

FAVE[®] JUICE

agency re:group inc. | client Fave Juice Company | industry food and beverage

re:group has been our valued thought partner since the inception of our brand. Their approach has been pro-active and collaborative, and their work has been outstanding.

We consider re:group to be among our most valued business partners.

— Dave Kirkpatrick, Chief Marketing Officer, The Fave Juice Company



IN 2012, AN EXCITING NEW BEVERAGE WAS SET TO HIT THE SHELVES

Fave had developed a unique, refreshing, 100% juice beverage that was light on calories and loaded with multiple vegetable servings per glass. All they needed was a little help heading to market.

Fave uses a unique patented process to create these 100% juice blends while retaining light and delicious fruit flavors.

MEETING A CONSUMER NEED

Driven by two important consumer trends—a growing obesity epidemic and the inability of most Americans to eat even half the recommended daily servings of fruit and vegetables—Fave food scientists found a unique niche in the market. They created a juice beverage that has three full servings of vegetables and only 60 calories per serving. Oh, and did we mention there are no artificial sweeteners?

STANDING OUT IN A CROWD

With this unique product in development, the marketing director at Fave came to us with an interesting challenge: develop an identity, label design and marketing materials to launch this new line of shelf-stable juice. While consumer taste

tests proved that Fave was a surprisingly refreshing alternative to brands like V-8 Fusion, Mott's Medleys, Nestlé Juicy Juice and others, in this already crowded category, retail shelf appeal would be a critical factor to its success.

PACKAGING THAT REFLECTS THE PRODUCT ESSENCE

We needed to capture the essence of freshness, lightness and healthy ingredients in an identity. Second, we had to carry that concept to a package design that would not only convey these attributes, but also stand out on crowded grocery shelves. Extensive creative exploration and consumer testing resulted in an identity that conveyed fresh and natural, and a vibrant package appealing to adults and children alike.

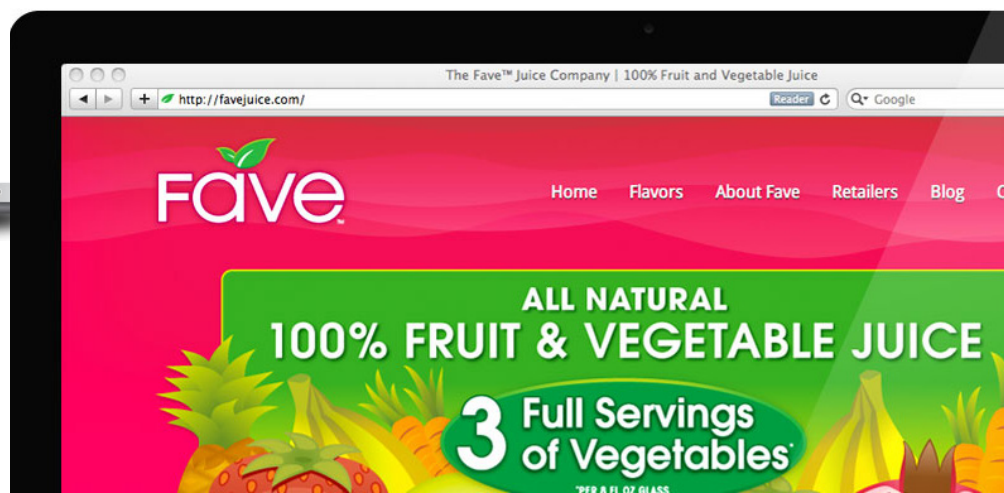


INTRODUCING "MR. FAVE"

A website (www.favejuice.com) and Facebook page (www.facebook.com/favejuice) were created for retailers and consumers eager to learn more about the innovative product. At the heart of this effort was "Mr. Fave"—a lighthearted personality behind the brand whose blog and Facebook posts are real and engaging. These will serve as the foundation for future social, guerrilla and traditional marketing plans that will ramp up as the brand is introduced at retail in 2012–2013.

GETTING FAVE ON THE SHELVES

Once the product was in production, we began developing the marketing tools to supplement on-the-ground sales activities. At this point, the goal was to convince retailers that Fave was going to fly off their shelves. To get this message across, we placed print ads in trade pubs like Progressive Grocer, conducted PR activities, created product intro sample cases, developed trade show materials and attended sampling events to increase product visibility among retailers and consumers.



THE PRELIMINARY RESULTS ARE IN!

These efforts are already paying off. Fave is being carried at Loblaws, Canada's largest food retailer and leading provider of drugstore, general merchandise and financial products and services. Fave is also stocked in Fresh Market's 125 stores in the U.S. as well as Meijer's 200+ locations across in Michigan, Ohio, Indiana, Illinois, and Kentucky. More places of retail are set for distribution in 2013. We have also recently created juice bottle labels for Fave's product launch in Asia markets.



OH, AND BY THE WAY

All-Natural Fave Juice was selected as one of three finalists in the "Best Juice or Juice-based Drink" category by the 2012 InterBev Awards. Finalists are selected from over 170 entries from 15 countries. Fave was also included in the category for "Best Newcomer Brand or Business." Now that's something we're pretty proud of.



Founded as a branding and design firm over 30 years ago, we added advertising agency services to meet the diverse needs of our clients. Today, we are an integrated marketing agency that helps companies transform their brands and grow their businesses. We work collaboratively with each other and with our clients to provide strategic clarity, insightful creative and digital and traditional marketing programs that build brand engagement and business value.

Our years of experience working with franchise, health care and financial services companies has made us experts in helping complex organizations achieve success. We help them manage their distribution channels, align and motivate their internal teams and deliver a consistent brand experience at every customer touchpoint.

The growth and financial success of our clients is the ultimate measure of our work, and we let our results speak for themselves.