

# Jovan's Pure Nutrition

## Nationwide distribution with Whole Foods on the first try. So, that's how Nirvana feels.

### SITUATION

Jovan's Pure Nutrition had a new, high-end product in an emerging category, with no real brand awareness or customer base. They were asking for a premium price for a premium snack food in a down economy.

### INSIGHT

Jovan's Pure Nutrition had a healthy, natural snack product, but needed a way to gain immediate trust and acceptance without a lot of marketing dollars.

### STRATEGY

We realized a sophisticated and exciting image would be required to motivate the consumer to pull an unknown brand at a premium price point off the shelf. The simplicity of the design as well as the attention to detail communicates, at first glance, that this is not a typical product. We used transparency so the consumer would see the quality of the product. We also used images of ingredients to help educate the consumer on this new product category—raw vegetables, dehydrated into chips. We helped simplify the copy to its purest, most meaningful form communicating the integrity of the product and its creators. In this simplicity we still found room to share Jovan's heart by telling the story of her personal health challenges and her desire to share the food that helped heal her.

### RESULTS

- ▶ National distribution through Whole Foods
- ▶ Distribution in a major North West chain of grocery stores
- ▶ Confidence of the leadership team to push the brand
- ▶ Excellent consumer test results — high preference rating

### CAMPAIGN COMPONENTS

- CREATIVE BRIEF
- LOGO
- BUSINESS PAPER SYSTEM
- PACKAGING SYSTEM FOR FOUR FLAVORS
- PRODUCT SELL SHEET
- NEW PRODUCT BRAND EXPLORATION

*"I have worked with Matt and his team on a number of projects and I can honestly say I would not want to trust my business to another branding firm. I know they will not be satisfied until my business is as successful as I want it to be. We owe a great deal of our success to the work Pivot Lab has done for us."*

**Jovan Johnson**, *President*  
Jovan's Pure Nutrition

JÖVAN'S  
PURE NUTRITION

