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JUNITA'S JAR

Our 2018 "Why the world needs your brand" pro bono program was awarded to Junita's Jar. We chose this social enterprise for many reasons, but unmitigated belief in their brand promise was top on our list.



PLAYBOOK



BROCHURE

JUNITA'S JAR



JUNITASJAR.COM

THE WORK

Brand Strategy

Vision, mission and values
Brand messaging

Brand Implementation

Naming
Logo and identity design
Packaging design
Marketing/communications materials
Website creation and development
Brand guidelines

CHALLENGE

Through her cookie company, founder Junita Flowers desired stronger retail visibility, better brand loyalty, increased business growth and an opportunity to do her part to end relationship violence. Previously known as Favorable Treats, she needed a brand that stood out in a crowded commodity marketplace.

SOLUTION

We were inspired by Junita's personal story and her desire to give back. So we enthusiastically committed to a \$100,000 pro bono program through these deliverables:

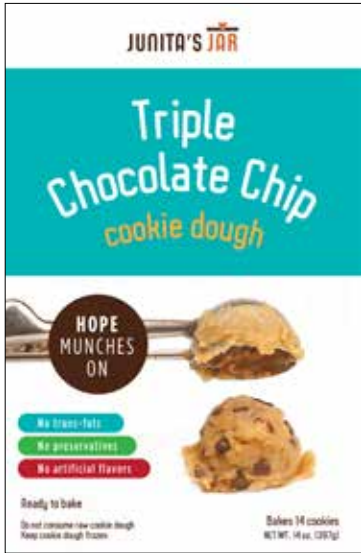
- Renamed her company and developed a brand architecture for her baked and frozen cookie dough product lines
- Carved out a unique brand hook, positioning Junita's Jar as a delicious hope movement
- Designed vibrant packaging destined to stand out on shelves
- Created aspirational messaging from brand purpose to brand execution
- Brought engagement to a new level by spreading hope through marketing, PR, promotions, social media and speaking tours

RESULTS

Junita's Jar is a hopeful new brand destined to make a sweet difference in the world. Their products can be seen in supermarkets across the Twin Cities and in greater Minnesota. They were picked up by the University of Minnesota, with frozen cookie dough for catering and baked cookies for retail campus stores. She secured the coveted FINNOVATION Lab Fellowship and continues to spread hope with her growing team.



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FROZEN DOUGH PACKAGING



SWEET HOPE BOX

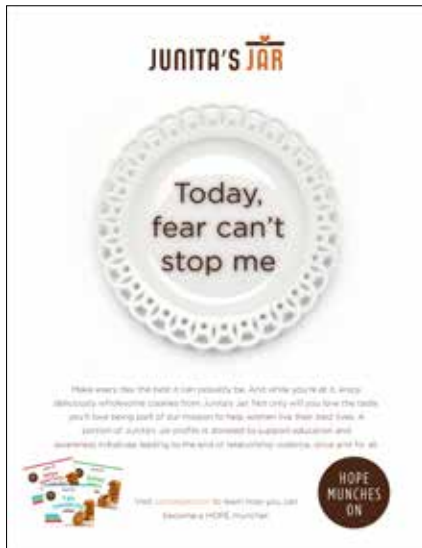
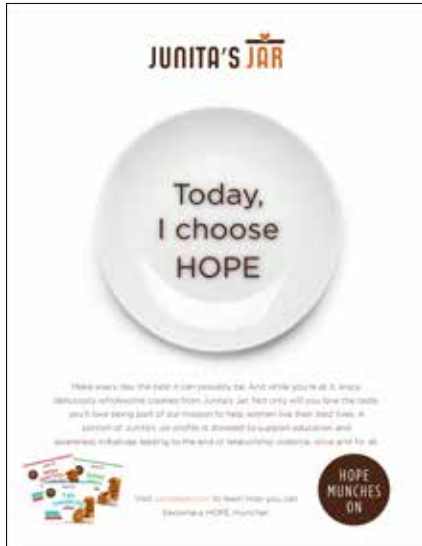
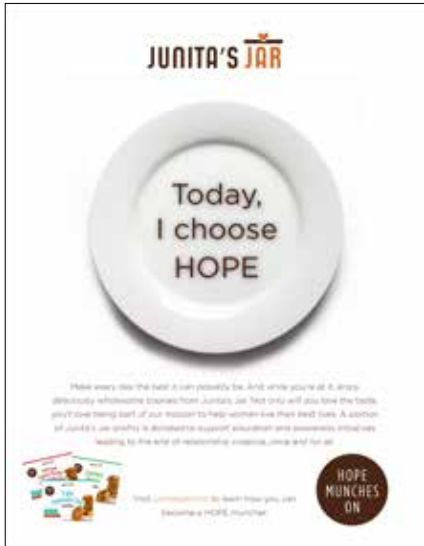
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HANDOUT



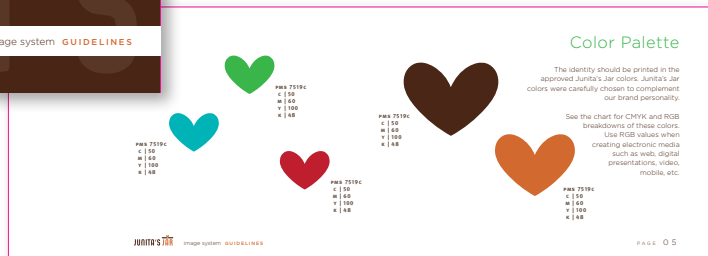
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EMAIL BLAST



BRAND GUIDELINES





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BANNER