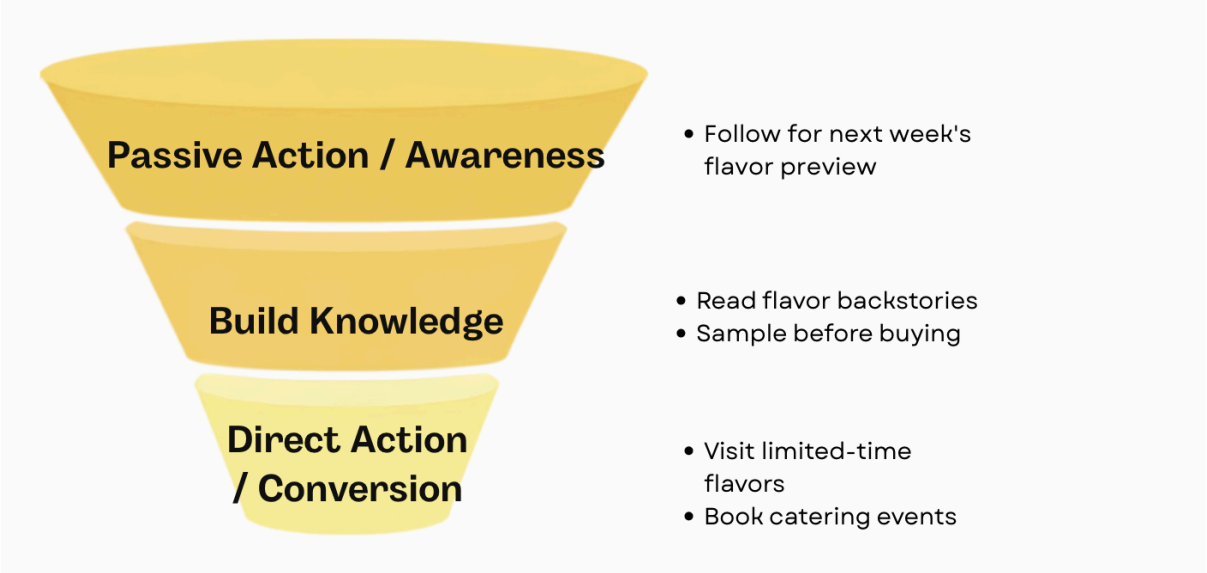
Blog Articles:

Currently unused, opportunity

Collaborative Content:

Co-posts with ASU orgs & Tempe businesses
Reach new audiences, build partnerships

CALL TO ACTION



VALUE OVER TIME

Body of Work:
Each flavor launch is a mini case study.
Builds searchable flavor archive
Competitors not doing this, unique value

Repurposing / "Applesauce":
One flavor-drop shoot → multiple content formats
TikTok teaser, IG carousel, blog post, email, recap reel
5 pieces of content from 1 shoot

Smarter Brand:
Track saves/shares on flavor stories
Identify which cultural stories actually resonate
Use engagement data for product decisions (not just marketing)