

# JOURNEY JUICE

## MEDIA KIT



**ADPR 5920 - CULLEN**  
**LINDSAY NANCE**

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# INTRODUCTION



**JOURNEY JUICE**

## **Mississippi Apple Pie**

Always Raw, Natural, & Cold-Pressed.  
100% Juice. Unpasteurized. Perishable.  
Keep Refrigerated.

### **INGREDIENTS**

APPLES  
CARROTS  
SWEET POTATOES  
CINNAMON

**Enjoy Within Five Days of Purchase**

Shake Well & Open Carefully

Bottled at Journey Juicery & Market  
1428 Prince Ave. Ste. B  
Athens, GA 30606

**[www.journeyjuice.com](http://www.journeyjuice.com)**

WARNING: This product has not been  
pasteurized and therefore may contain harmful  
bacteria that can cause serious illness in  
children, the elderly, and persons with  
weakened immune systems.

**16 fl. oz.**

# CLIENT OVERVIEW

Journey Juice originally opened in April of 2012 and closed in March of 2015. Amy Lawrence and her husband purchased the store and became the new owners in June of 2015. Journey Juice is located on 1428 Prince Ave., Athens, Ga in the heart of the neighborhood, Normaltown.

Journey Juice is known for offering over 22 fresh, cold-pressed juices along with three flavors of homemade almond milk. All products are pressed from local, organic produce grown by Athens farmers and farmers in the surrounding area.

Journey Juice has partnered with local Athens businesses like Fuel Hot Yoga, Cheeky Peach, Shakti Power Yoga, Pure Balance Pilates and others to bring fresh juice to events and teach people about why juice is so great. The business hopes to spread knowledge to the Athens community about the importance of healthy living and proper nutrition.

The goals of this media kit are to provide Journey Juice with tools to increase engagement on social media platforms, encourage more people to participate in juice cleanses, provide information on health and wellness and inspire people to make their health a priority.

## THE TEAM

Journey Juice is a family-owned business. Amy Lawrence and her husband, Barth, are the owners. Amy is very involved in day-to-day activities in the business and does things from washing produce to paying the bills. Barth is more focused on the big picture and helps out as needed. Their children, Jessica and Griffin, are also part of the Journey Juice team. Jessica is a part-time employee and Griffin is a full-time employee and he also helps with juice deliveries. Amy's brother, Alex, is a full-time employee and works as the main juicer. The only non-family member is Cassie. She is a part-time employee and works in the store on the weekends and helps at the Athens Farmers Market on Saturdays. The team works together to provide Athens locals with the best juice possible.



# TARGET AUDIENCES

## PRIMARY - REGULAR JUICERS

The first target audience focuses on people that are already regular customers with Journey Juice. These are Athens residents between ages 25 and 40 that appreciate health and fitness. They enjoy going to the farmers market, purchasing organic foods and understand the importance that food has on the body. They also enjoy working out and taking yoga classes and enjoy juicing because of the health benefits. This is our primary audience because we believe that creating a strong relationship with Athens locals that already support Journey Juice is beneficial to maintaining a positive image.



## SECONDARY - HEALTH ISSUES

The second target audience focuses on those dealing with health issues such as pain, inflammation, cancer and autoimmune diseases. These are people of any age that are wanting to try to get their health to a good place. They are interested in making diet and lifestyle changes to help their health issues improve. This is our secondary audience because we understand the benefits juicing can have on one's health and we want to be the go-to juice place for those struggling with their health.



## TERTIARY - HEALTH-CONSCIOUS COLLEGE STUDENTS

The third target audience focuses on the health-conscious college students living in Athens. These are students between ages 18 and 24 attending one of the universities in the area. They enjoy working out at places like Orangetheory Fitness and Fuel Hot Yoga and they like keeping up with health trends. They shop primarily at Trader Joe's and Earth Fare and like to eat healthy foods. This is the tertiary audience because college students are in and out of Athens and may not be customers of Journey Juice for very long but we still understand the importance of targeting this group.



# SWOT ANALYSIS

## STRENGTHS

- All produce is grown locally
- Farmers market presence
- Offer home delivery

## WEAKNESSES

- Social media
- High price for college students
- Location

## OPPORTUNITIES

- Opportunities with media outlets
- Partnering with local businesses
- Health is trendy

## THREATS

- Arden's Garden
- Grocery store juices
- Relying on local farmers for produce



# SWOT ANALYSIS

## **Strengths**

Journey Juice has several strengths that allow them to stand out as a business. First, they purchase all produce used in their juices from local, organic farmers. Additionally, they attend the Athens Farmers Market on a weekly basis. Journey Juice also offers the ability to deliver fresh juices to their customers' homes which especially helps them stand out from competitors.

## **Weaknesses**

There are a few weaknesses that Journey Juice faces. First, their social media is lacking in variability across all social platforms. Their Instagram and Facebook are linked so the same posts are on both of these platforms. The juice also is priced relatively high for college students. The location is also in Normaltown, which is far drive away for people living on the opposite side of town.

## **Opportunities**

Journey Juice has several opportunities to continue growing as a business. They have been featured in articles with Flagpole and The Red & Black before and have gained positive press. They also have potential working with local companies and organizations. Journey Juice has worked with UGA organizations before and could continue doing this and they could also reach out to work with local fitness studios. Another perk is that health is very trendy right now. Juicing, eating organic and eating locally grown produce are all trendy things to do right now which is beneficial for Journey Juice.

## **Threats**

The most obvious threat for Journey Juice is the competition. Arden's Garden is another popular juice spot in Athens with a more favorable location. Grocery stores also carry juices that are cheaper and more convenient. One of the biggest threats Journey Juice faces is that since they buy all of their produce from local farmers there are times when farmers will not have the produce needed for certain juices.

# KEY MESSAGES

1

Journey Juice encourages healthy living and fitness.

2

Journey Juice supports local, organic farmers.

3

Journey Juice offers customizable juices and delivery options.





# DELIVERABLES



**JOURNEY JUICE**

## **Mississippi Apple Pie**

Always Raw, Natural, & Cold-Pressed.  
100% Juice. Unpasteurized. Perishable.  
Keep Refrigerated.

### **INGREDIENTS**

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WARNING: This product has not been  
pasteurized and therefore may contain harmful  
bacteria that can cause serious illness in  
children, the elderly, and persons with  
weakened immune systems.

**16 fl. oz.**

# ITEM DESCRIPTIONS

## **Fact Sheet**

The fact sheet was created to provide quick and easy information on Journey Juice. It contains additional information about the company that may not be found in the press release.

## **Biography**

The biography provides background information on the Journey Juice owner, Amy Lawrence. The information can be included in stories journalists write about the company and it allows the media to learn a bit about the owner.

## **Media List**

The media list contains contact information for five potential media outlets Journey Juice could pitch stories to. Some of the contacts have worked with Journey Juice before and others have created content for audiences with interests related to the company.

## **News Release**

The news release was written as an example of a story that could be pitched to media outlets and journalists. The news release also includes a boilerplate about Journey Juice that could be used in future news releases and on the website.

## **Email Pitch**

The email pitch was written as an example for what could be sent to contacts on the media list for potential stories. The pitch includes a brief overview of the newsworthy topic and is tailored to the media outlet that could potentially cover the story.

## **Blog Post**

The blog post is an example of what could be posted on the Journey Juice website. The goal of the blog post was to inform readers about something they would be interested in and increase search engine optimization through the inclusion of popular keywords.

## **Social Media Plan**

The social media plan was made to provide examples of future posts to be used on the Journey Juice Instagram and Facebook. The posts were created with the intention of maintaining a positive brand image, increasing engagement and building a community on social platforms.





[www.journeyjuice.com](http://www.journeyjuice.com)

770-850-0707

## GET CONNECTED



@JourneyJuice



@JourneyJuice



@journeyjuice

## VISIT US



1428 Prince Ave., Ste.  
B, Athens, GA 30606



Mon-Fri: 7 a.m. - 7 p.m.  
Sat: 9 a.m. - 5 p.m.  
Sun: 12 p.m. - 5 p.m.

# FACT SHEET

## ABOUT

At Journey Juice, we strive to provide the Athens community with healthy, cold-pressed juices that have been made from locally grown produce. We encourage people to learn about what is going into their bodies and we offer information and resources for those interested in living a healthy lifestyle.

## HISTORY

After teaching for 15 years, Amy Lawrence, decided to become the owner of Journey Juice after being a loyal customer for three years. Lawrence had many health issues that led her to try juicing and she found that it helped her body recover from both rheumatoid arthritis and stomach problems. Upon changing her diet, she learned that she had not been consuming enough of the vital nutrients we need to survive and she has been juicing ever since she has felt the benefits.

## INTERESTED IN JUICING?

Juicing offers many benefits such as balancing blood sugar levels and strengthening the immune system. It can be difficult to eat 6-8 servings of fruits and vegetables daily, and the nutrients provided by these foods are a necessity. Many people are unaware that they lack certain nutrients, and juicing allows for an easy way to make sure your body gets what it needs to be feeling great. Processed foods and sweets have been proven to destroy the good bacteria in the gut and raw juice allows for live nutrients to be absorbed right back into the body.

## FOR MORE INFORMATION

To learn more about the benefits of juicing, visit our website or email Amy at [amy@journeyjuice.com](mailto:amy@journeyjuice.com) for all of your juicing, cleansing and detoxing questions.

# BIOGRAPHY

Amy Lawrence and her husband bought Journey Juice in June 2015 shortly after it closed in March under the previous owner, Nabil Abouharb. Since becoming the owner of Journey Juice, Lawrence has created new juices, helped hundreds of people participate in juice cleanses and benefited local farmers through purchasing all produce within 45 minutes of Athens, Ga.

Prior to owning Journey Juice, Lawrence worked for 15 years as a third grade teacher. She spent the last few years of her teaching career at Gaines Elementary located in Athens. Before teaching in Athens, Lawrence taught in Savannah and worked in a restaurant where she met her husband.

Lawrence graduated from the University of Mississippi in 1998 with a bachelor's degree in elementary education.

When she isn't at Journey Juice, Lawrence enjoys participating in Orangetheory Fitness and practicing yoga.

Last Updated: Dec. 1, 2019  
Lindsay Nance



Photo credit: [journeyjuice.com](http://journeyjuice.com).



# MEDIA LIST

Outlet	Contact	Title	Email	Phone	Social	Category
Flagpole	Hillary Brown	Grub Notes Editor	food@flagpole .com	706-549-9523	N/A	Food & Drink
Online Athens	Donnie Fetter	Editor	dfetter@onlineathens.com	706-208-2222	@DonnieFetter	Health
Athens Magazine	Ashlee Duren	Writer, Editor, Photographer	ashlee.duren@athensmagazine.anthilldev.net	N/A	@jennisawriter	Feature
Athens Life Unleashed	Alvieann Chandler	Communications Specialist	achandler@VisitAthensGa.com	706-357-4543	@Ms_alvie	Neighborhoods
The Daily Meal	N/A	N/A	info@thedailymeal.com	N/A	N/A	Healthy Eating

## Media List Justifications:

### Flagpole

Flagpole has previously written about Journey Juice two other times. One of the articles was written in July of 2013 shortly after Journey Juice originally opened and it introduced the business to Athens. The other article was written in June of 2015 after Amy and her husband became the new owners of Journey Juice. A new article could be written about the changes Lawrence has made to the company over the past few years including the introduction of a home delivery subscription service.

### Online Athens

This online newspaper has a section focused on lifestyle that has a subsection focused on health. The articles range from daily workout tips to information on vitamins and supplements. Online Athens states that 36% of their readers are between the ages 18 and 34, 32% are 55 and older and the majority of their readers live in Athens-Clarke County and Oconee County. These demographics fit into Journey Juice's target markets so reaching these readers would be beneficial. An article written about how juicing can help those dealing with pain and inflammation could be especially helpful to the 55 and older age group. The article could also touch on other aspects of juicing that are beneficial to the body to interest the 18-34 age group.

### Athens Magazine

This online magazine has a section where they feature local entrepreneurs and business owners. Athens Magazine could write an article discussing Amy Lawrence and how she went from a teacher of 15 years to the owner of Journey Juice. Athens Magazine likes to focus on people who have inspiring stories and Lawrence is open about her history with an autoimmune disease and the struggles she faces.

### Athens Life Unleashed

Athens Life Unleashed has a monthly food blog that highlights local restaurants, breweries and bars. They typically write blogs related to what is trendy during the season of the year since the posts are monthly. January is a time of the year where people make health a priority. A blog post in January discussing ways people can get their health back on track would be popular among their readers. The post could mention healthy restaurants in Athens as well as Journey Juice.

### The Daily Meal

The Daily Meal puts a lot of their focus on healthy living and making healthy choices for the body. Journey Juice could pitch a story to them that teaches the benefits of juice, cleansing and eating organic foods. While this article may not provide the greatest ROI since it is not a local media outlet, these articles are very "Facebook friendly" because they are short, concise and contain pictures. While there may not be many physical customers in the store, there would be an increase in website traffic. This article would focus on healthy living, fruits and vegetables and gut health. They tend to use a lot of hyperlinks in their articles and the Journey Juice website would be hyperlinked.

# NEWS RELEASE



FOR RELEASE ON NOV. 18, 2019

Lindsay Nance, Public Relations Intern

770-366-6236

[ltl19511@uga.edu](mailto:ltl19511@uga.edu)

## **Journey Juice announces home delivery subscription service**

ATHENS, Ga., Sept. 19, 2019 – Journey Juice announced they will be launching a home delivery subscription service starting on Jan. 6, 2020. Customers will have the option to purchase a weekly or monthly subscription plan to have juice delivered directly to their home.

A weekly subscription consists of seven 10-ounce bottles priced at \$30 and a monthly subscription consists of 24 10-ounce bottles for \$99. Owner, Amy Lawrence, wants to make it easy for people to obtain juices even if they have a busy schedule and do not have time to visit the store.

“Having our own delivery service will ensure that our customers are getting their juice right after it has been pressed,” says Lawrence. “We work hard to make sure that our juice is made from locally grown produce and we want our customers to have the same experience drinking it whether they are in our store or in their own home.”

Journey Juice currently works with Cosmic Delivery and Uber Eats but they hope having their own delivery service will encourage a more personal relationship between the employees and customers. Journey Juice can also be found in Normaltown and at the Athens Farmers Market on Saturdays 8 a.m. to noon.

For updates and more information please visit [journeyjuice.com](http://journeyjuice.com) or follow Journey Juice on Facebook and Twitter @JourneyJuice and Instagram @journeyjuice.

### **About Journey Juice:**

Journey Juice has been providing the Athens, Ga. community with raw, cold-pressed juice since it opened in 2012. There is never any sugar, preservatives or water added. Journey Juice supports local farmers by only using locally grown produce in its juices. Journey Juice strives to educate the Athens community about healthy living and promote the benefits that cold-pressed juice has on the body. Life’s a Journey, make it Juicy! Find more information about how Journey Juice is spreading health and wellness by visiting [journeyjuice.com](http://journeyjuice.com).

###

# EMAIL PITCH

Flagpole Magazine, often abbreviated to Flagpole, is an online and paper magazine focused around creating content surrounding Athens life. The magazine covers events, politics, food, drink and other local news. Hillary Brown is a great contact for Journey Juice because she is the editor for Grub Notes, a section focused on highlighting Athens restaurants. Brown has also covered Journey Juice two times previously and has written a positive review for the Journey Juice website. While the majority of her writing focuses on recommending restaurants, she also covers food news. Brown's relationship with Journey Juice and involvement in the Athens food community make her the ideal writer to pitch this story to.

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To: [food@flagpole.com](mailto:food@flagpole.com)

Subject: Story Opportunity: Journey Juice launches home delivery service

From: [ltn19511@uga.edu](mailto:ltn19511@uga.edu)

Hi Hillary:

I really enjoy the stories you have written highlighting local Athens restaurants and I have a story that I believe would interest your readership. Journey Juice is launching their own home delivery subscription service beginning Jan. 6, 2020. Customers will have the option to sign up for a weekly or monthly subscription plan to have juice delivered to their front doorstep.

The weekly subscription plan consists of seven 10-ounce juices for \$30 and the monthly plan consists of 24 10-ounce juices for \$99. Journey Juice wants to make it easier for customers with busy schedules to still enjoy juices without having to leave their home.

This story would interest the Flagpole readership because the majority of your audience is local to Athens and both juice and subscription services are very popular right now.

If you are interested in speaking with our owner or learning more about the subscription service, we can schedule a time to interview before the service launches. I will follow up with you on Thursday to discuss additional details. I look forward to hearing from you.

Best,

Lindsay Nance

PR Intern | Journey Juice

770-366-6236 | [ltn19511@uga.edu](mailto:ltn19511@uga.edu)



# BLOG POST



## Five Tips to Relieve Joint Pain and Inflammation

[WWW.JOURNEYJUICE.COM](http://WWW.JOURNEYJUICE.COM)

Too many people have become familiar with the feeling of waking up in the morning and wondering if their body got hit by a truck overnight. Joint pain and inflammation have made the lives of millions of people a bit more difficult than they need to be. Oftentimes doctors will prescribe strong painkillers to help with the symptoms, but not everyone feels comfortable resorting to medication. Over the past few years, the holistic approach to health has become a popular way of addressing health concerns. At Journey Juice, we are believers that how you treat your body directly affects how you feel. We have compiled a list of five ways you can help your body feel great again without resorting to medications.

**Manage your stress.** When you are stressed out your body tenses up and you may not even realize it. Your shoulders tighten, your jaw aches and the muscles all throughout your body become just as stressed as you are. [Stress](#) not only takes a toll on your mental health, but it also affects you physically. While headaches, an increased heart rate and tense muscles may be felt almost immediately, long-term stress can increase your risk of a heart attack along with other [health issues](#). To help manage your stress, Journey Juice recommends practicing your breathing, doing yoga and meditating. YouTube provides free [yoga videos](#) and we use this [breathing app](#). Practicing your breathing and doing yoga have many more health benefits that you can read about [here](#).

**Exercise.** Exercise and stress relief go hand in hand. While it may be easy to lie in bed on days your joints are not feeling their best, it is important to [stay active](#) even on days where your pain and inflammation are flaring up. Going on walks helps to strengthen your muscles and improve your balance. Walking also helps to get your blood flowing and could even reduce your joint pain, especially if you have pain in your knees. If walking seems too intimidating, try swimming. Swimming is very low impact, but it still gives you a great workout and allows your body to release endorphins that are vital to your physical and mental health.

**Take supplements.** Taking supplements has become a part of many people's daily routine, however not everyone knows exactly which supplements to take. There are certain supplements that have been proven to help reduce inflammation and joint pain. Some [supplements](#) that have been thought to benefit people with joint pain and inflammation are: [fish oil](#), [ginger](#), [spirulina](#), [turmeric](#) and [collagen](#). There are plenty of other supplements, but we recommend trying different ones out and finding what works best for you.

Personally, I take turmeric every morning in [capsule](#) form and I also try to add collagen into my daily diet. Turmeric contains the compound curcumin, which is known for its anti-inflammatory and antioxidant benefits. Turmeric is great too because it can be taken in a capsule or mixed into food. Collagen is also a supplement that can be incorporated into your diet in multiple ways. Taking collagen supplements can reduce joint stiffness, support strong bones and reduce wrinkles. I use this [collagen](#) and I like to mix it into my coffee, baked goods or blend it into smoothies since it doesn't have the best flavor on its own.

**Rethink your diet.** Diet plays more of a role in our overall well-being than we really think. [Research](#) has shown that sugar and high-fructose corn syrup are two of the main culprits that lead to inflammation. Sugar has been shown to cause an increase in uric acid, which causes both inflammation and insulin resistance. Trans fats, vegetable and seed oils, refined carbohydrates, processed meat and excessive alcohol use have all been proven to have negative inflammatory effects.

Foods like grass fed beef, wild caught salmon, avocados, berries, nuts and seeds, olive oil and sweet potatoes are all foods that help [fight inflammation](#) and can all be incorporated into your daily diet.

Some people also find relief after cutting out [nightshade vegetables](#) like: white potatoes, tomatoes, bell peppers, eggplants, cayenne pepper and paprika. Through trial and error, I have been able to narrow down what foods leave me feeling my best. No two bodies are the same and what makes one person feel good may not work for someone else.

**Improve your gut health.** Finally, what has helped me manage my joint pain and inflammation the most, was getting on top of my [gut health](#). Your gut plays such an important role not only in digestion, but also in your immune system, heart health, brain health, sleep and your mood. Your gut also produces around 90% of the [serotonin in your body](#). Serotonin is that ‘feel good’ neurotransmitter that’s responsible for your mood, appetite, sleep, memory and sexual function.

Not eating a diverse range of foods, consuming too much alcohol, not getting enough exercise, being under a lot of stress and antibiotic use are all possible [causes of an unhealthy gut](#). To [improve my gut health](#), I have found that managing stress, consuming fermented foods and [drinking juice](#) has been the most helpful. When vegetables are juiced, their cell walls break down and only the beneficial parts of the vegetable are extracted. Juicing also allows live nutrients to be absorbed in the body immediately which improves the intestinal flora.

If you are interested in juicing or want to learn more about the holistic approach to health, visit the Journey Juice [website](#) or email Amy Lawrence at [amy@journeyjuice.com](mailto:amy@journeyjuice.com).



# SOCIAL MEDIA PLAN

## Platform 1: Instagram

**Goals & Objectives:** Our goals with Instagram are to increase engagement, grow our following, inspire our audience to make their health a priority and inform people on events Journey Juice is participating in. The objectives that will help reach these goals are posting giveaways, Instagram stories and partnering with local businesses on social media.

**Target Audience:** We are targeting our secondary and tertiary target audience with our Instagram posts. Our secondary audience, those with health issues, can be of any age. We expect that the younger people from this group will be more involved on Instagram. We hope to reach these people through sharing testimonies on our IGTV. We also plan on reaching our tertiary audience, the health-conscious college students, since they are younger and more involved on Instagram. We specifically plan on reaching this group through participating in giveaways, partnering with fitness studios in Athens and partnering with student organizations in our posts.

**Rationale:** Instagram is one of the most popular social media sites for younger people. With health becoming very trendy, it is important that we utilize Instagram to reach our younger audiences. We intend to connect with people through posting engaging content that is visually appealing, sharable and interactive. Around [64%](#) of people between the ages of 18-29 use Instagram so we hope to reach that portion of our target market through this platform.

**When will posts appear:** Nov. 8 – Dec. 4





## Post 1: Client Testimony – IGTV

**Post time:** Nov. 8, 5 p.m.

**Description:** There will be a three-minute video posted to IGTV sharing a few pictures of a client smiling and holding a Journey Juice. There will be a voiceover that the client recorded with us explaining how juicing has changed their life and benefited them. There will be subtitles on the pictures so that our audience can read along. The client will also be tagged in the video.

**Caption:** Sarah Smith started juicing with us two years ago when she decided to take steps to better her health. What are some ways that juicing has helped you? Comment below!

**Rationale:** IGTV is popular for sharing short, visually appealing videos. Instagram also allows users to post a one-minute preview of the video on their feed then continue watching the video under the IGTV tab on their account. Adding IGTV videos will show the more personal side of Journey Juice and it will show our followers that we truly do care about them. Encouraging our followers to comment how juicing has helped them will create more engagement and give us a chance to comment back to our followers and be personal with them as well. I decided to post the IGTV video on a Friday at 5 p.m. because it is a feel-good story and we think people would like to begin their weekend with something positive.



Photo credit: dmnews.com

## Post 2: Giveaway with Fuel Hot Yoga

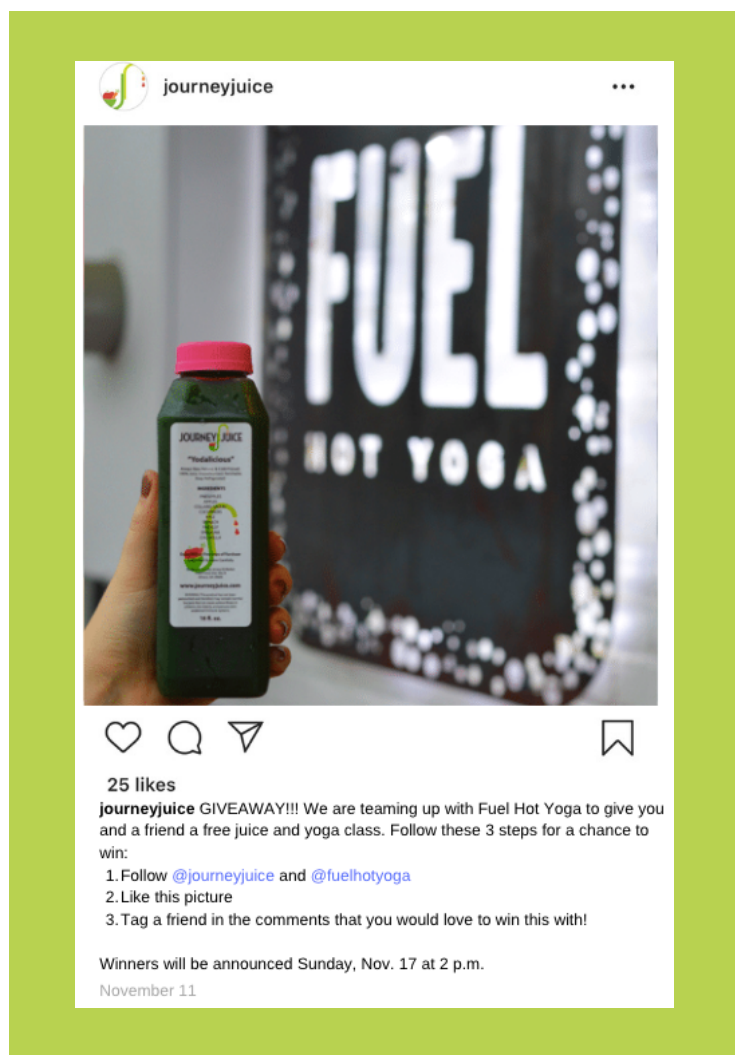
**Post time:** Nov. 11, 6 p.m.

**Caption:** GIVEAWAY!!! We are teaming up with Fuel Hot Yoga to give you and a friend a free juice and yoga class. Follow these 3 steps for a chance to win:

1. Follow @journeyjuice and @fuelhotyoga
2. Like this picture
3. Tag a friend in the comments that you would love to win this with!

Winners will be announced Sunday, Nov. 17 at 2 p.m.

**Rationale:** Giveaways are one of the easiest ways to increase engagement and gain followers on Instagram without having to spend a lot of money. People love free things and the type of person that would be interested in drinking juice is probably someone that also enjoys yoga, so this offer would be incredibly appealing to them. This giveaway will also be posted on Fuel Hot Yoga's page so that their audience will be reached too and they will also need to follow us to enter the giveaway. It will be posted at the beginning of the week so that the followers will have almost a whole week to enter.



### Post 3: Story with Winners of Giveaway

**Post time:** Nov. 19, 5 p.m.

**Caption:** (Tag winners) Congrats to the winners of our giveaway with @fuelhotyoga  
Enjoy your juice and yoga class! 😊

**Rationale:** It is important to post the winners of the giveaway so that followers know the giveaway was legitimate. I think that it is also important to show who the winners are and to tag them so that it is more personal and this also allows the winners the chance to repost it to their story. If they reposted the picture this would help us to gain more reach by exposing us to their followers as well. The post is going up two days after the winners are announced, but in reality it would go up when the winners actually decide to claim their prize.





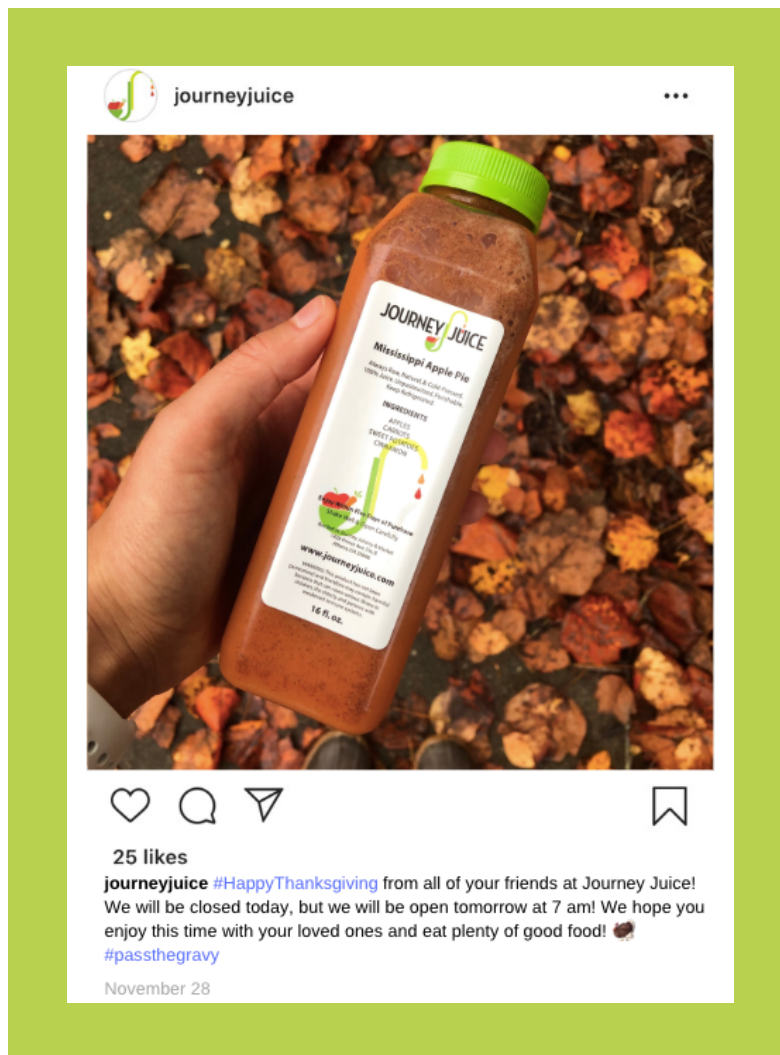
## Post 4: Closed on Thanksgiving

**Post time:** Nov. 28, 11 a.m.

**Description:** Since Journey Juice is a family-owned business, we wanted to include a more personal post on Thanksgiving. There could be a few pictures of Amy, Barth, Alex, Jessica and Griffin enjoying Thanksgiving together. We also included a picture of a juice, Mississippi Apple Pie, because it is their seasonal drink.

**Caption:** #HappyThanksgiving from all of your friends at Journey Juice! We will be closed today, but we will be open tomorrow at 7 am! We hope you enjoy this time with your loved ones and eat plenty of good food! 🍁 #passthegravy

**Rationale:** The purpose of this post is to inform followers that Journey Juice will be closed on Thanksgiving while also including more personal pictures. There will be a post prior to this one announcing that Journey Juice will be closed, but the purpose of this post is to remind followers. The hashtags are also included because there will be a lot of other people posting the day of Thanksgiving with similar hashtags and this will allow for there to be more eyes on our post and increase reach.



## Post 5: Farmers Market

**Post time:** Nov. 15, noon

**Caption:** Come visit us at the @athensfarmersmarket at Bishop Park this Saturday from 8 a.m. to noon! The Farmers Market will only be around for one more month this year so be sure to get some fresh produce while ya can! 🥕

**Rationale:** Journey Juice reaches a lot of our customers at the Athens Farmers Market. The purpose of this post is to inform our audience that the farmers market is only going to be around for one more month this year. The farmers market is also something fun that our younger audience would like to do on the weekends. The post is going up on Nov. 15 at noon because the farmers market ends on Dec. 15 and the post mentions that there is only one month left. It is going up on a Friday because the Farmers Market is on Saturday and the post will remind people to go to the market tomorrow.



## Platform 2: Facebook

**Goals & Objectives:** Our goals with Facebook are to inform our audience on health, create a community for our customers and gain more traffic on our website. The objectives that will help us reach these goals are posting articles related to health, creating a Facebook group that people can share their health goals and journeys in and posting informative blogs and podcasts that will lead our audience back to the Journey Juice website.

**Target Audience:** We are targeting our primary and secondary audiences with our Facebook page. Our regular juicers are typically a bit older as well as some people with health issues, so we expect them to mainly be using Facebook. We intend to reach our regular juicers through emphasizing community on Facebook by creating a Facebook group for regulars to join as well as posting more personal content such as podcasts and family photos. We intend to reach our audience with health issues by providing links to informational websites and blog posts that share health tips.

**Rationale:** Facebook is a very useful social media site for sharing information and creating community. It is important that our regular juicers know how appreciated they are, so that is why we want to put emphasis on community through utilizing Facebook groups. Our Facebook group is intended to be a place where people can post about health issues they are going through, connect with other people with similar interests and encourage each other. Facebook is also known for being a great place to share links to websites. Utilizing this feature will be helpful for getting information across to our audience, especially those looking for resources pertaining to health. Around [78%](#) of people between the ages of 30-49 use Facebook so we hope to reach that portion of our target audience through this platform.

**When will posts appear:** Nov. 13 – Dec. 2





## Post 1: Promotion with Pūrvelo Athens

**Post time:** Nov. 13, 7 a.m.

**Caption:** Join us Wednesday, Nov. 20<sup>th</sup> @ 6 p.m. to get 10% off a ride at Pūrvelo Athens when you bring a Journey Juice receipt! \*\*\*Offer only valid on receipts between 11/13 – 11/20

**Rationale:** Journey Juice has done promotions with fitness studios in Athens before and has had great success. Pūrvelo is a new spin studio in Athens that would most likely be interested in an event like this because it gets the word out about their studio. By asking people to bring a receipt it encourages our audience to get a juice and it also encourages healthy living. By posting about the event on Nov. 13, this gives our audience enough time to plan for the ride and get a juice in preparation.



**Journey Juice**

November 13 at 7:00 AM

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Join us Wednesday, Nov. 20<sup>th</sup> @ 6 p.m. to get 10% off a ride at Pūrvelo Athens when you bring a Journey Juice receipt!

\*\*\*Offer only valid on receipts between 11/13 - 11/20



## Post 2: Customer Spotlight

**Post time:** Any Wed., noon

**Caption:** Our Customer Spotlight of the Week is Taylor Griffin! Taylor is a fourth-year psychology major at the University of Georgia. She started juicing with Journey Juice two years ago after she noticed she was struggling with gut issues. She enjoys working out with her friends, cooking and spending her Saturdays cheering on the Dawgs! Taylor's favorite juice is Just Greens (great choice! 😊) Thanks for juicing with us!

**Rationale:** The purpose of the customer spotlight posts is to thank a loyal customer of Journey Juice each Wednesday. We intend to have more personal posts on Facebook and recognizing a customer can also contribute to building a community. The posts will go up each Wednesday at noon to give our audience something to look forward to and encourage people to want to become the next customer spotlight.



**Journey Juice**

Today at 12:00 PM

Our Customer Spotlight of the week is Taylor Griffin! Taylor is a fourth-year psychology major at the University of Georgia. She started juicing with Journey Juice two years ago after she noticed she was struggling with gut issues. She enjoys working out with her friends, cooking and spending her Saturdays cheering on the Dawgs! Taylor's favorite juice is Just Greens (great choice! 😊) Thanks for juicing with us!



### Post 3: Podcast Link

**Post time:** Nov. 21, 6 p.m.

**Caption:** Check out this podcast Amy recorded! She talks about her experience with rheumatoid arthritis and how juicing has helped her maintain a pain-free life.

<http://journeyjuice.com/How-Juicing-Changed-My-Life/>

**Rationale:** This post will accomplish two of our main goals for the Facebook page. The post will both inform people on health tips and it will increase traffic to the website. Podcasts have become popular and we think posting an informational podcast discussing rheumatoid arthritis could be both beneficial to our audience struggling with health issues. The podcast will be posted on a Thursday at 6 p.m. so that after work people can listen to it on their commute to work the next day.



**Journey Juice**

November 21 at 6:00 PM



Check out this podcast Amy recorded! She talks about her experience with rheumatoid arthritis and how juicing has helped her maintain a pain-free life.

<http://journeyjuice.com/How-Juicing-Changed-My-Life/>



## Post 4: Link to Blog Post

**Post time:** Nov. 29, 9:30 a.m.

**Caption:** Joint pain and inflammation are no fun! We've compiled a list of five tips that have helped us manage pain. Check it out >>> <https://journeyjuice.com/Five-Tips-to-Relieve-Joint-Pain-and-Inflammation/>

**Rationale:** Blogs are great to post on Facebook because they are shareable, informational and promote engagement. Posting our blog on our Facebook page would be beneficial for our audience struggling with health issues. Two of our goals with the Facebook page are to increase traffic on our website and inform. Posting a blog that is relevant to our audience will get more eyes on the Journey Juice website and it will provide useful information. The post is going up on a Monday morning because most people have finished reading their morning work emails and could have time to read through other articles they are interested in.



**Journey Juice**

November 29 at 9:30 AM



Joint pain and inflammation are no fun! We've compiled a list of five tips that have helped us manage pain. Check it out here >>> <http://journeyjuice.com/Five-Tips-to-Relieve-Joint-Pain-and-Inflammation>

### Five Tips to Relieve Joint Pain and Inflammation

[WWW.JOURNEYJUICE.COM](http://WWW.JOURNEYJUICE.COM)

## Post 5: Group Cleanse and Journey Juice Group Announcement

**Post time:** Dec. 2, 3 p.m.

**Caption:** We have the perfect way to get back on track after a weekend of indulging! Starting next Monday we are offering a 3-day juice cleanse. If you are interested, join our Facebook group, Juicy Gang, to keep up with other juicers. Learn more about why juicing is so great by visiting our website <http://journeyjuice.com/learn/why-cleanse/>

**Rationale:** The purpose of this post is to encourage people to juice after Thanksgiving, create a community for our audience and gain more traffic on our website. The post will go up the Monday following Thanksgiving and will announce that the cleanse starts the following Monday. People are usually feeling more motivated to get healthy at the beginning of the week and they are especially feeling motivated after a weekend of indulging. The post also includes a link to the section of our website titled 'Why Cleanse' so that people can learn about cleansing and decide if they would like to participate.



**Journey Juice**

December 2 at 3:00 PM



We have the perfect way to get back on track after a weekend of indulging! Starting next Monday we are offering a 3-day juice cleanse. If you are interested, join our Facebook group, **Juicy Gang**, to keep up with other juicers. Learn more about why juicing is so great by visiting our website

<http://journeyjuice.com/learn/why-cleanse/>

# NOTES

This media kit was created as an assignment for professor Tom Cullen's class at the University of Georgia. The public relations class challenged us to work with a client all semester while learning how to create pieces for this media kit. It was a pleasure working with Amy Lawrence from Journey Juice and I am pleased to have worked with a business I am passionate about. All photos in the media kit were taken by Lindsay Nance unless otherwise noted beneath the image.

If you have any questions regarding the media kit please contact me via email at [ltm19511@uga.edu](mailto:ltm19511@uga.edu).

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