

# Emergent Case Study

Evolving to a Healthy Lifestyle Brand: Jamba Juice®

**S**avvy consumers are interested in learning more about the companies that make and provide their food. Weary of marketing come-ons, consumers resonate to company authenticity and integrity more so than discounting and even convenience.

Food brands operating in the healthy living space carry the extra burden (or in this case, opportunity) to walk in the light. The challenge: to demonstrate via word, deed and product Jamba's interest beyond the customer's taste buds and wallet – to become a true facilitator of healthy lifestyle inspiration. In short, what does it really **mean** to become a healthy lifestyle **brand**? Further, how do you actualize and monetize it?





## OUR GOAL

Jamba Juice®, the leading smoothie retailer, was a maturing brand with lagging same store sales. Their goal was to gain traction with consumers who aspire to healthy lifestyle; those who would be attracted to, and inspired by, a redesigned better-for-you Jamba offering as a trusted, wellness solution.

## OUR SOLUTION

Our **strategic brand analysis** revealed a real gap between Jamba's healthy living aspirations – and business behaviors that authentically delivered relevance to consumers passionate about making healthier choices. Entrenched in the promotional nature of their business, **evolving to a trusted, credible healthy lifestyle brand**, required not only tactical shifts in menu, operations and marketing communications, but importantly, a strategic shift in company culture.

Emergent developed the **comprehensive strategic framework** for this transformation, to:

- Drive Jamba brand leadership and authenticity in the healthy living space
- Optimize Jamba's business platforms, product portfolio and formulations to deliver on its better-for-you promise
- Become a trusted source of content and guidance for consumers on securing a healthy lifestyle



# The Work

Make being genuinely 'good for you' good for Jamba business

## Corporate Brand & Strategy

Through our brand, trends and consumer insight analyses, we provided executive level guidance to develop, and validate Jamba's Healthy Lifestyle **company and brand positioning**. This approach yielded not only strategic alignment, but lifestyle intent, consistency and focus to messaging and communications executions.

## Cultivated Relevant Business Partnerships to Open New Channels

We cultivated new **strategic business partnerships** to accelerate growth potential for the company's new business platforms like JambaGO®. Via our relationships in this space, we helped secure shared funding resources and partnerships to open new, relevant sales and product distribution channels of interest to moms/parents, youths and schools.



## Providing Validation to Consumers & Influencing the Influencers

We created the **Jamba Healthy Living Council**, assembling an elite nationally-renown panel of registered dietitians and nutritionists which informed the company's healthy living platform. Council members were integrated into all facets of marketing and communications (video, online, in-store collateral and experiential) to validate the company's nutritional bona fides and drive increased awareness and interest among the healthy lifestyle professional and consumer segments.



**Tara Gidus**

*MS, RDN, CSSD, LDN and  
nutrition spokesperson*



**Elizabeth Ward**

*MS, RD, writer and  
nutrition consultant*



**Kathleen M. Zelman**

*MPH, RD, LD and  
nutrition expert*

## Branded Content Creation

To actualize the company's new role as healthy **lifestyle enabler**, we created engaging and informative videos, posts, and articles communicating healthy lifestyle tenets and Jamba product information featuring (and leveraging) the credible voices of Jamba's Healthy Living Council members.

## Key Stakeholder Relationships

With Jamba's transformation to healthy lifestyle brand came the new opportunity to have a legitimate seat at the table with highly-regarded national health and wellness thought leaders and organizations. We facilitated key introductions to, and helped develop **collaborative content and engagement** opportunities with, the American Academy of Nutrition and Dietetics, The School Nutrition Association and GenYouth Foundation.



Kathleen Zelman and team  
at the Food & Nutrition  
Conference & Expo™

**A WHIRL'D OF  
WHOLE FRUIT & VEGGIE  
GOODNESS AT BOOTH  
1408!**

Come chat with the Jamba Healthy Living Council (HLC), and let us share the goodness with you.

**HLC Member Booth Hours:**  
Kathleen Zelman MPH, RD, LD  
Sunday, 10/20 - 9:30AM - 12:30PM  
Elizabeth Ward MS, RD  
Monday, 10/21 - 10AM - 1:30PM  
Tara Gidus MS, RD, CSSD, LD/N  
Tuesday, 10/22 - 9AM - 1PM

You know that families aren't getting enough fruits and vegetables. What you might not know is that Jamba Juice offers whole fruit blending and juicing. We've created healthier beverages so people can get their daily fruit and veggie requirements simply and deliciously.

We look forward to meeting you at the Food & Nutrition Conference & Expo™. In the meantime, visit us at [www.jambajuice.com/livefruitfully](http://www.jambajuice.com/livefruitfully).

**Jamba Juice**  
*live fruitfully*

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## **eat right.** Academy of Nutrition and Dietetics

**Anatomy of a Healthier Smoothie**

Portable, drinkable, great tasting nutrition?

Yes. Custom Blended Smoothies made with whole fruit and vegetables can be good and better for you. Why? They come packed with essential nutrients your body needs – and are a good source of...

- Vitamins A, K, E and C
- Minerals: riboflavin, thiamin, niacin, folate, calcium, potassium, zinc and iron
- Plus a natural source of Antioxidants & Fiber

**Natural goodness, blended...**

- Whole fruit: such as strawberries, raspberries, blueberries, mango & banana
- Vegetable juices: made from carrots, spinach, bell pepper, beets, kale & lettuce
- 100% fruit juice without added sugars

**Jamba blends your MyPlate recommended servings...**

A sixteen size Jamba All Fruit smoothie contains **3.5** of the USDA's MyPlate recommended daily servings of fruit.

And the sixteen size Jamba Fruit & Veggie smoothie delivers

- 2.0 Servings of Fruit
- 1.0 Serving of Veggies

...now that was easy!

**Boost**

Protein is important to maintain strength and build muscle growth. You can add protein to a smoothie with low-fat yogurt, soy or whey protein.

Want more fiber, essential vitamins or antioxidants? You can request a boost for that, too...

**More & more people want to Live Fruitfully™!!**

A healthier smoothie can help you achieve your healthy living goals...

**46%**

16% believe they are not doing enough about healthy living goals... How about you?

**89%**

89% say it's important to them to make healthier food & beverage choices...

To find out more about Jamba, our products and store locations, log onto [www.jambajuice.com](http://www.jambajuice.com)

Source: American Academy of Nutrition and Dietetics

# OUTCOMES

Jamba Juice's organization, customers and even "The Street" were all reinvigorated by the company's move to a true healthy lifestyle platform that added relevance, authenticity and validation to its product offerings.

- Efforts undertaken during this initiative helped to reverse a five-year decline in revenue and profit.
- The company's stock valuation swung from 'sell' to 'buy' on the strength of the new healthy lifestyle brand strategy and performance.
- Same store sales increased as well as earnings growth.
- Leadership was emboldened to develop new business platforms like JambaGO which rapidly expanded.
- Messaging and brand behaviors became aligned in the context of the new strategic brand umbrella.







*"Emergent partnered with our executive team to orchestrate Jamba's strategic transition to a healthy lifestyle brand. They were intimately involved each step of the way – helping us think through positioning, new businesses including JambaGO and our entry in the K-12 school channel, product development, and created our Healthy Living Council. They were a true catalyst in helping us achieve our next level business goals."*

**James White**

Former CEO, Jamba Juice





Emergent would be happy to design and implement a comprehensive business- and brand-building strategy within the growing healthy lifestyle space.

For more information, please contact Bob Wheatley at  
(312) 806-6975 or [Bob@Emergent-Comm.com](mailto:Bob@Emergent-Comm.com).

[EmergentHealthyLiving.com](http://EmergentHealthyLiving.com)