JELATO88

Artist of Flavors

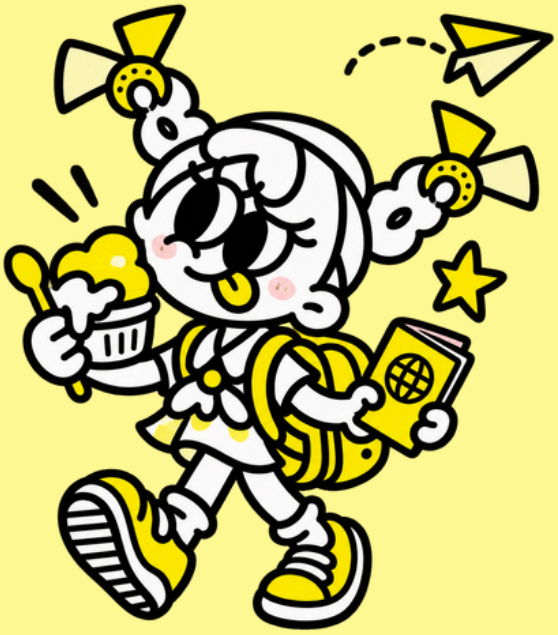


BLOG ARTICLE

GIT 502 · NEW MEDIA INTERNET TECHNOLOGIES

Module 04 // Assignment 04: Blog Article w/ Promo Plan

Due :10.01.2026 by 3pm



PRESENTED BY

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BRAND

Jelato88 · Artist of Flavors

IDENTITY PAGE + ROUTE PLAN

WELCOME, FLAVOR TRAVELER

A playful passport guide to Jelato88's boldest flavors.



PORTRAIT / PASSPORT GUIDE

JELATO88 TRAVEL CREW

Mission: make adventurous flavors feel friendly, useful and worth sharing.

VISA TYPE	Interest-stage content marketing
PRIMARY CTA	Try one flavor rated Adventure 3+

WHAT IS INSIDE

PART 1 · BLOG ARTICLE **03–08**

Entry visa · Adventure Meter · ten flavor stamps · cup guide · flowchart · first-scoop mission

PART 2 · CONTENT PLAN **09–10**

Article type · length · audience · message · funnel · Maslow · editorial calendar

PART 3 · PROMOTION **11–13**

Four weeks · seven channels · launch assets · tracking · KPIs · Applesauce tree

SOURCES + DISCLOSURE **14**

Published on Medium: Read the article

COLLECT EVERY STAMP

Each illustrated stamp links a flavor to its ingredient origin through a place, object or tradition associated with that country or region.



THE TRAVEL ROUTE

Curious scroller → informed reader → confident first scoop → shareable stamp

PANDAN? DURIAN? DAHONGPAO?!

Your totally unserious—but very useful—guide to Jelato88's most adventurous flavors.

WELCOME TO THE COUNTER PANIC CLUB.

FLAVORS OF THIS WEEKEND

- Lychee Sorbet
- Pandan
- Ube
- Super Cocoa
- Durian
- Jasmine Tea
- Vietnamese Coffee
- Due Sicilie
- Passion Fruit Sorbet
- Gula Melaka Coconut
- Thai Tea
- Dahongpao Oolong
- Kyoto Matcha
- Osmanthus Honey

You walk up. The board says Dahongpao Oolong. It says Gula Melaka Coconut. Somebody behind you orders Durian like it is no big deal. Your brain blue-screens and you hear yourself say, "Uh... chocolate?"

No judgment. Super Cocoa is great. But you came to the self-proclaimed Artist of Flavors: an Italian-style gelato shop with a fusion twist. You deserve to leave with a new favorite.

This passport explains what each flavor is, where its star ingredient comes from, how it tastes and what to try first based on flavors you already love. Every scoop earns a stamp.

HOW TO USE THIS GUIDE

Start with the Adventure Meter, choose a flavor card, pair one comfy scoop with one bold scoop, then check the current weekend board before visiting.

WHY THIS GUIDE MATTERS

Unfamiliar names can make ordering feel like a test. Clear ingredient origins, taste cues, pairing advice and an Adventure Meter replace uncertainty with curiosity—without turning the article into an advertisement.

HOW BRAVE IS YOUR SPOON?

THE SCALE IS NOT A QUALITY SCORE—IT ONLY SHOWS HOW FAR A FLAVOR MAY TAKE YOU FROM YOUR COMFORT ZONE.

EASY YES	CURIOUS	EXPLORER	BRAVE	DRAGON MODE
LYCHEE · THAI TEA · VIET COFFEE	UBE · PANDAN · MATCHA · GULA MELAKA	OSMANTHUS HONEY	DAHONGPAO OOLONG	DURIAN

KNOW YOUR CUP

PRICES FROM THE IN-STORE MENU, SEPT. 30, 2026.



SMALL CUP

1 FLAVOR

$5.88



SMALL CUP

2 FLAVORS

$6.88



BIG CUP

UP TO 3 FLAVORS

$7.88



PINT

TAKE-HOME

$12.88



CONE

ADD-ON

+$0.88

PRO TIP 01 · BRIDGE FLAVOR

Start with a flavor connected to something you already love: Thai Tea if you love boba, Vietnamese Coffee if you love cold brew, or Ube if you love vanilla.

PRO TIP 02 · MIX SAFE + BOLD

Two flavors are the cheat code. Pair one comfy scoop with one bold scoop so you always have a familiar place to land.

YOUR CUP · YOUR COMFORT ZONE · YOUR QUEST

THE FLAVORS, ONE STAMP AT A TIME

Lychee **Vietnamese Coffee** **Thai Tea** **Ube**



LYCHEE SORBET



ORIGIN · Southern China + Southeast Asia

ADVENTURE 1/5 · EASY YES

WHAT IT IS

A juicy, floral tropical fruit with rose-like perfume. Sorbet means dairy-free.

TASTES LIKE bright · floral · refreshing

TRY IT IF YOU LOVE watermelon, fruit sorbet, anything pink

Comfort ● ○ ○ ○ ○ **Quest**



THAI TEA



ORIGIN · Thailand

ADVENTURE 1/5 · EASY YES

WHAT IT IS

Strong black tea, warm spice and condensed or evaporated milk—the famous orange café drink.

TASTES LIKE creamy · malty · lightly spiced

TRY IT IF YOU LOVE chai, milk tea or boba

Comfort ● ○ ○ ○ ○ **Quest**



VIETNAMESE COFFEE



ORIGIN · Vietnam

ADVENTURE 1/5 · EASY YES

WHAT IT IS

Dark-roast cà phê sữa đá energy: bold coffee and sweetened condensed milk.

TASTES LIKE chocolatey · caramel-sweet · roasty

TRY IT IF YOU LOVE iced coffee, mochas or tiramisu

Comfort ● ○ ○ ○ ○ **Quest**



UBE



ORIGIN · The Philippines

ADVENTURE 2/5 · CURIOUS

WHAT IT IS

A purple yam celebrated in Filipino desserts such as ube halaya and halo-halo.

TASTES LIKE nutty · mellow · vanilla-ish

TRY IT IF YOU LOVE vanilla, sweet-potato pie or cozy flavors

Comfort ● ● ○ ○ ○ **Quest**

LEAVES, TEA & GOLDEN BLOOMS

Pandan **Kyoto Matcha** **Gula Melaka Coconut** **Osmanthus Honey**



PANDAN



ORIGIN · Southeast Asia

ADVENTURE 2/5 · CURIOUS

WHAT IT IS

A fragrant leaf used in cakes, rice and kaya jam—often called Southeast Asia's vanilla.

TASTES LIKE grassy · toasty · coconut-y

TRY IT IF YOU LOVE vanilla, coconut or rice pudding

Comfort ●●○○○ **Quest**



KYOTO MATCHA



ORIGIN · Kyoto, Japan

ADVENTURE 2/5 · CURIOUS

WHAT IT IS

Shade-grown green tea stone-ground into powder; ceremonial grade is whisked for tea ceremony.

TASTES LIKE grassy · gently bitter · umami

TRY IT IF YOU LOVE green tea lattes or dark chocolate

Comfort ●●○○○ **Quest**



GULA MELAKA COCONUT



ORIGIN · Malaysia + Singapore

ADVENTURE 2/5 · CURIOUS

WHAT IT IS

Palm sugar cooked from coconut-palm sap, paired with coconut in a Southeast Asian dessert classic.

TASTES LIKE smoky caramel · toasted coconut

TRY IT IF YOU LOVE caramel, dulce de leche or coconut

Comfort ●●○○○ **Quest**



OSMANTHUS HONEY



ORIGIN · China

ADVENTURE 3/5 · EXPLORER

WHAT IT IS

Tiny golden blossoms treasured in Chinese teas, jellies and desserts for their perfume.

TASTES LIKE apricot · honey · delicate floral

TRY IT IF YOU LOVE honey, peach or jasmine tea

Comfort ●●●○○ **Quest**

THE BOLD END OF THE BOARD

Dahongpao Oolong **Durian** **Three first-cup combinations**



DAHONGPAO OOLONG



ORIGIN · Wuyi Mountains, China

ADVENTURE 4/5 · BRAVE

WHAT IT IS

Da Hong Pao—"Big Red Robe"—is a legendary roasted rock oolong grown on Wuyi's cliffs.

TASTES LIKE roasty · mineral · dark honey

TRY IT IF YOU LOVE hojicha, roasted nuts or barley tea

Comfort ●●●●○ **Quest**



DURIAN



ORIGIN · Southeast Asia

ADVENTURE 5/5 · DRAGON

WHAT IT IS

The king of fruits: spiky, aromatic, custardy and impossible to ignore.

TASTES LIKE rich · custardy · oniony-sweet

TRY IT IF YOU LOVE being the main character

Comfort ●●●●● **Quest**

BUILD YOUR FIRST CUP

Two-scoop combinations are the cheat code.



THE STUDY BREAK

Vietnamese Coffee + Ube

"caffeine meets comfort"

PAIR 1



THE GARDEN PARTY

Lychee Sorbet + Osmanthus Honey

"floral on floral, very fancy"

PAIR 2



THE DARE

Durian + Pandan

"bold + a soothing sidekick"

PAIR 3

WHICH SCOOP ARE YOU?

Start with your go-to drink, then follow the route to a first flavor.

WHAT'S YOUR GO-TO DRINK?

Iced coffee	Boba / milk tea	Fruit smoothie	Hot tea, no sugar	Surprise me
				
↓	↓	↓	↓	↓
VIETNAMESE COFFEE	THAI TEA	LYCHEE SORBET	DAHONGPAO OOLONG	DURIAN. GOOD LUCK.

WHY THE BOARD KEEPS MOVING

On Sept. 19, Durian had already been marked as rotating off the board. In August, Sakura & White Chocolate had a farewell tour. At the same time, Vietnamese Coffee, Blueberry Greek Yogurt, Super Cocoa and Due Sicilie had just landed.

Translation: check the weekly board, then visit while the flavor you are curious about is still available.

Fan favorites stay; experiments rotate.

ROTATION TIMELINE

AUG 17
Sakura and White Chocolate farewell

SEP 19
Durian rotates to four new flavors

NEXT?
The board keeps evolving

FIRST-SCOOP MISSION

Choose one flavor rated Adventure 3+, pair it with a comfort scoop, post your first-bite face, tag @jelato88_, use #FlavorPassport, and visit jelato88.wordpress.com.

THE FRAMEWORK BEHIND THE FUN

Article type · length · funnel stage · audience · message · Maslow · calls to action

ELEMENT	DECISION	WHY
ARTICLE TYPE	Illustrated flavor guide: explainer + visual gallery, one passport card per flavor.	Useful on its own; information before promotion.
LENGTH	Medium, about 1,000 words / 5-minute read.	Ten flavors need space; cards keep it snackable.
FUNNEL STAGE	Interest. The reader knows Jelato88 but orders only familiar flavors.	Education removes intimidation and creates intent.
AUDIENCE	ASU students and Tempe foodies, 18–30, plus AAPI customers familiar with the ingredients.	The playful voice fits Jelato88's social style.
MESSAGE	Global flavors made friendly by the Artist of Flavors—no fear required.	Repeats the brand promise while lowering risk.
MASLOW	Gain: belonging, esteem, self-actualization. Loss: rotating flavors may disappear.	Discovery mixes identity, connection and urgency.
CALLS TO ACTION	Try a flavor rated 3+ · post #FlavorPassport · follow the board · save/share the guide.	Small next steps suit an Interest-stage reader.

MEET THE READER

Maya, 20, ASU sophomore: follows Tempe food accounts, likes Jelato88's memes and gets intimidated by unfamiliar names. She will act on a friendly explainer and a challenge she can post.

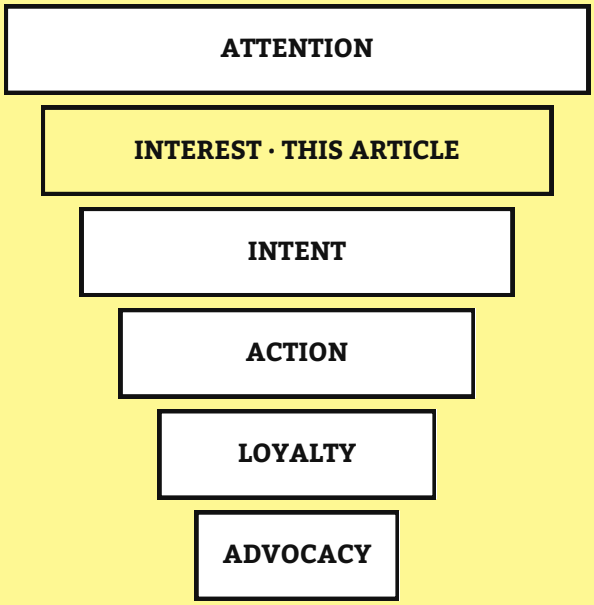
CORE MESSAGE

The passport makes the board feel like an invitation—not a test.

FUNNEL, MASLOW & CALENDAR

Where the guide works, why it motivates, and when it publishes.

MARKETING FUNNEL



The guide takes someone who noticed Jelato88 and gives them enough confidence to plan a visit. #FlavorPassport plants a future advocacy behavior.

HOW IT HITS MASLOW'S HIERARCHY



GAIN
New favorite · social confidence · cultural connection.

FEAR OF LOSS
A rotating flavor may disappear before the next visit.

EDITORIAL CALENDAR PLACEMENT

SEP	OCT	NOV	DEC
ASSESSMENT	**PLANNING**	**IMPLEMENTATION**	**EVALUATION**
Brand voice + awareness	Flavor Passport · Oct. 12 HERO ASSET	Belonging + storytelling	Holiday push + measure

Calendar logic: October doubles down on winning formats. The Flavor Passport becomes the month's reusable hero asset.

4 WEEKS · 7 CHANNELS · 1 GUIDE

A coordinated launch across the blog, Medium, Instagram, TikTok, email, QR and community.

WEEK 1 · OCT 5
TEASE
Stories poll · counter teaser · save-the-date · creator outreach

WEEK 2 · OCT 12
LAUNCH
Blog + Medium · 10-card carousel · launch Reel · QR card

WEEK 3 · OCT 19
EXPAND
Flavor-in-5-seconds TikTok · ASU newsletters · UGC reshares

WEEK 4 · OCT 26
MEASURE
Email mini-series · recap Stories · 30-day KPI report

CHANNEL	WHAT APPEARS THERE	HOOK / CTA
WORDPRESS	Publish Oct. 12, pin it, link from the home/menu area.	New here? Start with the Flavor Passport.
MEDIUM	Cross-post the full article with a canonical link back.	Reach beyond Tempe + build portfolio proof.
INSTAGRAM	10-card carousel, Adventure Meter Reel, Stories quiz.	Save this for your next visit.
TIKTOK	Ten staff-explains-a-flavor-in-5-seconds episodes.	Full guide—link in bio.
IN STORE / TRUCK	Counter QR + printed passport stamp card.	Scan to decode the board.
EMAIL + COMMUNITY	Flavor mini-series, ASU newsletters, creators, Tempe groups.	Your next stamp is waiting.

COORDINATED · REPURPOSABLE · MEASURABLE

WHAT IT LOOKS LIKE IN THE WILD

Instagram carousel · TikTok script · Stories quiz · passport card · email

@JELATO88_ · CAROUSEL



DAHONGPAO OOLONG

POV: you finally know what Dahongpao is. Save this for your next visit. #FlavorPassport

TIKTOK · EP. 10



DURIAN IN 5 SECONDS

Staffer opens mouth, closes mouth, gives a thumbs up, walks off. Some flavors must be experienced.

STORIES QUIZ

Which flavor name scares you most?

- Dahongpao
- Gula Melaka
- **Durian**
- Osmanthus

LINK STICKER · READ THE GUIDE

SAMPLE COPY, READY TO EDIT

INSTAGRAM CAPTION

Counter panic? Fixed. The Flavor Passport decodes ten Jelato88 flavors—from easy-going Lychee to dragon-mode Durian—with origins, taste notes and first-cup pairings. Save it, choose Adventure 3+ and tag your first-bite face.

#FlavorPassport #Jelato88 #TempeEats

EMAIL SUBJECT + PREVIEW

SUBJECT
Your next favorite flavor needs a passport ✈️

PREVIEW
Decode Ube, Pandan, Dahongpao and seven more before your next Jelato88 visit.

CTA BUTTON
OPEN THE FLAVOR PASSPORT

TRACKING + THE APPLESAUCE TREE

One hero article becomes a measurable family of reusable content.

1,000	3%	50	150	+200
ARTICLE VIEWS	LINK-IN-BIO CTR	#FLAVORPASSPORT POSTS	EMAIL SIGNUPS	INSTAGRAM FOLLOWERS

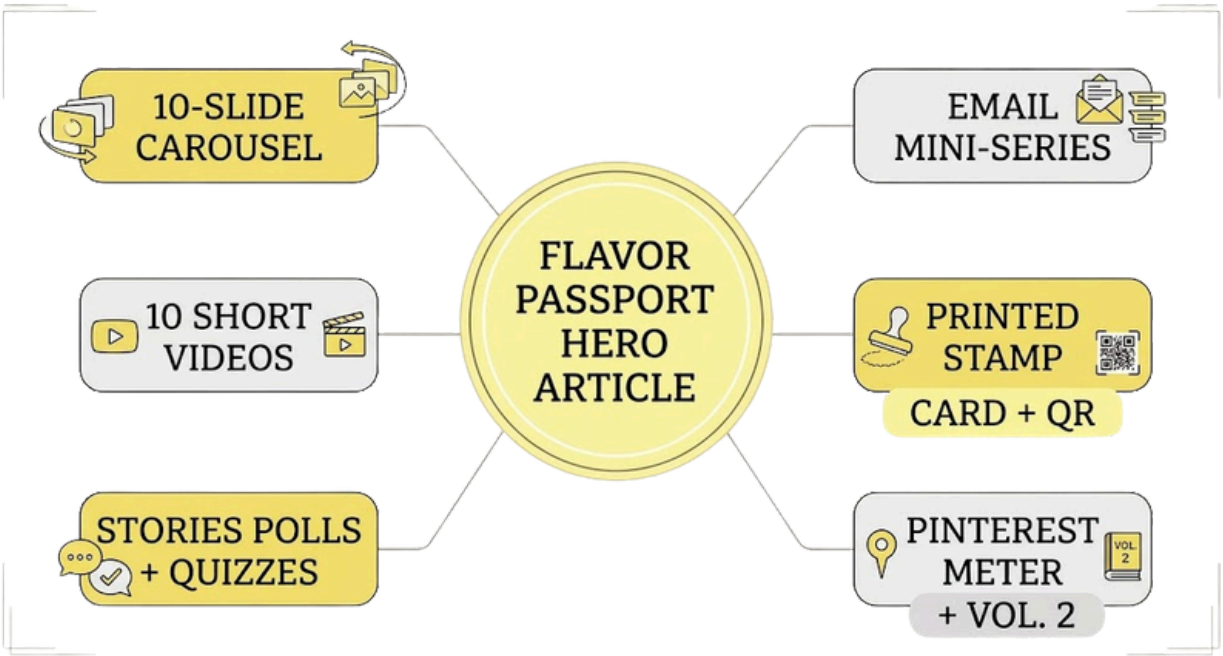
TRACKING PLAN

Every link uses UTM tags. The counter QR gets its own source so Google Analytics can separate in-store traffic from Instagram, TikTok, Medium and email.

Example: /flavor-passport/?
utm_source=instagram&utm_medium=social&utm_campaign=flavor_passport

THE APPLESAUCE TREE

Slice one strong article into channel-sized servings—without changing the core message.



SOURCES + DISCLOSURE

SOURCES
Jelato88 official website and menu: https://jelato88.wordpress.com/
Jelato88 (@jelato88_) Instagram flavor-board posts, Aug. 17 and Sept. 19, 2026.
Jelato88 in-store menu photograph supplied for this project, Sept. 30, 2026.

VISUALS + AI DISCLOSURE
Original writing, research, layout and final editing by Shreya Venkataramanan. Decorative flavor illustrations were generated with OpenAI image tools, then selected, arranged and edited in Canva. Jelato88 brand assets, menu information and social content belong to Jelato88.

PUBLISHED ON MEDIUM
The Jelato88 Flavor Passport: Pandan? Durian? Dahongpao?!