

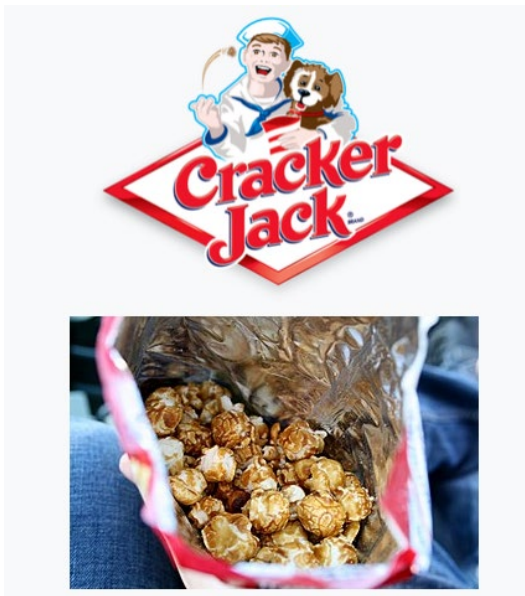
DIY Worksheet:

Story-Telling to Get and Keep Customers for Life!

One notable example of storytelling through packaging is the **Cracker Jack** brand.

Introduced in 1893 at the Chicago World fair, **Cracker Jack** is an American popcorn snack consisting of caramel-coated popcorn and peanuts. The brand became famous for including a small prize in every box, a tradition that began in 1912. This element of surprise contributed to its enduring popularity. The packaging often featured the iconic *Sailor Jack and his dog, Bingo*, creating a nostalgic connection with consumers. The brand's association with baseball, particularly through the song "Take Me Out to the Ball Game," further cemented its place in American culture. The song is still featured at many baseball games, and so is the boxed popcorn.

The packaging features the **iconic Sailor Jack and his dog, Bingo**, creating a nostalgic connection with consumers. The PopCorn is still sold at baseball games by Pepsi today. The story of the boy and his dog has not only grabbed the attention for a long time, but still makes a strong link between customers, the past and the popular game of baseball.



For a more in-depth look at the history of Cracker Jack, you might find this video informative: Here is the story of Cracker Jack PopCorn (Chicago, 1871). <https://youtu.be/x-fgjUVpsFM>.

We hope you can use this example to inspire you to find a way to include a story, nostalgia, emotional connection and a brand partnership that will last you well into the next century. Use the chart below to create a basic storyline to tell customers about your brand and its enduring traditions and heritage (into the future.)

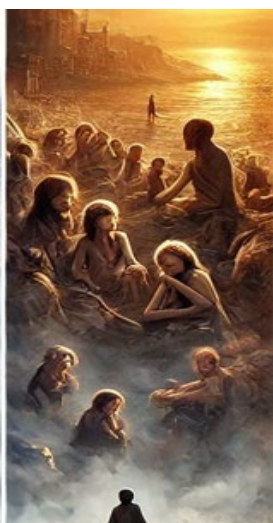
This storytelling structure shows how Cracker Jack used emotional engagement, characters, and an interactive experience to build a lasting brand legacy. See the structure here, then complete the table on the next page, offering at least 3 possible story lines for your own product and brand.

Story Element	Cracker Jack Implementation
1. Relatable Human Desire (The Hook)	People crave a fun, sweet, and exciting snack experience. In the early 20th century, families sought affordable treats that brought joy, surprise, and a sense of indulgence.
2. Character Introductions & World-Building	Cracker Jack introduced <i>Sailor Jack</i> and his dog <i>Bingo</i> , friendly mascots that evoked a sense of adventure, nostalgia, and trust. The brand also became deeply tied to American baseball culture, reinforcing its place in the hearts of families and sports fans.
3. Transformative Journey/Process	The addition of a <i>prize in every box</i> in 1912 transformed Cracker Jack from just a snack into an <i>interactive experience</i> , keeping customers engaged and coming back for the surprise element. The brand also innovated its caramel-coating process to ensure freshness, adding to its quality and appeal.
4. Elevated Aspirational Resolution	Cracker Jack became a symbol of American nostalgia, joy, and tradition. Its mention in “ <i>Take Me Out to the Ball Game</i> ” immortalised it in popular culture, making it not just a snack but an enduring icon associated with childhood memories and sporting events.

This storytelling structure above, shows how Cracker Jack used emotional engagement, characters, and an interactive experience to build a lasting brand legacy.

Use the story structure from Chapter 5 and the example for Cracker Jack to try your hand at your own creative versions for your product offering/service to connect with your target audience(s). End the table by considering CX to get them to “feel” the brand.

Human
Tension/Desire



World/Hero
Building



Transformative
Journey



Aspirational
Resolution



	<i>Story Theme 1</i>	<i>Story Theme 2</i>	<i>Story Theme 3</i>
1. Relatable Human Desire (The Hook)			
2. Character Introductions & World-Building			
3. Transformative Journey/Process			
4. Elevated Aspirational Resolution			
5. RELATABLE, RELEVANT Customer eXperience (CX)			

Test these story themes with your staff and internal supporters (agency and suppliers). Then refine the story themes and test which one has the highest recall and recognition, as well as link to some moment or icon or event in the past that is of high recall to your customers. Refine, refine, refine.

