

Case Study: Driving Creativity, Retention, and Revenue Growth at Jenny Craig

Background:

As Creative Director at Jenny Craig from 1995 to 2000, I led the creative team in developing innovative creative executions and promotional campaigns that enhanced client retention, boosted productivity, and increased revenue. Through close collaboration with executives, franchisees, and cross-functional teams, I played a critical role in shaping the company's brand and retail experience.

Challenges:

- Increase client retention and engagement through more personalized marketing materials.
- Drive revenue growth during traditionally low-sales periods with targeted promotions.
- Streamline team productivity while managing a high volume of projects.
- Create a modernized retail storefront to attract new customers and enhance brand presence.
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Actions Taken:

- **Personalized Client Engagement:** Enhanced program materials to better address individual customer needs.
- **Streamlined Processes:** Implemented a project management system, improving team productivity.
- **Revenue-Driving Promotions:** Developed six counter-seasonal promotions to increase revenue during low-sales periods.
- **Retail Innovation:** Led the design and successful opening of a new prototype retail store, the "Balanced Living" concept, featuring health and beauty products to complement Jenny Craig's weight-loss programs.
- **Comprehensive Creative Management:** Directed a team of eight designers in producing U.S. and Canadian food packaging, print ads, customer materials (menu plans, program content, and testimonials), point-of-sale signage, and weight loss center posters.
- **National Conference Leadership:** Managed the annual national sales conference, overseeing on-site video production to enhance attendee engagement.

Results:

- Increased client retention by **15%** through personalized materials and targeted engagement.
- Boosted productivity by **25%** through improved workflows and project management.
- Achieved revenue growth of **10-35%** during counter-seasonal promotions.
- Successfully launched a modern retail prototype, elevating the customer experience and brand presence.
- Recognized as the first corporate non-sales employee to receive an award for outstanding contributions and performance.

Summary:

This case study demonstrates my ability to lead creative teams, develop impactful marketing strategies, and drive tangible results in client retention and revenue growth. At Jenny Craig, I combined creative leadership with strategic collaboration to enhance the brand's impact and support its growth.