

## JOE AND THE JUICE

**I can denounce discrimination**



The first juice bar was started in Copenhagen in 2002, by Kaspar Basse, a pretty cool guy. Joe and the Juice has since expanded all around the world, since 2013 fuelled with capital from the new majority owner, Swedish investment fund Valedo Partners. So what's the USP<sup>1</sup> of this chain on the saturated juice bar market? It seems to be that the company hires only cool hunky guys and promotes a very bro culture. The company's recruiting videos have been met with ridicule, but apparently it's working.



**MISSION:** On a tour to London, you enter a few “Joe and the Juice” bars and you notice that not only men work at that bar. You are quite shocked. You decide to launch a campaign in France to prevent this trademark from starting in your country.

You make a pamphlet to be handed out to people on the street and you prepare a speech for the radio. You denounce discrimination in that company.

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<sup>1</sup> Unique Selling Proposition