

Jamba Juice

FEND OFF YOUR COFFEE ZOMBIE WITH SOMETHING FRUITFUL.

Mango-a-go-go:

The delicious blend of mangos and passion fruit is the recipe for fighting your midday crash.

Strawberry Surf Rider:

Squeeze the day with better-for-you alternatives. Real whole fruit will give you a natural boost to be you.

Surf through your week with the help of strawberries and peaches, and destroy the coffee crash.

Purely Orange:

Team up with Vitamin C to refresh yourself, and make the countdown to Friday, a delicious one.

Cucumber Orange Cooler:

Dodge the afternoon slowdown with a daily dose of something green.

SOCIAL MEDIA CAMPAIGN:

1. Face in a coffee zombie
2. Put a picture of your friend's face in a virtual coffee zombie cut out. Post on your newsfeed.
3. Which unique Jamba are you?
 - Personality quiz to see which smoothie or juice you are.
 - Currently no Buzzfeed quiz online for Jamba Juice.
 - When you get your results, a photo of you will be customized according to your characteristics (ex: animated sweatband, etc.)
4. Hashtag: #blendinthegood
 - Post a tweet pic or Instagram of your Jamba juice and get 10% off your next purchase.

TV OR YOUTUBE SPOT:

5. Video game
 - Setting: office
 - Objective: Successfully get through the maze of cubicles.
 - Situation: Coffee zombies are everywhere. If you run into one, the game is over. If you are hit with coffee breath, you lose energy.
 - Energy: There are glowing Jamba Juices in the maze. Run through them to get energy points.
 - If you beat the maze, you may enter your name and e-mail for a chance to win a sweepstakes.