



Improving Your Marketing Programs with Softcard: The Jamba Juice Million Smoothie & Juice Campaign

SUMMARY

Jamba Juice's results with the Million Smoothie & Juice Giveaway demonstrate the effectiveness of Softcard as a marketing channel to drive customer engagement. Learn how Jamba Juice developed and launched their campaign in collaboration with Softcard.

INTRODUCTION

By 2017, 450 million people worldwide will be making mobile payments, according to Gartner.¹ A recent report from Juniper Research estimates that 300 million people will be using NFC technology to make purchases with their mobile handsets.²

NFC technology powers Softcard™ (formerly the Isis Wallet), and convenient payments are just the beginning. Merchants who accept Softcard can also increase customer engagement by providing more value at the point of sale. Customers enter your establishment with their smartphones. Connect with them directly through their devices to mobilize your offers and loyalty programs, letting customers pay, redeem discounts and collect rewards points all with the device they use the most.

In 2013, Jamba Juice integrated with the Softcard (formerly Isis), and launched the Million Smoothie & Juice Giveaway campaign. The offer encouraged existing customers to try the mobile payment system, and invited Softcard customers to Jamba Juice for a free drink.

This paper outlines Jamba Juice's approach, campaign components and results—which prove how effective Softcard can be to help you reach customers, convert them to a new payment system, spur more frequent visits and increase brand loyalty.

OVERVIEW

Jamba Juice first integrated Softcard as part of the company's pilots in two key markets in late 2012. It launched the Million Smoothie & Juice Giveaway roughly a year later and achieved impressive results.

The offer targeted Softcard users and aimed to get them all to a Jamba Juice store where they performed their transactions with their phones to redeem their free drink.

Six months after campaign kickoff, Jamba Juice had given away over 500,000 beverages, averaging 50,000 redemptions a week. The campaign concluded in July 2014.

The campaign succeeded in compelling existing Jamba Juice customers to adopt Softcard, and brought new customers through the door in the winter and spring, a traditionally lower-traffic period.

Within Softcard, consumers can "heart" their favorite brands, to discover new offers, thus activating a

direct marketing channel. Jamba Juice has become one of the most followed brands in the Softcard app.

"The (Softcard) offer program was successful in driving incremental foot traffic, increasing the frequency of consumer store visits and introducing Jamba Juice to first-time customers," says James White, CEO, Jamba Juice.



ABOUT JAMBA JUICE

Jamba Juice is a chain of specialty beverage and food quick-service restaurants with over 850 stores around the world, about 1/3 company-owned, and 2/3 operated by franchisees. The stores serve “better-for-you” whole fruit smoothies, fresh-squeezed juices, hot teas and a variety of food items. Its customers are health-conscious people of all ages—an educated, informed and influential group. That makes Softcard a great fit for the brand. “Our customers are on the forefront of discovering and doing what’s best for them,” says Julie S. Washington, Jamba Juice senior vice president and chief brand officer.

MOBILE STRATEGY

Jamba Juice saw a great opportunity in mobile payments to elevate its customer experience. From a brand perspective, convenience, speed and cutting-edge technology are all important attributes. “Our strategy,” says Washington, “is to explore new and innovative technologies, and offer solutions that enhance the customer experience—solutions consumers might not even know they have a need for.”

About half of the people who walk into Jamba Juice stores own a smartphone—a percentage that increases daily. And the employees all know that while customers wait for their beverages at Jamba Juice, they’re taking advantage of the handful of minutes to keep up with family, friends or the office on their phones. Jamba Juice wanted to capitalize on these trends by launching a marketing campaign through Softcard.

Jamba Juice has integrated with a number of mobile payment options, including PayPal, Google Wallet and Softcard.

WHY SOFTCARD?

Jamba Juice participated in the Google Wallet trial first, and learned a lot in the process. The company determined that the more integrated the mobile wallet is with the payment ecosystem, the better the chances for success.

Softcard meets that criterion due to several strategic advantages. Softcard is a joint venture between three of the four biggest mobile operators in the United States: AT&T, T-Mobile and Verizon, providing access to over 200 million customers.

Softcard partners with about 70% of the smartphone market: HTC, Motorola, Samsung, etc., providing consumers with a wide range of device choices. Softcard “rides the rails” of existing credit card infrastructure, so it leverages the four major U.S. payment networks, including American Express, Discover, MasterCard and Visa. Softcard has relationships with American Express, Chase and Wells Fargo, representing 147 million cards that are eligible for use in the Softcard app. Softcard has also partnered with the leading point-of-sale (POS) terminal providers including Verifone, Ingenico Group and ID Tech.

In short, Softcard leverages every aspect of the existing payment ecosystem, which helps merchants make the transi-



tion to mobile payments as smooth as possible. “Softcard brings a lot of assets to the table that can be leveraged to make the digital wallet successful,” says a spokesperson for Jamba Juice’s technology team. In fact, Softcard has been much more successful for Jamba Juice than the other mobile payment options the company has tried, due to the higher adoption rate among consumers.

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-CTO, Jamba Juice

CAMPAIGN GOALS

When rolling out mobile payment options, Jamba Juice wanted to achieve four goals:

- Drive store traffic among existing customers by maximizing the effectiveness of digital messages, offers and loyalty
- Encourage new customers to try Jamba Juice, and make it a regular part of their routine
- Enhance the consumer experience by streamlining payments, offers and loyalty and improving speed of service
- Obtain valuable shopper data, and use it to measure the effectiveness of offers and rewards

THE MILLION SMOOTHIE & JUICE CAMPAIGN

PREPARATION

Jamba Juice's national rollout of Softcard required the company to get every store ready. That included coordination at the executive level, installing hardware and software to support the POS systems and training for store owners, employees and customer service reps.

Executive support

Support for the mobile payments initiative began at the top. Having the CEO and every other C-level executive on board was crucial because every group, department and team had to align their goals and work together. At Jamba Juice, every team in the company knew its role and why it was important, and was dedicated to the success of the initiative: accounting, customer service, IT, marketing and operations.

About collaborating with the Softcard team, Washington says, "We really enjoyed working with a partner that was just as prepared and great at communicating as we like to be. We both understand our respective businesses, and that allowed us to work together very efficiently."

Hardware and Software

On the technology side, Jamba Juice performed a system-wide upgrade of its POS software, and upgraded the NFC readers in each store. The company wanted to make sure that every system in every store worked flawlessly for customers. From start to finish, the upgrade took about seven months.

Training

Jamba Juice recognized that high employee engagement would play a key role in the campaign's success. Since many customers would be paying with Softcard for the first time at Jamba Juice, a negative experience would reduce the chance of them trying it again. The company used a "train the trainer" model, providing videos to show employees how to handle Softcard transactions from the payment side, as well as how use it themselves so they could confidently walk around the counter and help customers through the process. Jamba Juice's enthusiastic, knowledgeable employees encouraged a positive overall experience. To identify weak spots after the training, Jamba also used mystery shoppers whose real-time feedback helped iron out any kinks.



To prepare for issues that might arise, Jamba Juice also trained its customer service team on Softcard. The company set up processes to handle any mishaps on the Jamba Juice side, and integrated with Softcard's customer service department to ensure a smooth hand-off for customers.

Local markets

Jamba Juice also needed to get its franchisees on board. That's one reason the company's IT department worked to make the technical rollout as smooth as possible. The company also put together an internal communications campaign to reinforce the Softcard value proposition.

As the majority of Jamba Juice stores are franchises, it was very important to involve store owners during the preparation phase, maintaining strong communication about the value of the Softcard campaign and the steps that would be taken to enable it, including the technical rollout. During this time, Jamba Juice put together an internal communications campaign to explain the Softcard value proposition for both the company and its customers, and map out the details of the program. During the campaign, Jamba Juice continued to communicate with franchisees and employees to remind them it was important, and count down the number of drinks that had been given away.

Washington says, “When you involve franchisees in the planning and pilot phases, they have a better understanding of the value. For this campaign, we really partnered with franchisees to ensure we could execute on the front lines.”

To build up local networks, Jamba Juice store managers took the initiative to reach out to their neighborhood AT&T, T-Mobile and Verizon outlets. The relationship worked both ways: Jamba Juice stores could send interested customers to operator stores to get set up with Softcard, and the operators would know where to send Softcard users for their first free smoothie.

TIMELINE

Jamba Juice began its Softcard program in Salt Lake City and Austin in October 2012. In Spring 2013, Jamba Juice decided to go national. The company launched the Million Smoothie & Juice Giveaway campaign in November 2013 to coincide with its off-peak season.

PROMOTION

Jamba Juice leveraged national media outlets, the Softcard app, operator outlets and its own stores to promote the Million Smoothie & Juice Giveaway campaign.

National media

Jamba Juice took a multi-channel approach to promoting the Million Smoothie & Juice Giveaway that included TV, print and comprehensive digital and social media. Media included two-page spreads in Men’s Fitness, OK and Shape magazines, digital channels such as OKTV, Radar.com, and extensive social media. The campaign also included mobile reach to Hispanic consumers.

FEEL LIKE A SMOOTHIE? HOW ABOUT A FREE ONE!

Jamba Juice
the MILLION SMOOTHIE & JUICE giveaway

WHEN YOU USE THE ISIS MOBILE WALLET

1 DOWNLOAD THE ISIS MOBILE WALLET APP FROM THE APP STORE OR ANDROID MARKET

2 VISIT YOUR LOCAL JAMBA JUICE STORE

3 SELECT THE OFFER IN THE ISIS MOBILE WALLET APP TO GET YOUR FREE SMOOTHIE

BELIEVE IN THE GOOD STUFF!

MEN'S FITNESS FAVORITE FLAVORS

Super Berry & Lemon
This delicious smoothie is made with real fruit and is a great way to start your day.

Peach Mango Smoothie
This delicious smoothie is made with real fruit and is a great way to start your day.

Berry Smoothie
This delicious smoothie is made with real fruit and is a great way to start your day.

LIVE HEALTHY

BLEND BETTER WITH WHOLE FRUIT
Whether you blend whole fruit smoothies at home or buy them when you're out, you're heading toward good nutrition.

SNACKING IS GOOD
You may think snacking is bad for you, but eating smaller, healthier meals more often (up to six a day) is a great way to control your appetite while helping maintain energy levels.

THE POWER OF PROTEIN
You can add protein to your diet by including protein-rich foods like meat, fish, poultry, dairy, beans, soy nuts and whole grains.

Visit MensFitness.com/smoothie to learn more...

Softcard channels

Consumers discovered the Million Smoothie & Juice Giveaway campaign from within the Softcard app on the Offers page and the Where to Pay map. Softcard and Jamba Juice creative resources worked together to develop the images, copy and collateral for both in-store and in-app placements. Softcard then uploaded and tested the offer before it went live, to ensure everything worked smoothly. Softcard also promoted the campaign via Facebook, Twitter, and email, and Jamba leveraged its Insider Rewards program and social media to drive awareness and celebrate milestones.

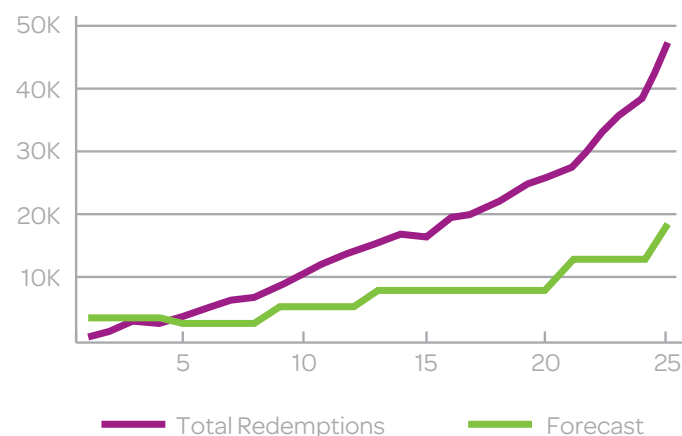
In-store

Each Jamba Juice store promoted the campaign with door signage and brochures.

RESULTS

As of May 2014—just six months after the campaign launched—Jamba Juice had given away half of the million free drinks, at the average rate of 50,000 redemptions per week. After seeing a steady 16-18% week-over-week growth in the number of Softcard transactions, the company gave away the last free drink and concluded the campaign just two months later, in July 2014.

REDEMPTION VS. FORECAST



“We’ve made it very easy for consumers to go ahead and try using Softcard,” says Diaz. “They think, ‘Why not?’ There are a lot of benefits there. When you put it all together, it’s been a big success.”

Case Study: Jamba Juice

Initially, the Softcard pilot markets in Salt Lake City and Austin had the highest redemption rates. But it didn't take long for other markets to catch up. In fact, one way they did was through the relationships some stores built with AT&T, T-Mobile and Verizon outlets in their areas. The pilot markets remained strong, and the others caught up in short order.

Jamba Juice didn't set any hard-and-fast goals of hitting the million mark by a specific date, converting a specific number of existing customers or gaining new ones—though all have happened, and the company very pleased with the results.

The company was hoping to achieve 3-to-4 Softcard transactions per day per store by the end of the campaign. At the halfway point, the average was 12, so 3-to-4 times higher than what Jamba Juice expected.

After Jamba Juice updated its point of sale to accept Softcard, they started analyzing transactions made with Softcard for consumer purchase occasion, purchase decision and average check.

CONCLUSION

The Million Smoothie & Juice Giveaway has been a tremendous success for Jamba Juice, mobile payments and Softcard.

Since Softcard brings payments, offers and loyalty together in one app, Jamba Juice plans to integrate its Jamba Insider loyalty program — which it launched in early 2014 — and gift cards. The collaboration has been fruitful, and Jamba Juice is looking forward to expanding it in the future.

“The Softcard offer program was successful in driving incremental foot traffic, increasing the frequency of consumer store visits and introducing Jamba Juice to first-time customers.”

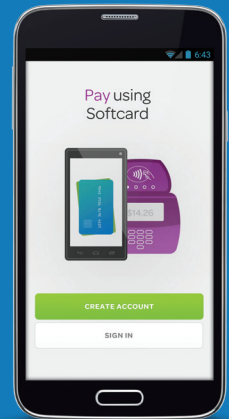
-James White, CEO, Jamba Juice

GoSoftcard.com

¹Forecast: Mobile Payment, Worldwide, 2013 Update <http://www.gartner.com/newsroom/id/2504915>

²Mobile Contactless Payments: NFC, iWallet and Host Card Emulation 2014-2018 <http://www.juniperresearch.com/viewpressrelease.php?pr=455>

SOFT
CARD



About Softcard

Softcard can reach 200 million customers, over 75% of the U.S. smartphone market. The Softcard app runs on NFC, the most-deployed mobile payment technology at the point of sale.

Softcard gives your customers a convenient payment alternative. It gives you increased customer engagement, and the ability to bring payments, offers and loyalty together in one place.

Interested in accepting Softcard? It's easy to get started:

1. Simply deploy a contactless payment terminal and begin accepting mobile payments. Contact your merchant services provider to get up and running.
2. Go further by mobilizing your offer and loyalty programs on the Softcard mobile commerce platform.