



# Be the Brand Challenge 2019

## FREQUENTLY ASKED QUESTIONS

### 1. Where do I go to register?

You need to register by 9am (your local time) Monday 1<sup>st</sup> July at

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

### 2. Where can I find all of the information I need for the challenge?

A copy of all of the resources have been mailed to your centre as part of your challenge kit. All resources have also been emailed to centres and can be found on Centre Public: [L:\Be The Brand](#)

### 3. How do I connect with the Facebook page?

Be sure to request to join the group 'Jenny Craig Oceania Community Space'

<https://www.facebook.com/groups/JennyCraigOceania/>

*\*\* Please note, you need to be a current Jenny Craig employee and request to join and not just add as a friend.*

### 4. Can members join the challenge?

No doubt, your members will notice teams in their active wear and perhaps some chatter about the challenge throughout the week. We'd love for you to share what you're involved in with your members, and perhaps also inspire them to make some of the same changes!

While **members can not join our internal employee Be the Brand Challenge**, this year we have developed a member version of the challenge called the Winter Wellness Challenge, that you can choose to run in your centre at the same time. Please see **Member Winter Wellness Challenge Information** on Centre Public for details:

[L:\Be The Brand\Member Winter Wellness Challenge](#)

### 5. Can my family and friends join the company challenge as well?

No, the Be the Brand Challenge is only open to employees of Jenny Craig, however your family and friends can participate in the Members Winter Wellness Challenge. In fact if you can recruit a family member or friend you'll score a bonus point!

### 6. Can I post about the challenge on social media?

You can certainly share the fun of the week on your personal social media accounts. We do ask that you review the social media guidelines saved on Centre Public > Be the Brand.

## 7. Do I have to follow the Jenny Craig menu for the week?

No this is not a requirement to participate, however we do encourage everyone to give the menu a go for a week. Not only will it help you score your fruit and veggie points every day, it helps to gain a deeper understanding of the member experience. You can follow the menu at your maintenance or weight loss kilojoule level.

## 8. What are the winning categories and prizes?

There will be individual and team winners, plus extra bonus prizes up for grabs!

Here are the categories and prizes up for grabs:

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*

## 9. How will the winners be decided?

All challenge participants will submit their results via survey monkey at the completion of the challenge. Results must be submitted by 12pm (your local time) Tuesday 9<sup>th</sup> July.

Winners will be decided based on:

1. Most number of points earned in the challenge.
2. In the event of a tie, the tie breaker question at the bottom of the challenge card will be used to judge the winners. The Be the Brand judging panel will select the winners and their decision is final.

Winners of the Facebook Quiz will be drawn from all correct answers to each question posted (Monday, Wednesday and Friday)

Winners of the submit a recipe competition will be judged by the Nutrition and Marketing teams.



## **10. What are the activewear guidelines?**

You are able to wear your activewear for the duration of the challenge, however you still need to ensure it is appropriate for work and neat.

Items you can wear: Leggings, t-shirts, polo shirts, tracksuits, runners/sneakers

Items you are not able to wear are: Shorts\*, bike shorts, singlets (or any shoulder baring tops), crop tops (or midriff baring tops). \*Longer shorts for men (knee length) are suitable.

## **11. Do I have to wear activewear?**

No, you don't have to wear activewear if you prefer not to. If you choose not to, the company dress code policy applies.

## **12. What if I don't work every day or am taking leave the week of the challenge?**

Whether you're full time, part time or taking leave the week of the challenge you can still participate. All of the daily challenges and bonus activities and challenges have options for if you are at work or at home/on holiday. Take a look at the 'How to Earn Points' document for all of the options.

You just need to remember to submit your results by Tuesday 9<sup>th</sup> July at 12pm (your local time).

## **13. What is the purpose of the Wellness Survey?**

It's important for us to be able to gauge the impact of this Wellness Challenge on helping employees to build and maintain healthy habits. It also enables us to identify areas for improvement for future challenges. The survey is completely anonymous and will help you to earn extra bonus points.