



# INTRODUCING OUR *Be the Brand* CHALLENGE FOR 2019!

## WHAT IS OUR *Be the Brand* CHALLENGE?

Our Be the Brand Challenge is a company wide wellness challenge that runs every year to bring teams together and inspire healthy living. The challenge runs for **1 week** and is open to all Jenny Craig employees. The challenge encourages participants to take some time for self-care, to build some healthy habits and continue to inspire our members as we live the brand with pride each day. The challenge also promotes team bonding, within and across teams with lots of fun challenges and activities throughout the week. We can't wait to hear your stories and successes this year!

The challenge starts **Monday 1<sup>st</sup> July** and ends **Sunday 7<sup>th</sup> July 2019**.

## *Here's How it Works*

### **STEP 1: REGISTER FOR THE CHALLENGE**

Register online at: <https://jennycraig.typeform.com/to/mxXCYS>

Registrations close **9am (your local time) Monday 1<sup>st</sup> July**.

### **STEP 2: EARN POINTS & TRACK ON YOUR CHALLENGE CARD**

Each centre will be delivered a challenge kit that includes your challenge cards and Jenny Craig lanyards to clip them on to.

Earn points by completing the daily challenges and the extra bonus challenges and activities. Detailed information explaining each challenge and activity is found on the "How to Earn Points" document.

Track your points throughout the week on your challenge card. The challenge card is also found on Centre Public if further copies are needed. [L:\Be The Brand](#).

### **STEP 3: SUBMIT YOUR RESULTS**

At the end of the week submit your individual results via the survey link below:

<https://jennycraig.typeform.com/to/eM2YcD>

All results MUST be submitted by **12pm (your local time) Tuesday 9<sup>th</sup> July**.

Winners will be announced by Friday 12<sup>th</sup> July.

## A Few More Details

### WINNING CATEGORIES & PRIZES:

Winners in each category will be judged by most number of points earned, and in the event of a tie, the tie breaker question in the results survey will be used to judge the winner.

CATEGORY	PLACE	GIFT VOUCHER VALUE
<b>OVERALL WINNERS</b>		
Overall Individual Challenge Winners^	1 <sup>st</sup>	\$200
	2 <sup>nd</sup>	\$150
	3 <sup>rd</sup>	\$100
Regional Individual Winners x8 – one winner & runner up per region	1 <sup>st</sup>	\$150
	2 <sup>nd</sup>	\$100
Centre Team winners*	1 <sup>st</sup>	\$200
	2 <sup>nd</sup>	\$150
	3 <sup>rd</sup>	\$100
<b>OTHER PRIZES</b>		
Facebook Quiz Winners	Monday	\$50
	Tuesday	\$50
	Wednesday	\$50
Submit a recipe competition winners	3 x winners	\$50 & recipe published in an eBook in 2019/2020

^Overall challenge winners will not be eligible to also be their regional winner

\* Prize money is for the whole team to spend together as they wish, not for each individual in the team

### TERMS & CONDITIONS

We will always respect your privacy and manage the competition in line with our privacy policy and the competition terms and conditions. Terms and conditions are found on Centre Public: [L:\Be The Brand\T&Cs](#). You will need to accept the terms and conditions when you register for the challenge.

### CHALLENGE KITS

Each centre will receive a Challenge Kit that will help get you organised and create some excitement in your centre in the lead up to the challenge. The kits include:

- Jenny Craig lanyard for each team member
- Challenge cards for each team member to clip onto lanyards
- Balloons

Challenge kits will be posted in the first week of June. Please email

[au-bethebrand@jennycraig.com.au](mailto:au-bethebrand@jennycraig.com.au) if you have not received your challenge kit by the 21<sup>st</sup> of June.

### ACTIVE WEAR

You are able to wear activewear throughout the challenge week.

### FACEBOOK COMMUNITY

This is one of our favourite parts of the challenge – seeing everyone share their activities on the **Jenny Craig Employee Facebook Page**. Throughout the challenge, be sure to share your personal and team activities and achievements. If you are not on Facebook, you could ask a colleague to post on your behalf, or send us an email at [au-bethebrand@cjc.com](mailto:au-bethebrand@cjc.com).

We will also be running a Facebook Quiz during the challenge. On Monday, Wednesday and Friday, a question will be posted to the page and a winner of \$50 will be drawn out of all of the correct answers.



## WELLNESS SURVEY

To help us measure the effectiveness of the challenge you'll be asked to complete a confidential online wellness survey before and after the challenge as well as providing feedback after the challenge. Completing the survey earns you bonus points! The links to the wellness surveys will be emailed to your centre.

## HAVE SOME FUN!

Teams are encouraged to plan fun activities and get involved as much as possible and share the fun on the **Jenny Craig Employee Facebook** page. You can also share on your personal social media accounts, just be sure to read the *social media guidelines* that are found on Centre Public: [L:\Be The Brand](#).

In past years we've seen so many fun creative ideas from teams getting involved in the spirit of the week – there's been roller skating, canoeing, pedicures and lots more group activities!

## MEMBER PARTICIPATION

This year we have created a member's version of the challenge so your members can get involved as well. You can choose to run the member challenge in the way that suits your centre and your members. Please see the **Member Winter Wellness Challenge Information** and **Winter Wellness Challenge Card** on Centre Public for details: [L:\Be The Brand\Member Winter Wellness Challenge](#)

## SOME *Important Changes* TO NOTE:

For those that participated in last years challenge, please note the following changes:

- The challenge includes Saturday & Sunday this year.
- Following the Jenny Craig Program is not a requirement of the challenge and does not earn you extra bonus points, however we do encourage you to give it a go for the week, whether it's at a weight loss level or maintenance level, as it's not only a great way to ensure you get your fruit and veggie points for the week but it gives you a deeper understanding of our members experience and new ideas for our members to enjoy our meals and snacks.

## *Extend the Challenge*

The Be the Brand challenge runs for 1 week, but we encourage teams to use the week as a kick off to inspire longer term changes. You can choose to continue to use the challenge cards for yourselves and your members throughout July, especially if it is generating excitement and motivation.

If you have any questions in regards to the challenge please email the Be the Brand Team at [au-bethebrand@jennycraig.com.au](mailto:au-bethebrand@jennycraig.com.au).

We can't wait to kick off this challenge and together.... *Be the Brand!*