



JUST NATURALS

Case Study

Branding Strategy

The rebirth of a brand through purpose-driven positioning, consumer insights, product innovation and sustainable growth.

Consumer Feedback • Marketing Planning

 **justnaturals**[®]
Dedicated to toxin-free living

The Rebirth of a Brand

Purpose-driven branding creates value for customers and for brands.

CORE OBJECTIVE

Increase traffic and sales, both in-store and online.



CONSUMER ALIGNMENT

We aligned Just Naturals' mission and products with the expectations of all-natural and organic consumers. Targeted feedback sessions uncovered valuable insights around ingredients, education, perceptions and purchase expectations.

Those insights helped refine the brand message, strengthen product positioning and better align the offering with the lifestyle and priorities of the Just Naturals customer.

A FRESHER APPROACH TO MARKETING.

Just Naturals was the ideal purpose-driven partner. Together, we built a fresher, more sustainable and socially conscious approach to branding, marketing and communications that strengthened the consumer experience, reduced risk and created long-term brand value.