**A Case Study of Justin's Brand Journey**

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Institutional Affiliation

Course

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Date

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**1. Passion, Consciousness, and Product Quality in Justin’s Product Management Process:**

**Passion:** The founder of Justin’s began with curiosity and personal passion, asking why peanut and almond butter couldn't be different and better. This passion led to innovation in flavors and packaging, differentiating Justin’s products from traditional offerings. Passion is what drove the founder to persist despite early challenges, reflecting the idea that "if you don't start somewhere, you'll never end up anywhere."

**Consciousness:** Consciousness at Justin’s revolves around innovation, sustainability, and ethical responsibility. The founder’s journey wasn’t just about creating a product; it was about creating a product that consumers could feel good about. This consciousness is evident in decisions such as using ethically sourced chocolate and exploring sustainable packaging solutions.

**Product Quality:** The emphasis on product quality is clear in the founder’s determination to create a product that didn’t just exist in the market but stood out for its excellence. The idea wasn’t to compete with giants on their terms but to redefine the terms — less sugar, better taste, ethical sourcing, and a genuine connection with the brand's ethos.

**2. Product Life Cycle Influence on Marketing Decisions at Hormel and Justin’s:**

Justin’s innovation, particularly in packaging, marked a new product life cycle, starting with the squeeze packs and evolving with consumer trends and feedback. The strategy to start in the natural channel before entering the conventional channel indicates a calculated approach to product life cycle management, leveraging each stage for maximum impact and sustainability.

For Hormel, the acquisition of brands like Justin's and Skippy is influenced by the life cycle stage of their existing products and the need to innovate and capture new market segments. They integrate newer, innovative brands to rejuvenate their portfolio, appeal to different demographics, and create growth within mature categories.

**3. Roles of Brand Managers and Master Brand Managers at Justin’s:**

Brand managers at Justin’s are responsible for specific product lines, managing all elements of their brand, indicating a deep, focused approach to each product category. In contrast, master brand managers oversee elements that cut across all product lines, maintaining the brand's integrity and ethos across various campaigns and product innovations.

This structure allows for both specialized attention to individual products and unified, cohesive branding and marketing strategies, ensuring that all innovations and communications are authentically "Justin’s."

**4. Hormel’s Branding Strategies and Justin’s Fit:**

Hormel uses a multi-branding strategy, housing multiple number one or two brands, including Justin’s. Justin's complements Hormel's portfolio by bringing in a health and wellness angle targeted at a younger generation, different from Skippy’s more mainstream appeal.

Within Hormel, Justin’s maintains its unique identity, presumably to preserve the original values and consumer trust that the brand has built. Justin’s also continues its multi-product branding strategy, extending from butters into confections, demonstrating adaptability and market responsiveness.

**5. Sustainability and Corporate Responsibility in Justin’s Future:**

Sustainability is a critical consideration for Justin’s, particularly highlighted by the discussion around the squeeze pack's environmental impact. Justin’s is actively seeking to reduce waste and increase the use of sustainable materials, showing a commitment not just to market innovation but to responsible innovation.

The company’s success is tied not only to the quality of its products but to its mission and purpose. Consumers support Justin’s because they feel they’re supporting a brand with ethical commitments, reflecting a future likely to be shaped by these values. The push for industry changes, especially in packaging, suggests a leadership role in corporate responsibility, likely to influence their strategies moving forward.

**References**

Justin's Brand Story. (n.d.). Retrieved October 23, 2023, from <https://www.viddler.com/embed/f372dde9>