



Just Naturals: Branding Strategy

The Brand challenge – The rebirth of a brand

The all-natural industry is growing steadily and it's getting crowded. Those companies with the best brand positioning, best products, and most compelling story are the winners. Our challenge was to help the *Just Naturals* brand stand up, stand out, and nurture it for sustainable growth.

Our social-minded team was a perfect fit. Both teams united around a shared vision of positive change, sustainability, and embracing all-natural alternatives for the betterment of society as a whole. Our approach for every brand, large, small, boutique, or start-up is built on asking the right questions and paying attention to the details that come.

Our core objective was to increase traffic and sales, both in-store and online. We provided the heavy lifting: the product ideation sessions, consumer alignment, creative collaboration, strategic consultation, and a practical and efficient marketing plan. We also provided the emotional support: the leadership, positive attitude, and the confidence that empowers clients to sustain success. At the end of the day, it takes time, effort, focus, and teamwork to stay the course and execute the game plan.

Customer Feedback Sessions

We took a deep dive into aligning the “all natural & organic” consumers to the *Just Naturals* mission and its wide range of products. We ensured that *Just Naturals* understood the mood, bias, and expectations of their discerning all-natural consumer. We crafted personalized customer feedback sessions that ignited vigorous conversations and provided *Just Naturals* with new data, opinions, insights, perceptions, and attitudes. Education was high on our list because the *Just Naturals* consumer demands to know what ingredients are inside the products they purchase and bring into their homes.

The consumer feedback sessions provided the guidelines to refine, adjust, and craft a precise message and product offering that fit the lifestyle and expectations of their consumers.

The MOGXP Check List

- ✓ Source, strategize and orchestrate consumer focus group
- ✓ Develop strategic plan to increase brand offerings
- ✓ Lead promotional ideation sessions to increase retail (in store) and web traffic
- ✓ Develop brand marketing calendar to include events and expos

Purpose

A fresher approach to marketing. We’ve learned that when you embrace doing purpose-driven work, purpose-driven clients will find you. *Just Naturals* was the “perfect” purpose-driven brand. We learned that together we could make a difference with a fresher, more sustainable and socially mindful approach to marketing, branding, and communications. We know that ***purposeful branding*** creates real value for customers and real value for brands by reducing risk, elevating the consumer experience, and maximizing business value, all while keeping a keen eye on our environment. At the end of the day, it feels really good to make a difference.