

Booster Juice *Source*

Strategic Re-Design Concept

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ASSIGNMENT DETAILS

GDES 3008 - Instructor Greg Van Alstyne
Strategic Branding: Assignment 2 Final

DESCRIPTION

A critical diagnostic of Booster Juice's market positioning and visual identity, analyzing the growing disconnect between its 1999 aesthetic, premium pricing, and modern consumer wellness expectations.

Booster Source

The Concept

The Core

Booster Source is a long-term strategy to reposition Booster Juice as a transparent daily nourishment brand.

Booster Juice should evolve into a **transparent daily nourishment brand** that organizes wellness around visible **nutritional value, clearer sourcing, and more responsible systems.**

Mission, Vision, Purpose.

MISSION
Booster Source is a long-term strategy to reposition Booster Juice as a transparent daily nourishment brand.

VISION
Become Canada’s most trusted and transparent daily nourishment brand.

PURPOSE
Help people make better daily food choices by showing what nourishes them, where it comes from, and how it is made more responsibly.

Values

CLARITY
Make choices easier to understand and easier to navigate.

NOURISHMENT
Focus on real daily needs, not vague wellness language.

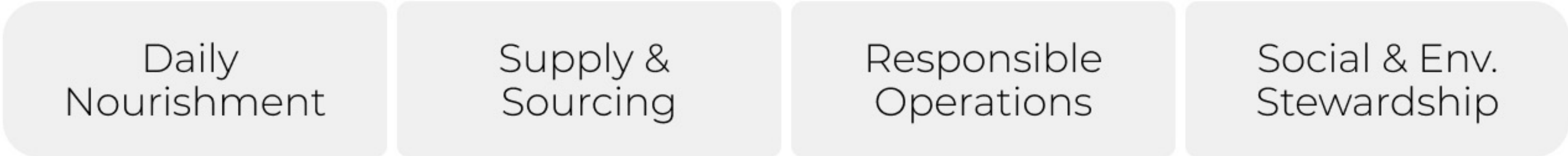
TRANSPARENCY
Show what is inside the product and what is behind it.

RESPONSIBILITY
Align claims with better systems, materials, and operations.

COMMUNITY
Support the people and places connected to the Booster ecosystem.

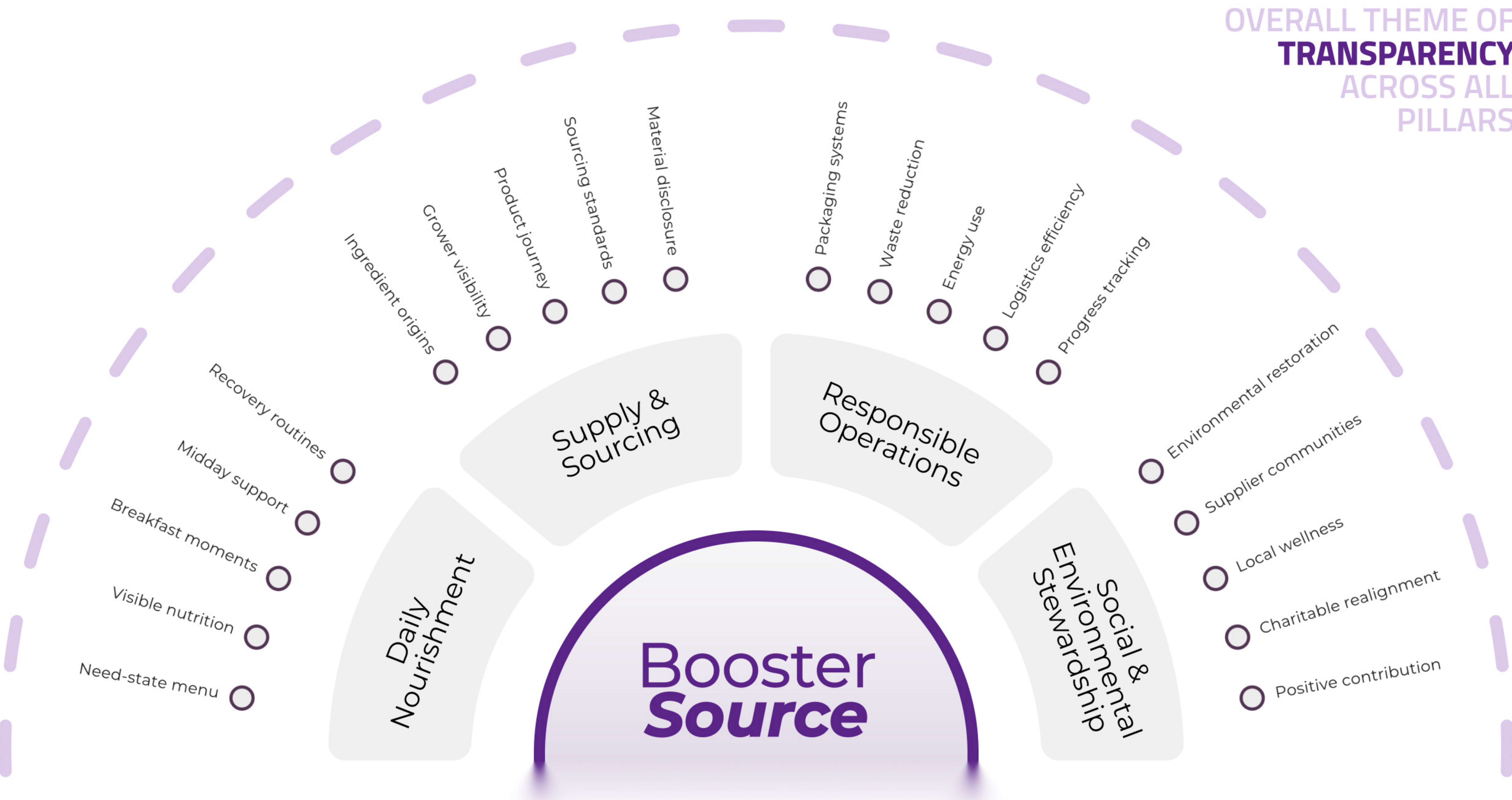
MOMENTUM
Fit active routines with speed, ease, and repeat relevance.

The Concept is built off of 4 primary pillars & focuses;
See more on Page 3



Booster Source

Ecosystem + The 4 Pillars



Source - Pillars

Daily Nourishment



Daily Nourishment shifts Booster **from an occasional smoothie** stop toward a **repeatable everyday routine** built around clearer need states, faster decisions, and stronger daily relevance.

Identity Implication

This pillar pushes the brand toward modular menu hierarchy, benefit-led navigation, and a more routine-oriented verbal and visual system.

Most Relevant Stakeholders

- Customer** - clearer choices, faster decision-making, easier comparison across needs
- Franchisees / store teams** - simpler recommendation logic and stronger repeat-use.
- Corporate / digital** - more routine-based ordering, bundling, and frequency growth

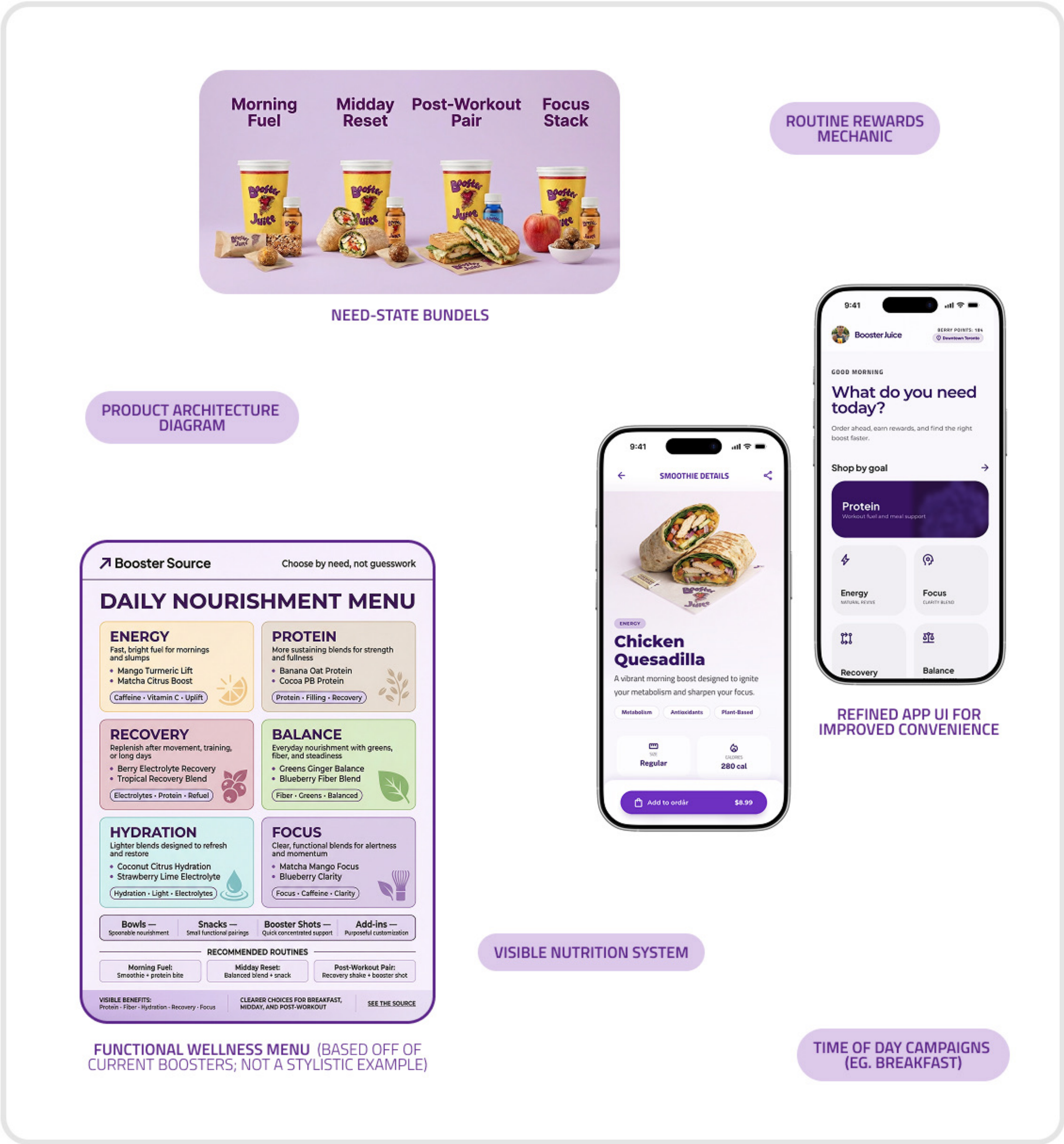
Priority Moves

- Organize menu by need states: Energy, Protein, Recovery, Focus, Balance, Breakfast
- Simplify add-ins, boosts, and decision pathways
- Build guided bundles and saved routine ordering
- IMPROVED ONLINE ORDERING SYSTEM

SUCCESS METRICS / KPI

- Repeat purchase rate
- Breakfast and afternoon occasion growth
- App reorder frequency

Pillar Manifestation, Artifacts, and Touch points.



Source - Pillars

Supply & Sourcing

Supply & Sourcing makes **ingredients, origins, and sourcing** logic **more visible**, giving Booster a clearer and **more credible product story**.

Identity Implication

Suggests provenance graphics, ingredient-forward information design, and a more human, traceable storytelling system.

Most Relevant Stakeholders

Customer - clearer ingredient understanding and stronger trust in product quality

Growers & Suppliers - greater visibility and accountability within the brand story

Store Teams & Leadership - better tools for explanation / storytelling, and more defensible transparency claims

Priority Moves

- Show ingredient origins and simplified source journeys
- Explain proteins, boosters, and sweeteners in plain, understandable language
- Establish clearer sourcing standards and partner storytelling

SUCCESS METRICS / KPI

- Trust and transparency perception
- QR / sourcing content engagement
- Reduced confusion around ingredients and boosts



Pillar Manifestation, Artifacts, and Touch points.

SUPPLIER / GROWER
SPOTLIGHT / STORY



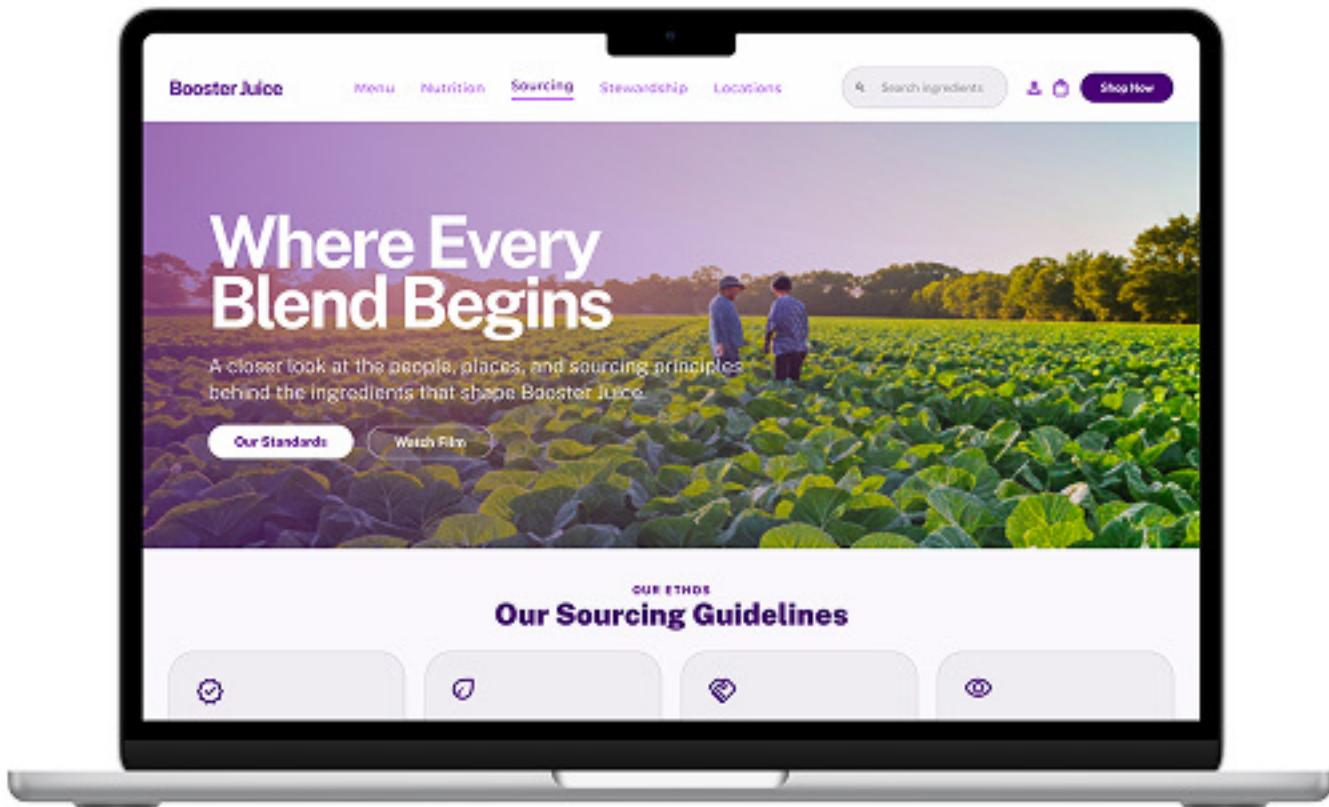
BOOSTER GROWER TRANSPARENCY
"MEET THE FAMILIES THAT MAKE BOOSTER POSSIBLE"
PHOTOCREDIT: THE NATURE CONSERVANCY (2025)

ORIGINS MAP

INGREDIENTS & SOURCING STANDARDS ON THE CUP



NEW NUTRITION LABEL & QR
CODE ADDED TO EVERY CUP



SOURCING STANDARDS EXPLAINER SITE

IN APP SOURCING
BREAKDOWNS FOR ORDERS

Source - Pillars

Responsible Operations



Responsible Operations aligns Booster’s wellness promise with **clearer packaging, disposal, and operational systems** so responsibility feels **visible and credible**.

Identity Implication

Requires restrained responsibility cues, honest material labeling, and clearer instructional graphics across packaging and store systems.

Most Relevant Stakeholders

Customer - clearer disposal behavior and more believable responsibility claims

Store Teams - simpler material systems and easier operational standards

Disposal & Packaging Partners - better sorting, lower contamination, and clearer packaging logic

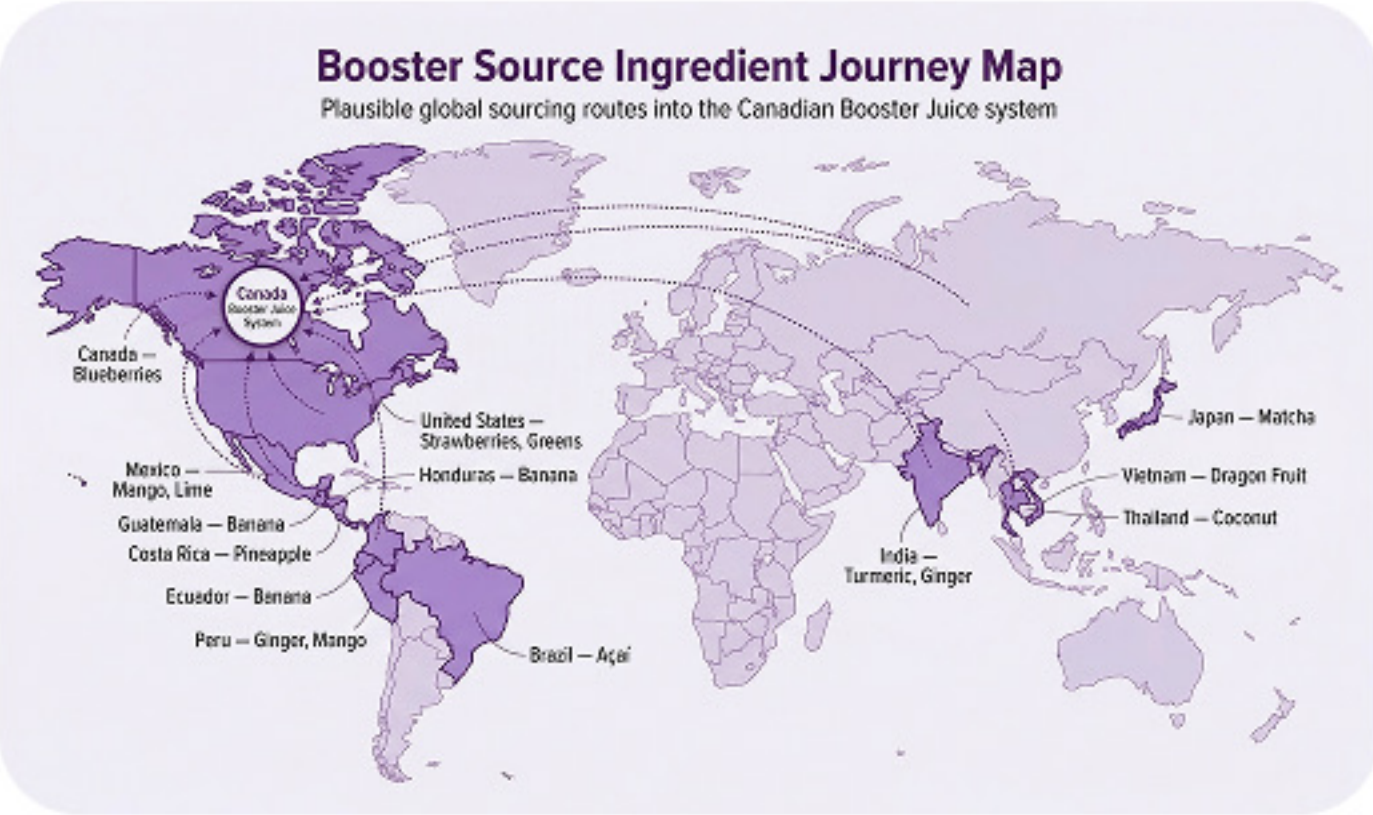
Priority Moves

- Simplify cup, lid, sleeve, and straw systems
- Improve disposal guidance at point of use
- Test reusable or return-based incentives
- Communicate measurable packaging and waste progress

SUCCESS METRICS / KPI

- Packaging weight reduction
- Reusable participation rate
- Contamination reduction in disposal streams

Pillar Manifestation, Artifacts, and Touch points.



SOURCING MAP EXAMPLE

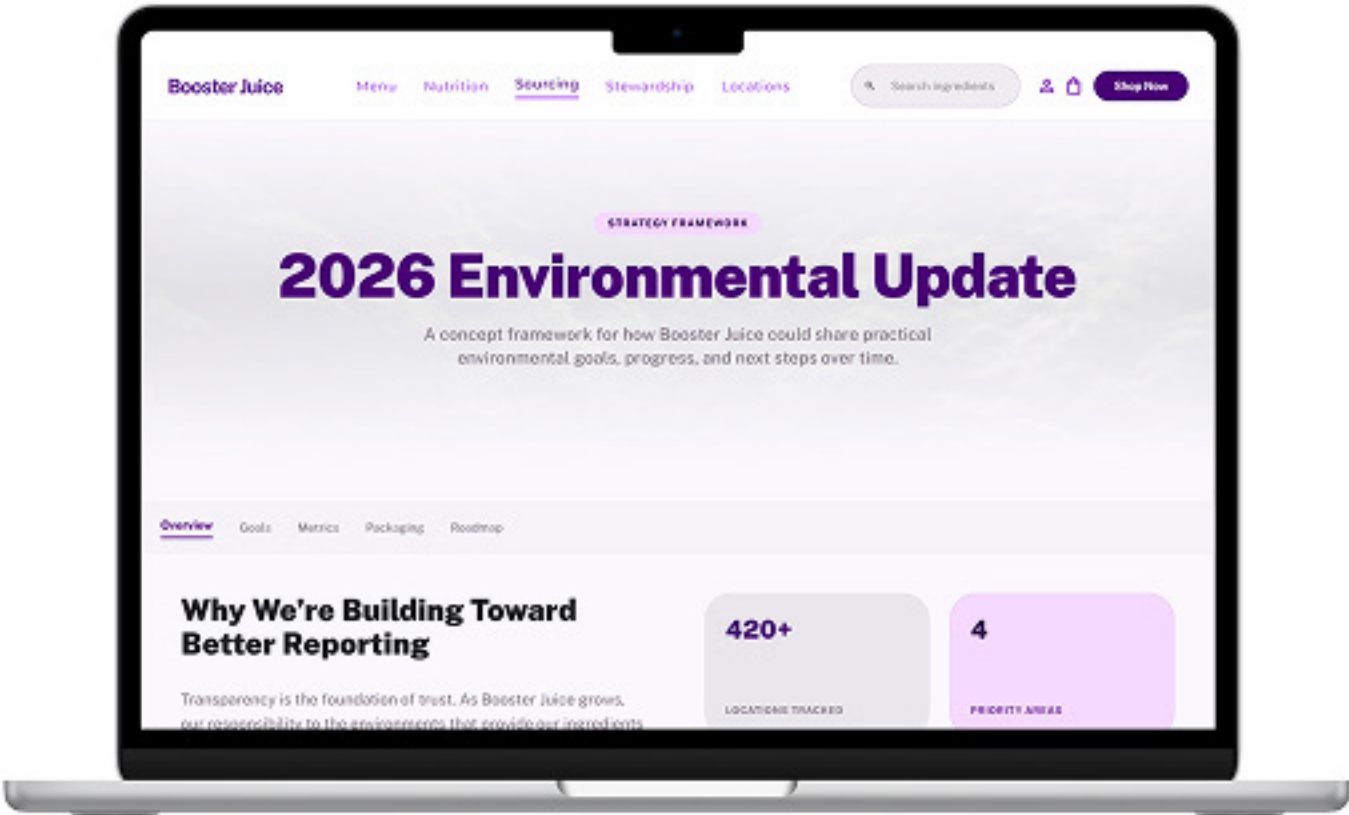
PACKAGING MATERIALS EXPLAINER & DISPOSAL INSTRUCTIONS

AI OPTIMIZATION FOR SHIPPING & LOGISTICS

PUBLICLY REPORTED WASTE REDUCTION MODEL

CLEARER / IMPROVED OPERATIONAL TRANSPARENCY

NEW LOW IMPACT PACKAGING



YEARLY PUBLISHED ENVIRONMENTAL DISCLOSURE REPORTS

BEFORE & AFTER INSTAGRAM POST EXPLAINING NEW PACKAGING SYSTEM

Source - Pillars

Social & Environmental Stewardship



Social & Environmental Stewardship makes Booster’s **public role more visible** by connecting the brand to **communities, wellness access, and specific local contribution.**

Identity Implication

Points toward localized storytelling, clearer proof-based stewardship language, and a warmer but disciplined community-facing expression.

Most Relevant Stakeholders

Communities & Families - more visible local relevance and useful wellness participation

Youth and Community Partners - clearer program alignment around nourishment and activity

Environmental systems - a stronger connection between stewardship messaging, sourcing impact, packaging, and ecological accountability

Franchises & Leadership - stronger public trust and more meaningful local activation tools

Priority Moves

- Build a clearer stewardship platform instead of scattered charity activity
- Support local youth wellness or nourishment initiatives
- Communicate where support goes with more specificity
- Localize community partnerships by region or store

SUCCESS METRICS / KPI

- Number and visibility of community partnerships
- Participation in local activations
- Trust / warmth / relevance metrics

Pillar Manifestation, Artifacts, and Touch points.



IN STORE COMMUNITY SUPPORT POSTERS
"MEET THE BOOSTER LITTLE LEAGUE TEAM"

REFINED COMMUNITY CHARITIES

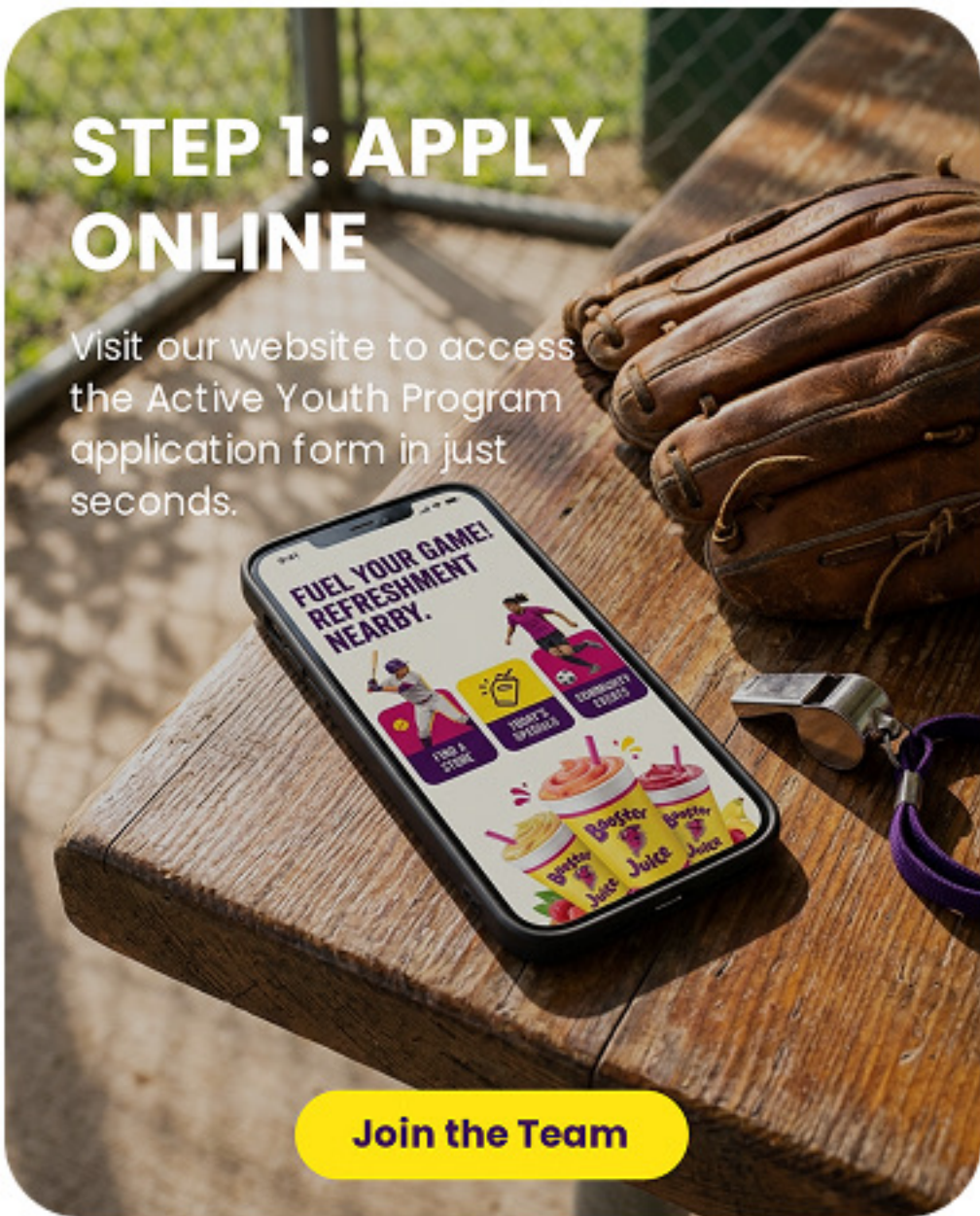
NEW ENVIRONMENTAL
NET POS INITIATIVES

APPLICATION PORTALS FOR SPORT
TEAMS & CHARITABLE EVENTS

REVISED WEBSITE PAGE FOR INITIATIVES

YEARLY PUBLISHED ENV.
INITIATIVE PROGRESS UPDATES

DESIGNATED ANNUAL GIVING ARM



SOCIAL MEDIA OUTREACH FOR
COMMUNITY PROGRAMS

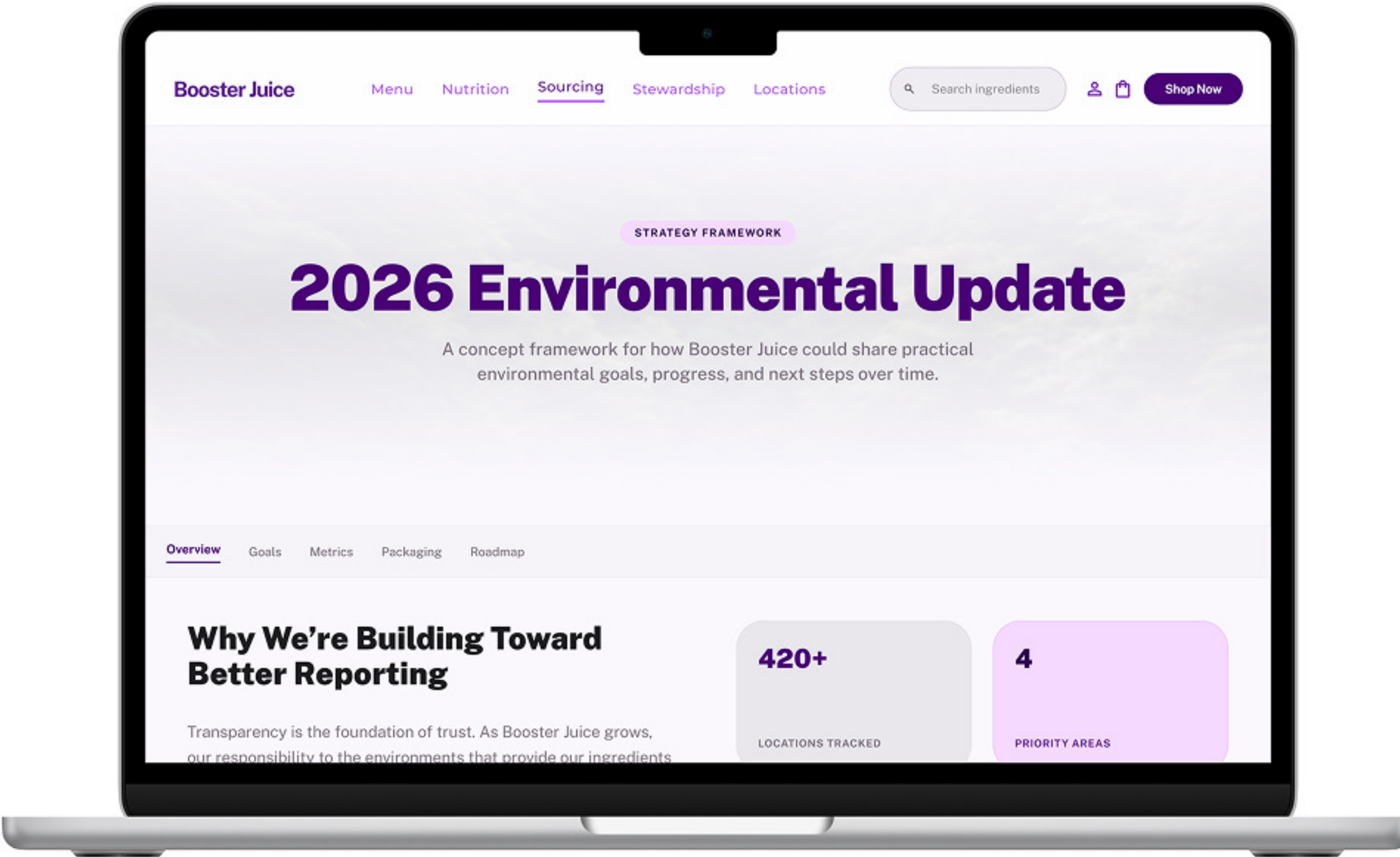
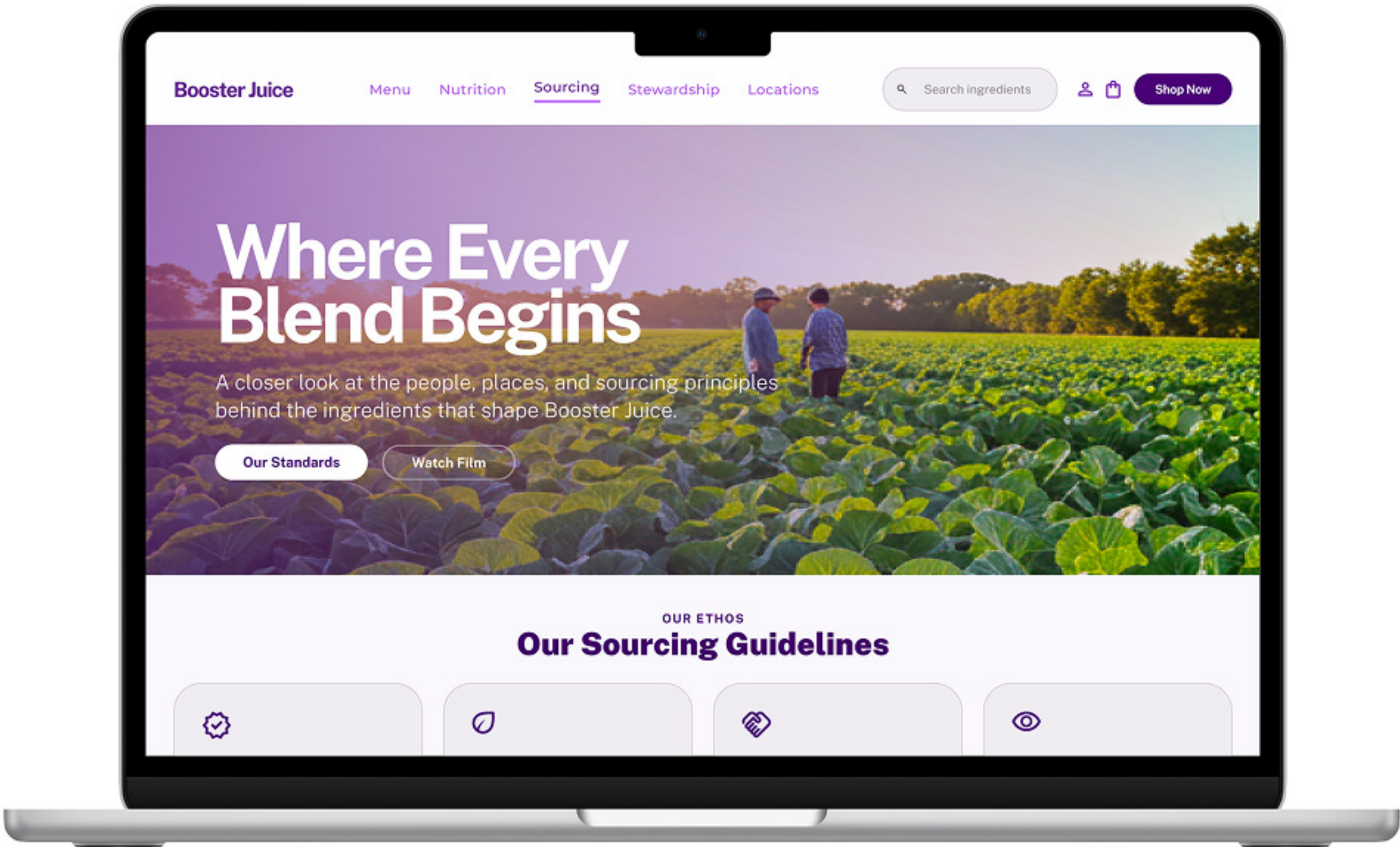
Source Moodboard

Imagery & Essence

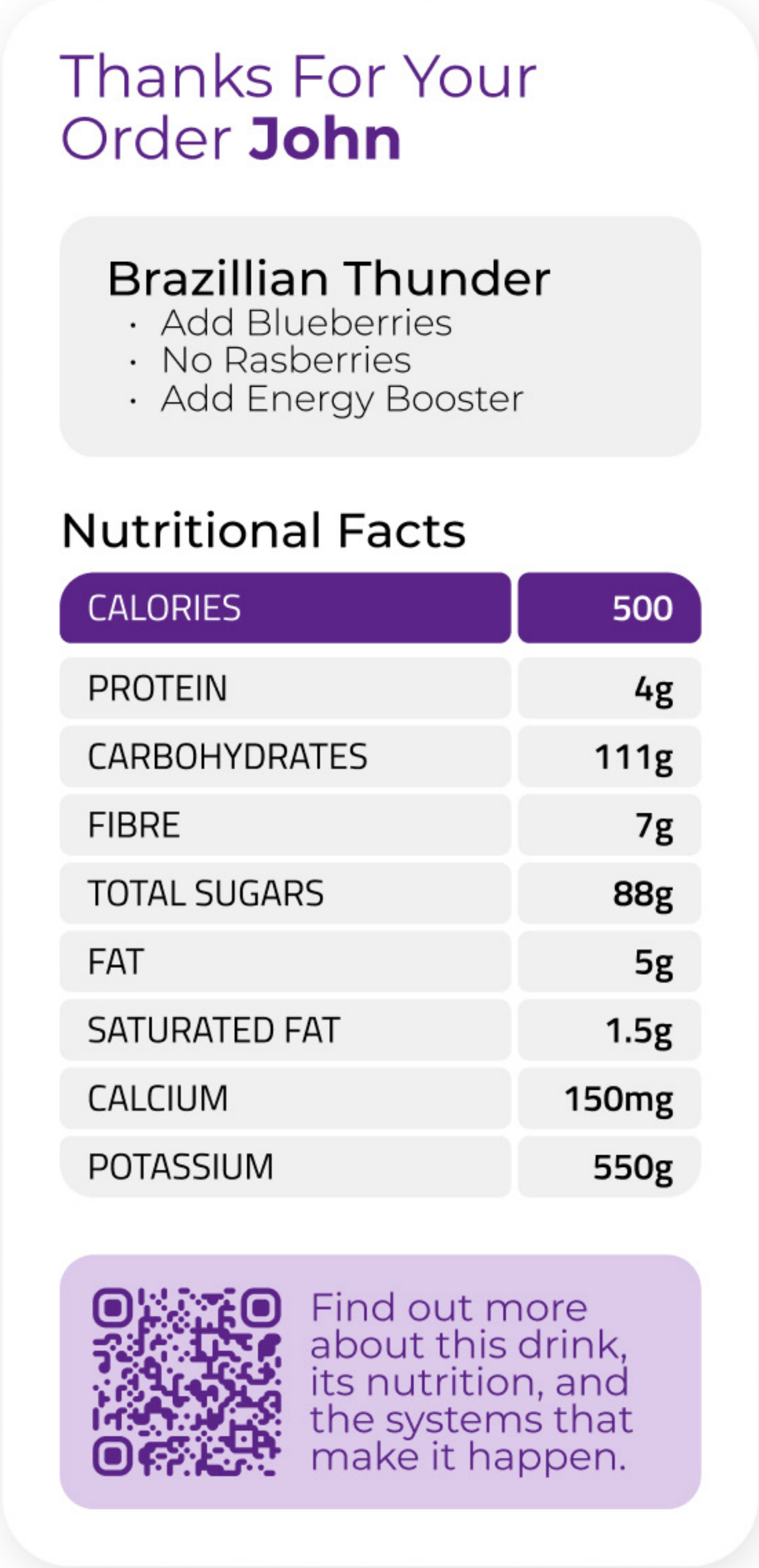


Source Moodboard

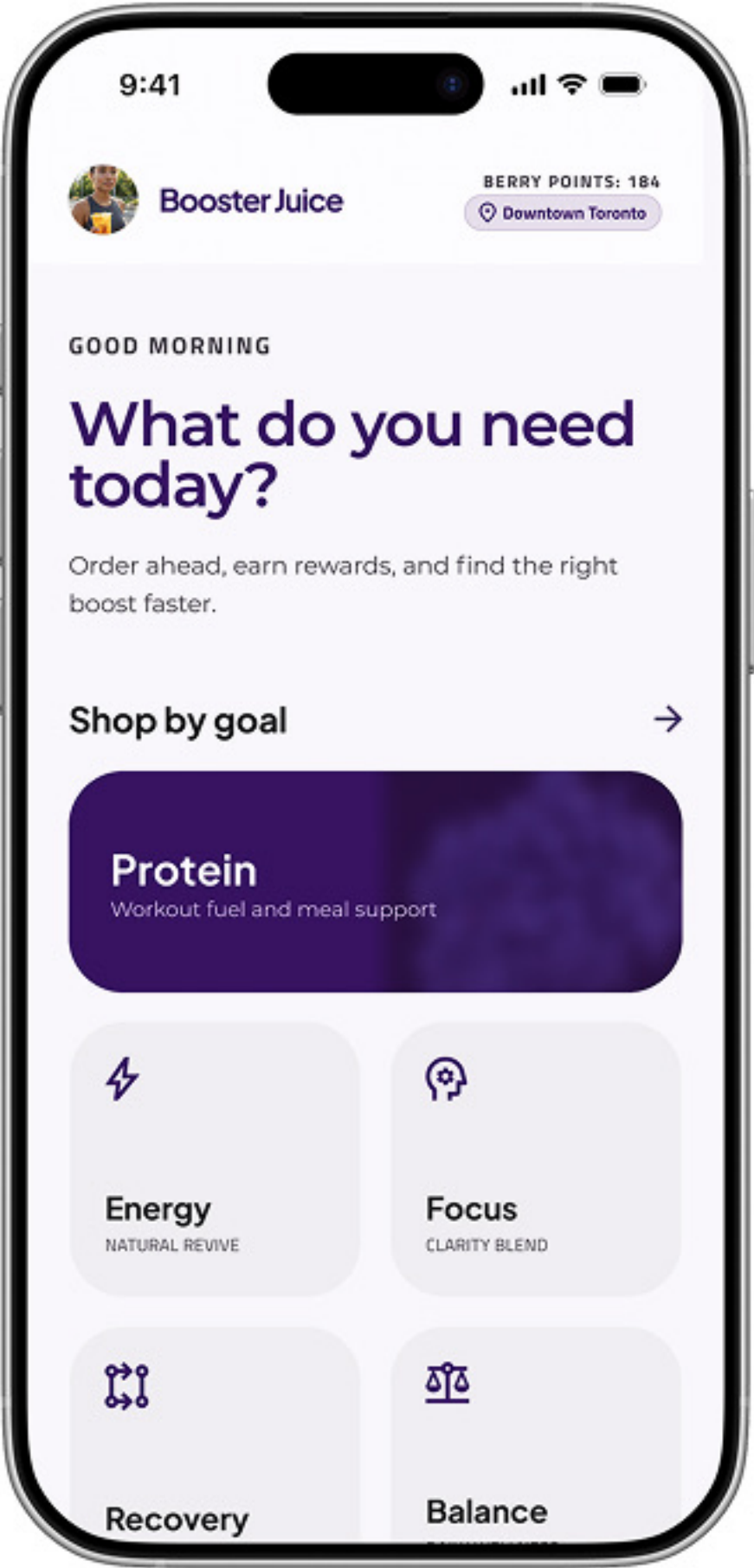
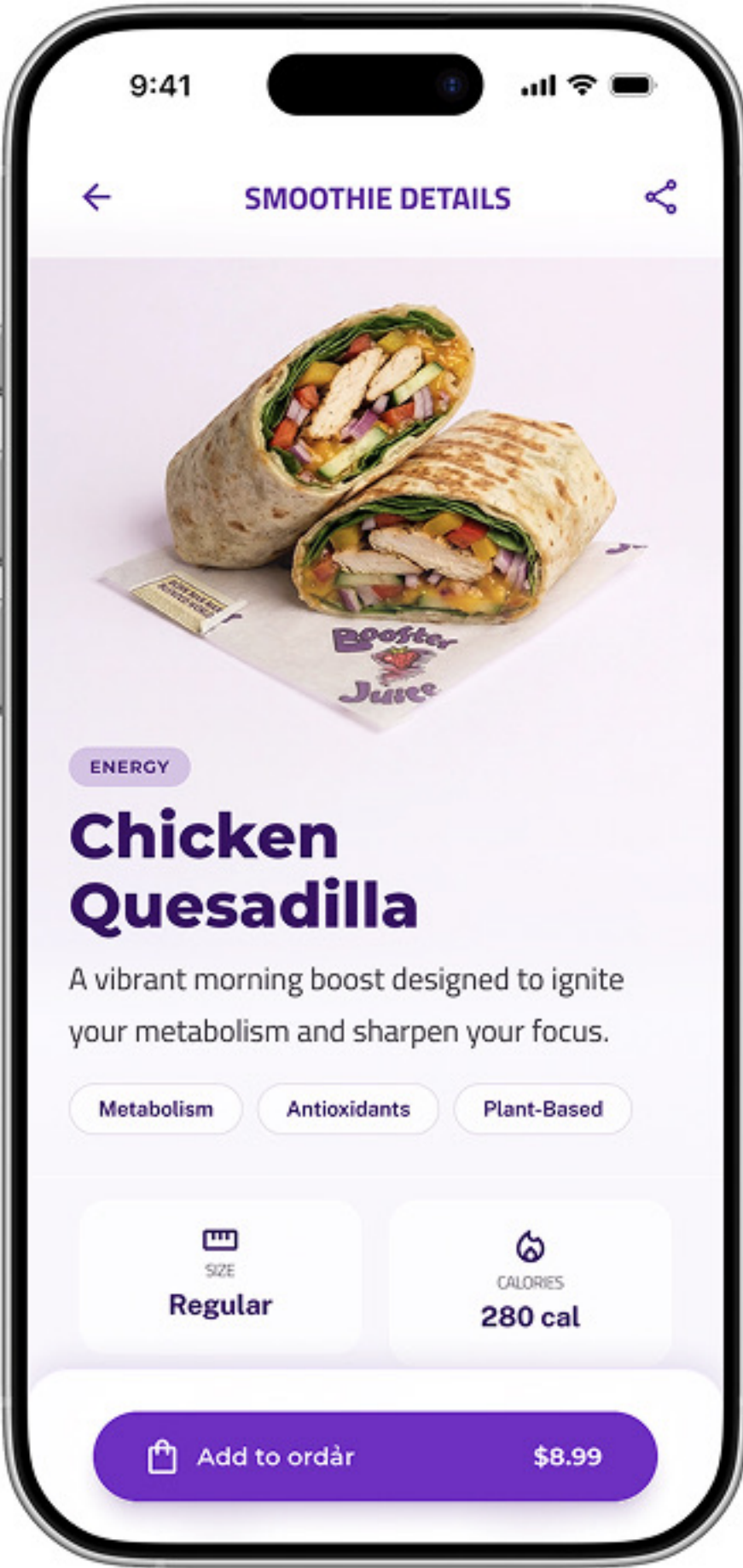
Touchpoints / Artifacts



NEW SUSTAINABILITY & SOURCING PAGES



NEW CUP STICKERS FOR ORDERS

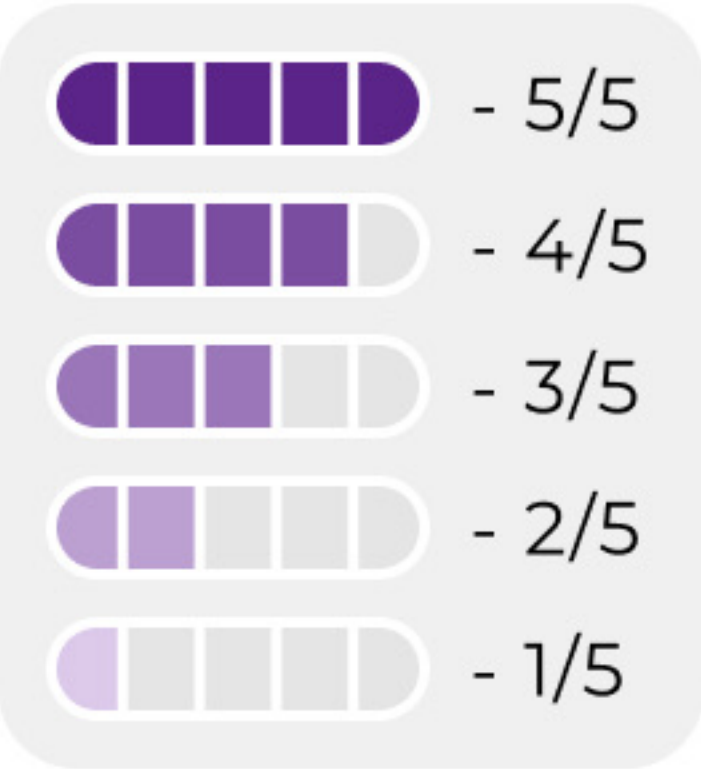


NEW APP UI

Positioning

Per Category Compared to competitors

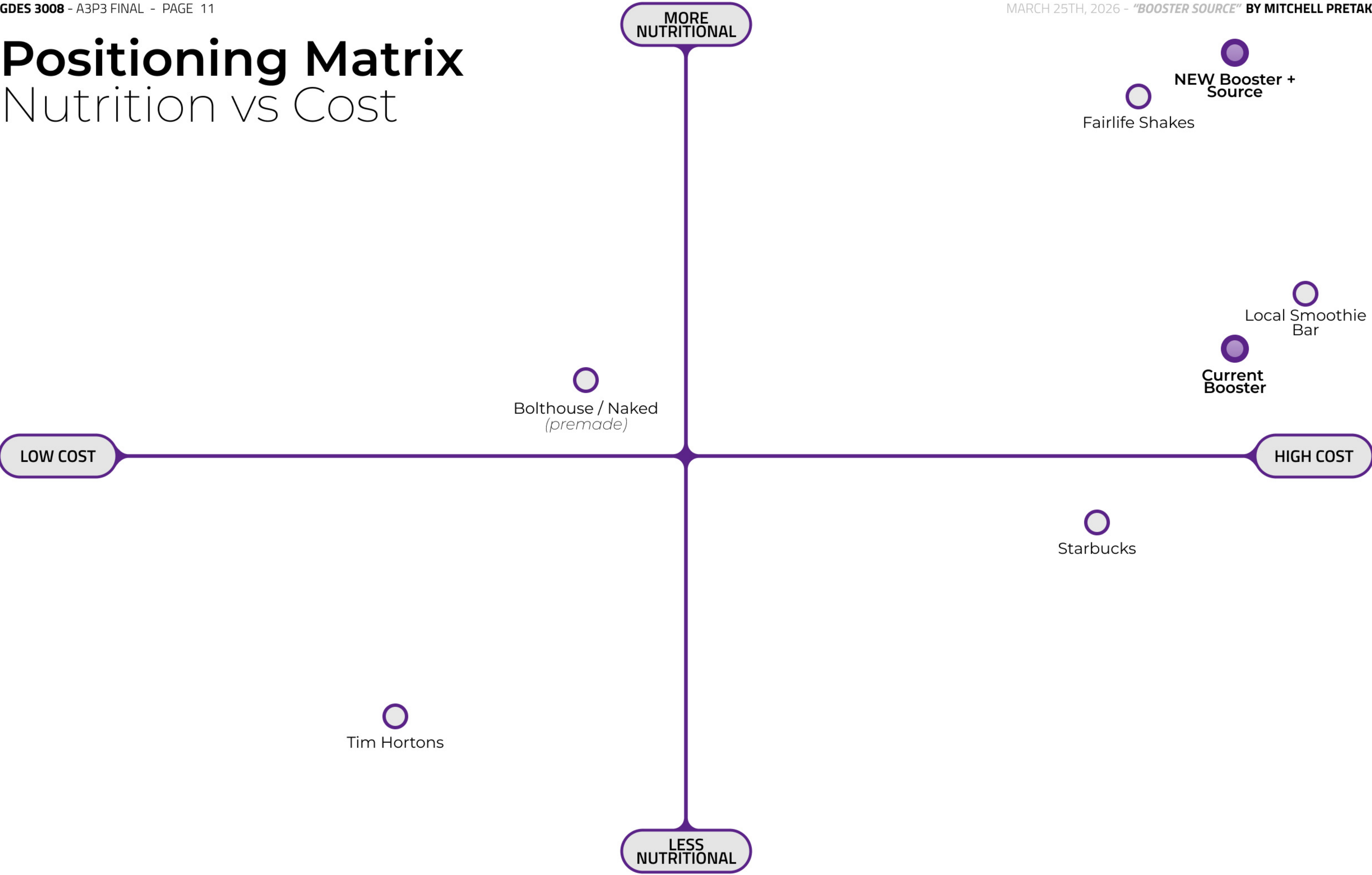
Opportunity space between smoothie brands, convenience players, and credible daily nourishment.



Company/Brand	Price / Cost	Daily Routine	Convenience & Accessibility	Generic Wellness	Functional Wellness	Sourcing Transparency	Environmental Initiatives
Booster Juice (Now)	4/5	2/5	2/5	4/5	3/5	1/5	2/5
Booster + Source (Future)	4/5	2/5	4/5	5/5	5/5	5/5	5/5
Jugo Juice	4/5	2/5	2/5	4/5	2/5	2/5	2/5
Local Smoothie Bars	4/5	2/5	2/5	4/5	2/5	2/5	2/5
Tim Hortons	2/5	5/5	5/5	2/5	2/5	2/5	2/5
Starbucks	4/5	5/5	5/5	2/5	2/5	4/5	4/5
Freshii	3/5	4/5	2/5	4/5	3/5	2/5	1/5
Bolthouse/Naked (premade)	3/5	4/5	2/5	2/5	2/5	2/5	2/5
Protein Shakes (ex. fairlife)	3/5	4/5	4/5	2/5	5/5	4/5	4/5
At-home Smoothies / Protein Powder	2/5	2/5	1/5	5/5	5/5	5/5	4/5

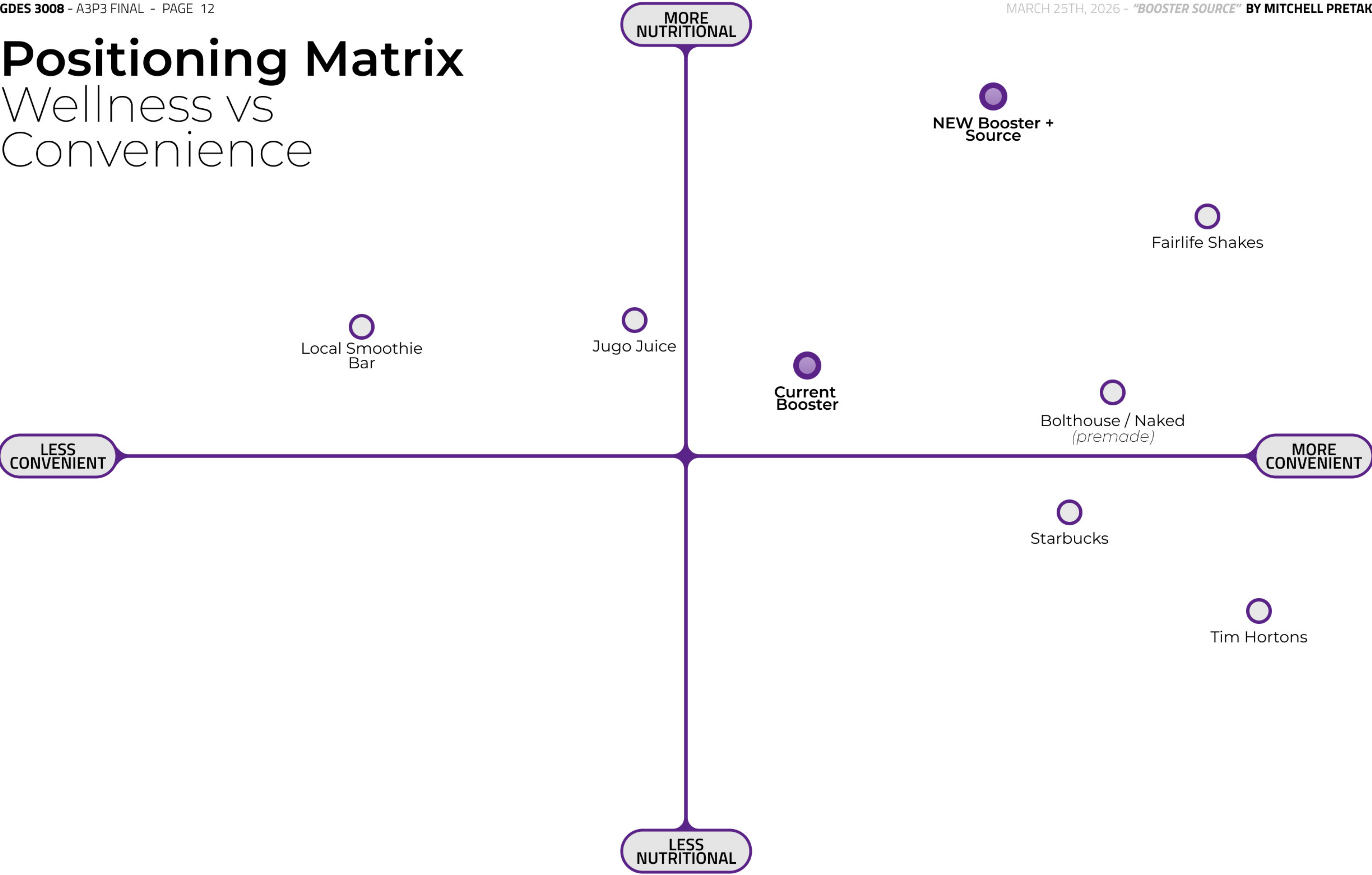
Positioning Matrix

Nutrition vs Cost



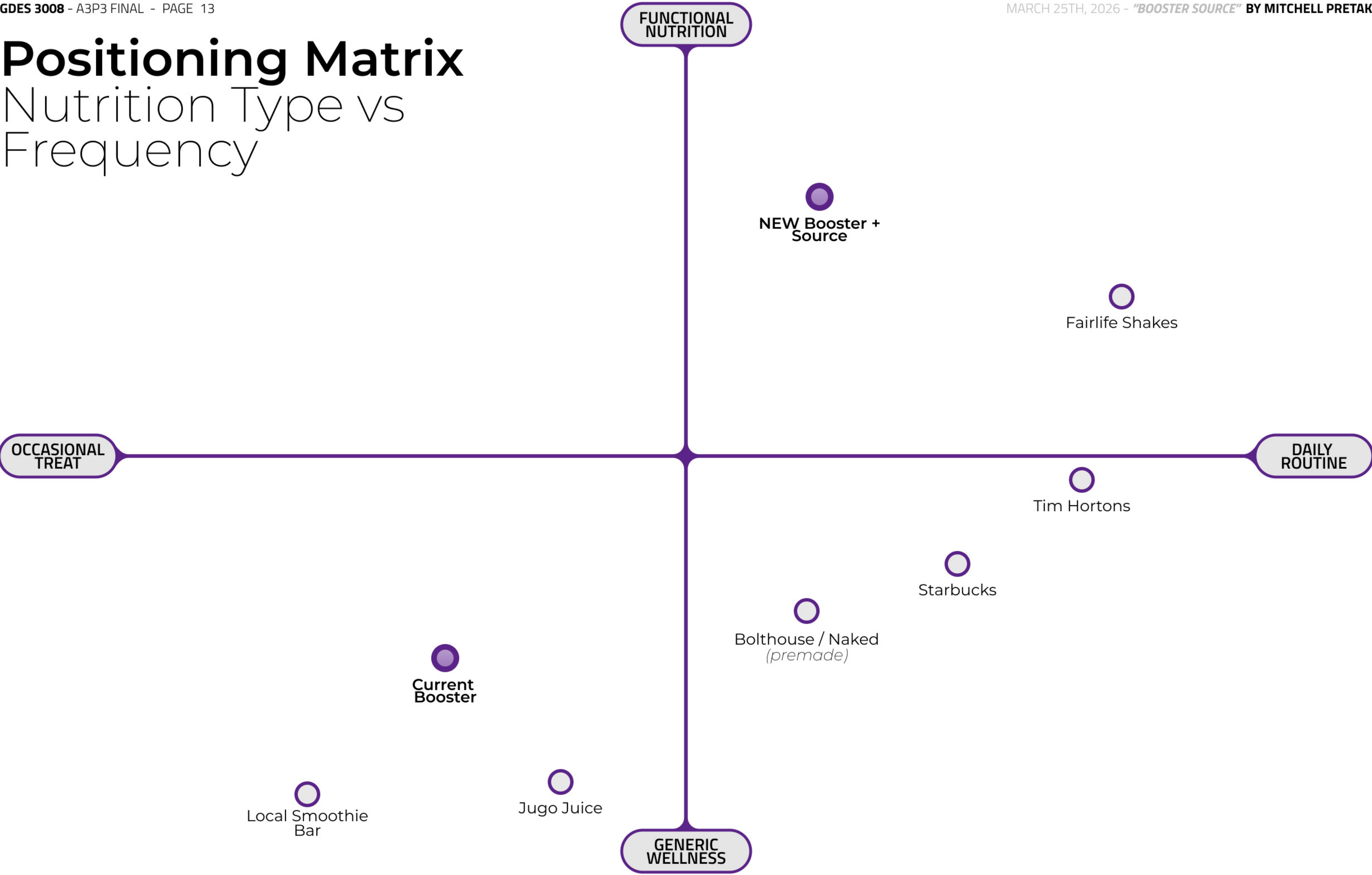
Positioning Matrix

Wellness vs Convenience



Positioning Matrix

Nutrition Type vs Frequency



Booster Source

Attributes

What the new Booster should feel like with Source.

1

CLEAR

Easy to navigate, easy to understand, and built around legible choice architecture.

2

FRESH

Ingredient-forward, bright, tactile, and visibly connected to nourishment.

3

FUNCTIONAL

Focused on real daily needs like energy, protein, recovery, and balance.

4

TRANSPARENT

Uses plain-language claims, visible sourcing, and honest product communication.

5

RESPONSIBLE

Shows accountability through packaging, materials, and system/operational choices.

6

MODERN

Clean, disciplined, digital-friendly, and structured for a contemporary brand system.

7

UPLIFTING

Positive, active, and encouraging without becoming preachy or artificial.

8

TRUSTWORTHY

Backed by visible proof, consistency, & a stronger link between message & system.

NOT:
Attributes & Qualities to avoid

Cluttered

Childish

Clinical

Generic Wellness

Preachy

Faux-eco/greenwashing

Booster Juice

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Booster Juice

Generative Ai Attributions

Gen Ai Attribution.

Generative AI tools were used in the development of this Strategic Branding project. ChatGPT was used for research structuring, ecosystem and stakeholder mapping, strategic writing support, prompt development, and code-assisted diagram construction. Google Gemini tools, including Gemini chat, Flow, Whisk, and Stitch, were used for image generation, campaign visualization, and interface ideation based on student-directed prompts and references. Pomelli was used for brand-asset collection, visual reference gathering, and campaign-generation support. All outputs were directed, selected, and critically evaluated by the author, and all factual claims and strategic conclusions were reviewed before inclusion.

Full citation set

RESEARCH, WRITING, AND STRUCTURING

OpenAI, ChatGPT, GPT-5.4 Thinking. 3–23 Mar. 2026. Used for research structuring, ecosystem mapping, stakeholder mapping, strategic writing, JSON dataset generation, prompt writing, and code-assisted diagram construction for the Booster Juice Strategic Branding project. GDES 3008 Strategic Branding, OCAD University.

DIAGRAM CODING & MAPS

OpenAI, ChatGPT, GPT-5.4 Thinking. 20–23 Mar. 2026. Used to assist in planning and coding diagram structures, including stakeholder and pillar-map logic, grouping, hierarchy, and canvas-based diagram construction for the Booster Juice Strategic Branding project. GDES 3008 Strategic Branding, OCAD University.

IMAGE GENERATION (GEMINI CHAT)

Google, Gemini / Gemini Chat. Mar. 2026. Used to generate project images from detailed student-authored prompts, including moodboard imagery, menu concepts, campaign explorations, and diagram-related visuals for the Booster Juice Strategic Branding project. GDES 3008 Strategic Branding, OCAD University.

IMAGE GENERATION (WHISK & FLOW)

Google, Flow and Whisk. Mar. 2026. Used for AI-assisted exploration, recombination, and generation of Booster Juice visual concepts, asset directions, and campaign-development imagery based on student-selected references and prompts. GDES 3008 Strategic Branding, OCAD University.

UI GENERATION (VIA STITCH)

Google, Stitch. Mar. 2026. Used to generate rough UI concepts for Booster Juice homepage and in-app ordering screens from a detailed student-authored specification; outputs served as drafts for later review and refinement. GDES 3008 Strategic Branding, OCAD University.

EXISTING ASSET COLLECTION

Pomelli. Mar. 2026. Used for the collection of brand assets and visual elements and for AI-assisted generation / exploration of campaign concepts for the Booster Juice Strategic Branding project. GDES 3008 Strategic Branding, OCAD University.