



DAYUM THIS
IS MY JAM



BACKGROUND



Dayum This Is My Jam is a small-batch crafter of jams, pickles, and salsas that is 100% queer owned and operated. Their clients have been jamming out online and at vendor markets since 2015 .



Andy Waller

They/Them

**Queer and trans
founder of
Dayum This Is
My Jam.**

What Makes This Brand Bold?

"It's not just yummy jams and pickles. We use our platform to speak up and out about what we believe in."

-ANDY, OWNER

What Makes This Product Bold?



This jam is fun, playful, and sparks connection through its song references.



Research Methodologies



Interviewees: Richmond Locals Ages 26-41



Alana



Caitlin



Ellie



Bizhan



Della



Chris



OBJECTIVE

*Attract new customers by
engaging with the
Richmond community*

Why New Consumers?

"I freaking love jam, but I only buy jam once every month or so."

-Della Hitt

Why New Consumers?

"I don't like jam, but my roommate does. We usually have it, but don't buy it that often."

-Ellie Proctor

"Seeing people and small businesses engaged in the community makes you want to support them more."

-Bizhan Khodabandeh

"Small businesses can set themselves apart by supporting and giving back to the community."

-Ellie Proctor



PROBLEM

**People love community-driven
businesses, but don't buy jam
that often.**

34.2% of Millennial respondents
like/love jam.

Our Survey

30% of Millennials are more likely to shop from places that align with their values

[MINTEL.COM](https://www.mintel.com)

Millennials are the most likely of any generation to buy subscription meal delivery programs.



**Dayum Jam
Membership (Billed
Monthly!)**

\$40.00

- 1 +

Local Pick up, Local Delivery, or Shipped? 1 Required

Select one

Referred By: Optional
150 character maximum

MINTEL.COM



TARGET

Richmond Millennials

**Downtown Richmond is made up of
roughly 40,000 millennials**

Infoplease.com

CONSUMER PROFILE

“Millennials are listening to music non-stop during their commutes, workdays, workout routines, daily chores, and even conversations.”

Digital Music News

“Millennials’ recognition of songs from the 1960s through the 1990s is relatively stable over this 40-year period.”

Research Study at NYU

"Music has been important to every generation that came before, but millennials are particularly enamored with it."

Forbes

“37% percent of [millennial] listeners are more likely to purchase from a brand that partners with a musician that they like”

The Harris Poll



Chris

**"I listen to everything
from from Slipnot to
Leon Bridges."**



Ellie

**"I love all music, from
hardcore rap at the gym
to Fleetwood Mac while
I'm driving!"**



Caitlin

"I really like the fact that they [Dayum That's My Jam] use Queen references. Bohemian Rhapsody is one of my favorite songs."



INSIGHT

**Music, from any era,
resonates with
Richmond Millennials.**



Music in Richmond

Live Music

- Broadberry
- The Camel
- The Canal Club
- The National
- Hardywood Park Craft Brewery
- Capital Ale House
- Firehouse Theatre
- Brambly Park
- House Shows

Karaoke

- New York Deli
- Sticky Rice
- Ipanema
- Hof Garden

SINGO

- Tang and Biscuit
- Bingo Beer

Festivals

- Folk Festival
- Reggae Festival



**In Richmond, there is a
music-related event
almost every night**



STRATEGY

**Show Richmond Millennials that
Dayum This Is My Jam embodies
Richmond's love for music.**



RECAP



**Objective: Attract new customers by engaging with the
Richmond community**

Problem: Even people that love jam don't buy it that often

Target: Richmond Millennials

**Insight: Music, from any era, resonates with Richmond
Millennials.**

**Strategy: Show Richmond Millennials that Dayum This Is
My Jam embodies Richmond's love for music**





Campaign

Big Idea

**Dayum This Is My Jam pop-ups are
a tour stop you just can't miss.**



DELIVERABLES

Brand Guidelines

Headline

Body Copy

Body Copy



8c6599

b18abf

2b6632

79a562

d86064

d01f47

dayum

this
is
my



DAYUM
THIS IS MY
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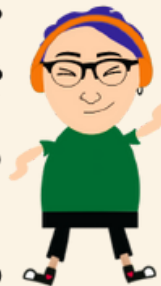
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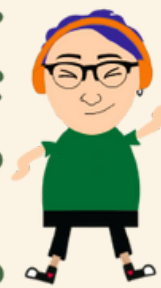
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Dayum
THIS IS MY
JAM
Psycho Diller
Dill Pickles



open a JAR and JAM OUT!

Our Mission:
To provide good-natured folks like you
with all-natural locally made jam.



Scan to Jam
dayumjam.com
fb.com/dayumjammya

INGREDIENTS: cucumbers, dill, salt, and vinegar.



Scan to Jam

The Dayum This Is My Jam playlist is jam-packed with the cult classic hits referenced on each jar





DAYUM
THIS IS MY
JAM





BUY 6 JAMS, GET ONE FREE!




DAYUM
THIS IS MY
JAM



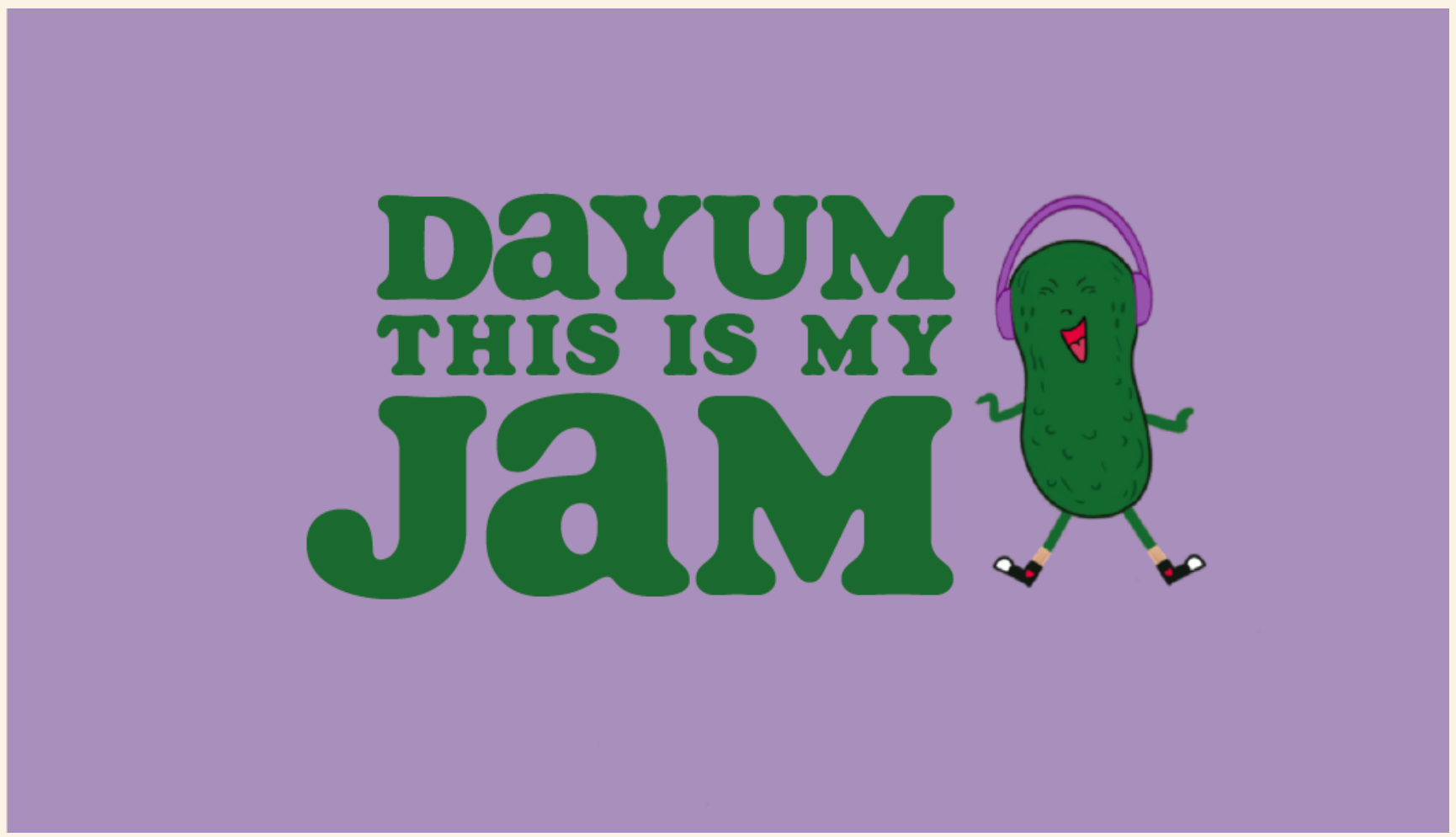
 804.000.000

 Dayumjamrva

 DayumJamRVA@gmail.com

 Dayumjamrva.square.site

**Digital
Gift
Cards**





WEBSITE

Key Takeaways From Interview With Andy

**MOST OF ANDY'S SALES ARE MADE
IN-PERSON RATHER THAN ONLINE**

70% of consumers are supporting
local businesses by shopping online.

–MINTEL.COM

"A landing page tells your visitors specific details about your product or service and has a single call to action. It tailors your marketing efforts and enables you to capture leads to desired audiences."

-ZAPIER.COM



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DAYUM, THAT'S SOME GOOD JAM!

View More



OUR MISSION

To provide good-natured folks like you with all-natural locally made jam.

Dayum Jam is a small-batch crafter of jams, pickles, and salsa that is 100% queer, trans-owned, and operated. Our clients have been jamming out online and at vendor markets since 2015. We believe that when you've got something good, you should share it with the world. That is why we canned our tastiest recipes to be enjoyed by everyone.

Learn More

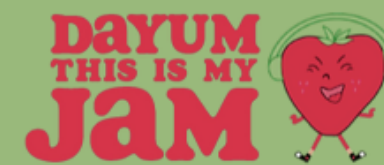


Landing Page
that showcases
the product first
and foremost
and the story
later on

"Meet the Team" pages resonate because people like to buy from real people. A "Meet the Team" page or section is an easy, effective way to give your business an accessible face."

-HUBSPOT.COM

About Us Page that showcases the story and the whole team



Search...

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Errol (They/Them)

Dayum Jam Sales Team



Andy (They/Them)

Dayum Jam Founder



Rory (They/Them)

Dayum Jam Volunteer

OUR STORY

In 2015, life-long friends Andy and Lindsay were just sipping some wine and talking about life when a business was born. With only a family cookbook and their imaginations, they began crafting delicious homemade jams, pickles, and salsas—each named cleverly after hit songs. Two years into the business, Lindsay took a step back to pursue other passions, and Andy took the lead as official owner and operator. Today, Dayum Jam is run by a passionate team that fills each jar with banging recipes that have been perfected over the years.

As a 100% queer-owned and operated business, Dayum Jam is committed to supporting the LGBTQ+ community, with a special place in their hearts for trans youth. As a trans man, Andy understands the struggles of growing up queer, which is why they are constantly supporting the queer community by volunteering and building community. Each purchase from Dayum Jam directly supports efforts to create a safe space for the LGBTQ+ community in the Richmond area.

Just this year, Andy was finally able to fully commit to their dreams of jam-making. After years of abuse and having their gender identity rejected, Andy quit their government job to pursue jam full-time. This is a huge step for us that was taken with courage and confidence in our team, our products, and our supporters. Thank you to everyone who has supported Dayum Jam in this challenging journey. We hope there will always be a spot for Dayum Jam in your pantries because we will always have jars crafted specially for you to enjoy.

ALL IN

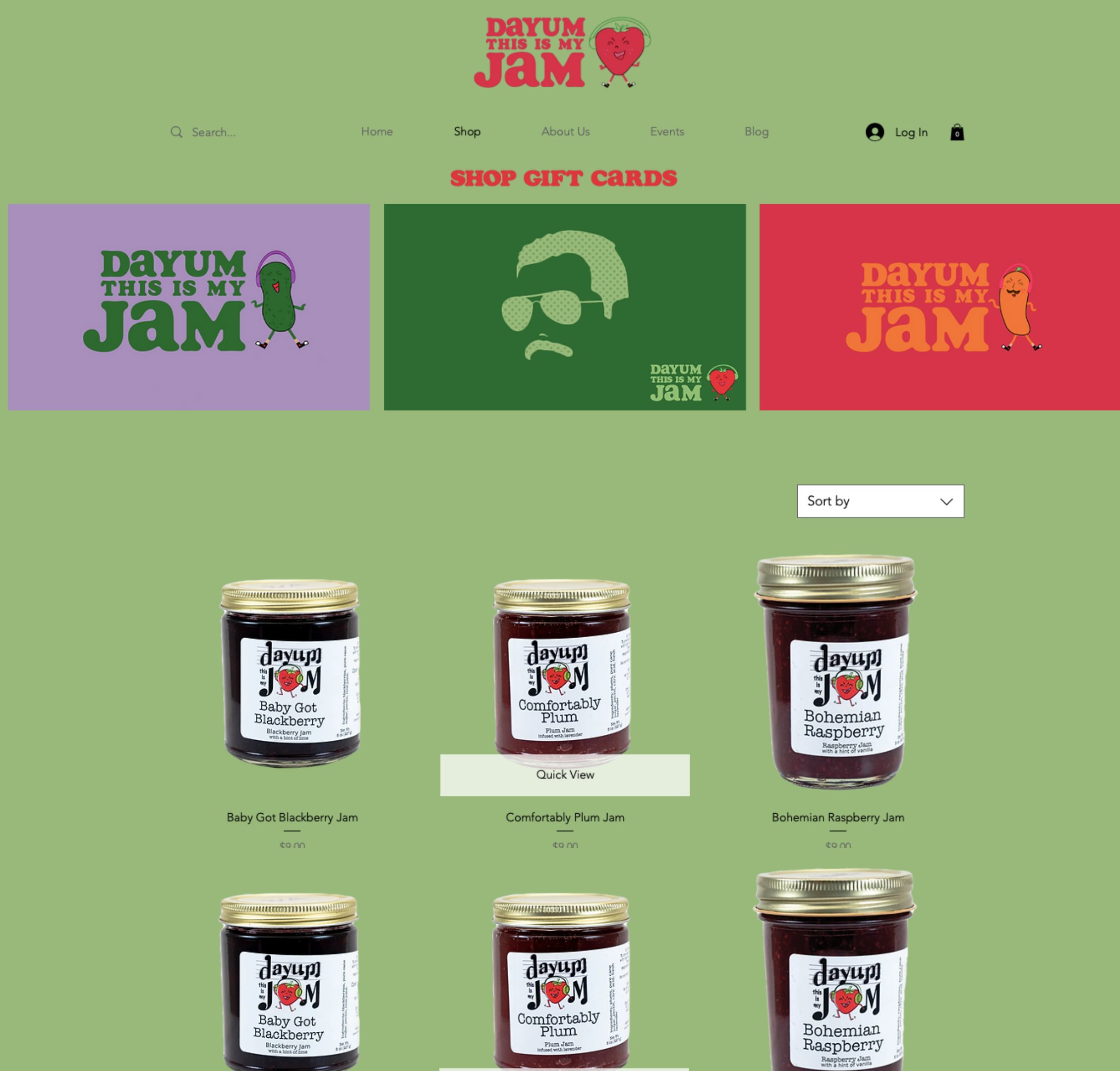
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**96% of
respondents
have NEVER
used a sliding
scale ONLINE**

**Of those
respondents,
48% have no
idea what
a sliding
scale is**

**The sliding
scale is NOT
as effective
ONLINE as it
is IN PERSON**

Removal of sliding scale from Dayum Jam shop



"Adding a **blog to your website can improve customer relationships, help with Search Engine Optimization, and increase both **website traffic and sales.**"**

-MCWILLIAMS MARKETING.COM

Blog page for personal anecdotes and updates on events, and partnerships



All Posts



Sarah Stork
Dec 4 · 1 min



Philanthropic Donuts

Paragraph about donating to their friend/helping the community.

0 views 0 comments



Sarah Stork
Dec 4 · 1 min



Partnering with VCU

Paragraph about partnering with VCU

0 views 0 comments

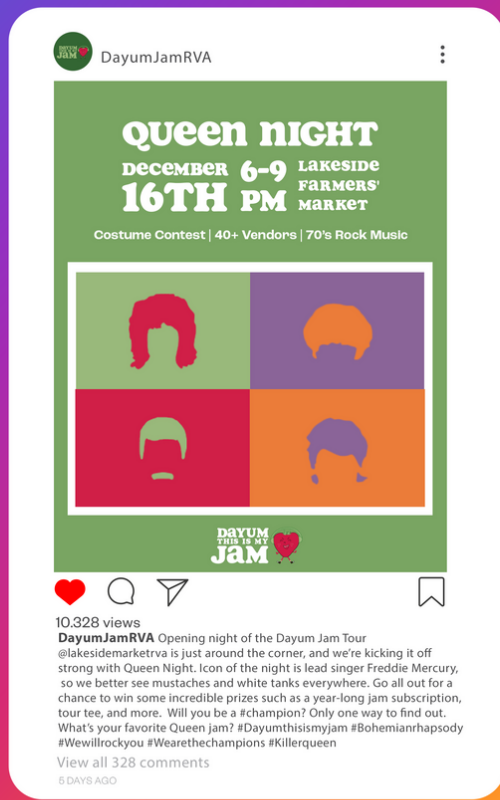


Sarah Stork
Dec 4 · 1 min



Philanthropic Donuts

Paragraph about donating to their friend/helping the community.



Experiential





DayumJamRVA



10.328 views

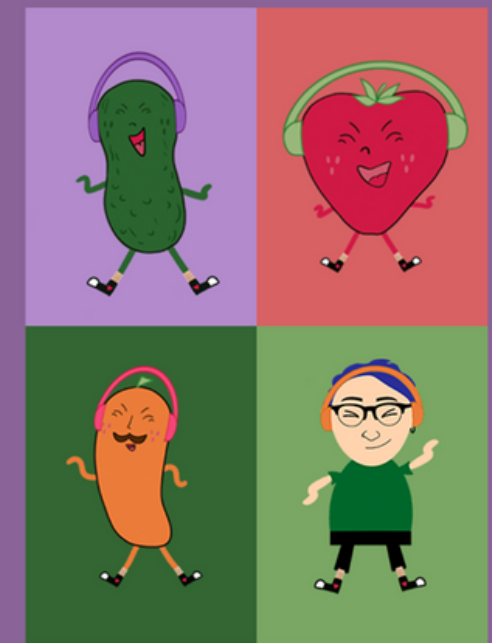
DayumJamRVA We are thrilled to announce the 2023 Dayum Jam Tour where we are hosting events throughout the year to pay tribute to the music artists you know and love. Show up and jam out to all your favorite hit songs from the 80s and 90s while supporting local vendors. Don't forget to come dressed as the icon of the night for a chance to win some awesome prizes. We hope to see you there! Comment which night you're most excited for. #Dayumthisismyjam #Dayumjamtour #Queen #Sirmixalot #Rollingstones #Beatles #Talkingheads

[View all 328 comments](#)

5 DAYS AGO

JAM TOUR DATES

20



23

Lakeside Farmers Market
6106 Lakeside Ave, Henrico, VA 23228

- 1/13/2023 Queen Night
- 3/17/2023 Sir Mix A Lot's 90's Rap Night
- 5/12/2023 Rolling Stones Night
- 7/14/2023 Beatles Night
- 9/15/2023 Talking Heads' Alt/Rock Night
- 11/1/2023 Aerosmith Night



10.328 views

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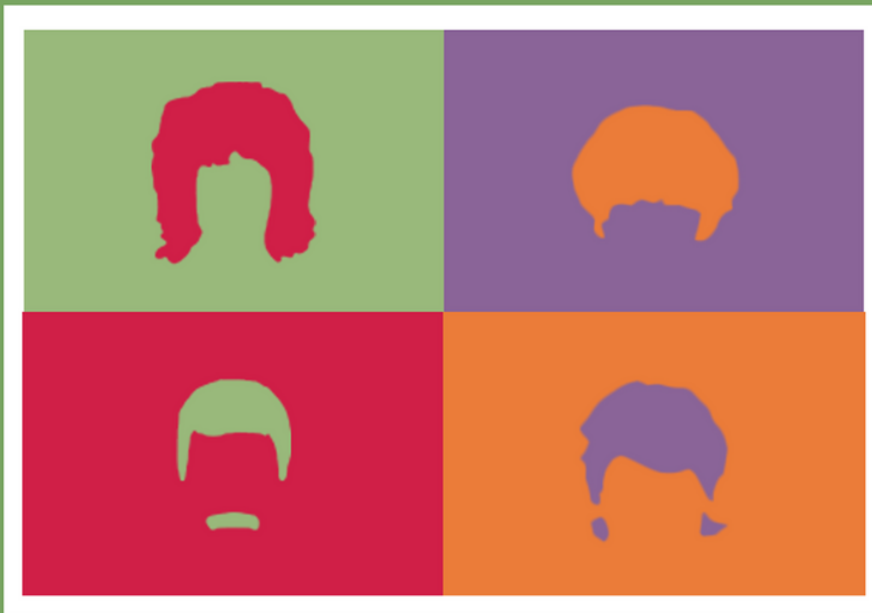
DayumJamRVA



QUEEN NIGHT

DECEMBER 6-9 LAKESIDE FARMERS' MARKET
16TH PM MARKET

Costume Contest | 40+ Vendors | 70's Rock Music



10.328 views

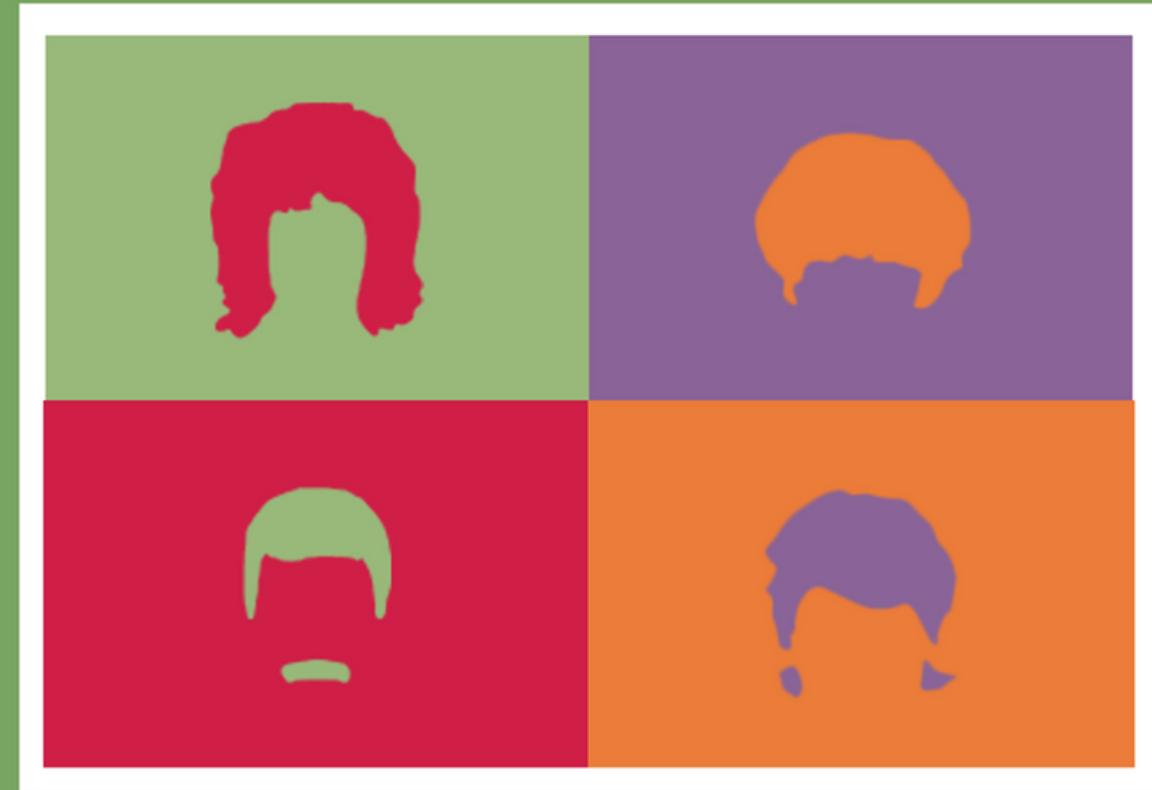
DayumJamRVA Opening night of the Dayum Jam Tour @lakesidemarketrva is just around the corner, and we're kicking it off strong with Queen Night. Icon of the night is lead singer Freddie Mercury, so we better see mustaches and white tanks everywhere. Go all out for a chance to win some incredible prizes such as a year-long jam subscription, tour tee, and more. Will you be a #champion? Only one way to find out. What's your favorite Queen jam? #Dayumthisismyjam #Bohemianrhapsody #Wewillrockyou #Wearethechampions #Killerqueen

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5 DAYS AGO

Story Posts During the Event

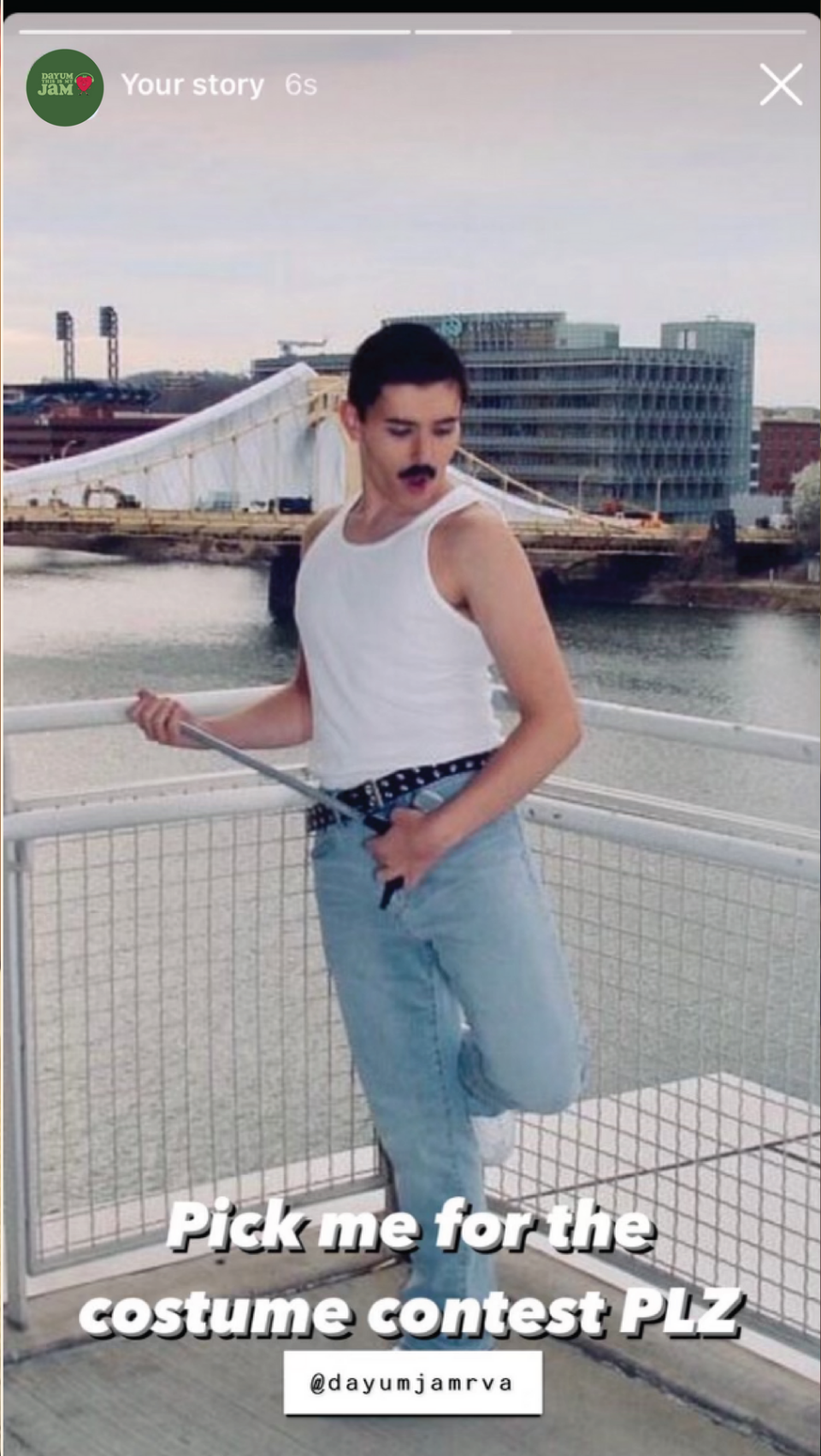
DayumjamRVA 5s

DAYUM THIS IS MY JAM



Freddie Mercury Costume Contest

- 1 Dress Up As Freddie
- 2 Post On Your Story & Tag Us
- 3 Collect Your Prizes at Queen Night





DayumJamRVA



10.328 views

DayumJamRVA Congrats @dayumjamclient on winning first place at our Freddie Mercury costume contest. You embodied the true spirit of Freddie from stache to dancing feet. Thank you to all the #killerqueens who came out to celebrate a true rock legend, lgbtq+ icon, and fashionista. Comment a Queen song below that makes you say, "Dayum this is my jam."

#thisismyjam #Freddiemercury #Queen #Bohemianrhapsody

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5 DAYS AGO

Merch



Total Cost (Budget \$1,000)

Punchcards: \$26 x 500

Hole puncher: \$3.95 x 1

Jar Labels: \$39 x 1000

T-shirts: \$550 x 25

Wix-Website: \$200 a year

Total: \$818.95

A large, semi-transparent watermark of the Queen crest is centered in the background. The crest features a central shield with a crown on top, flanked by two lions, and topped by a dragon with wings spread.

**We Are (ALL)
The Champions.**

QUEEN
Official YouTube Channel

www.queenonline.com

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