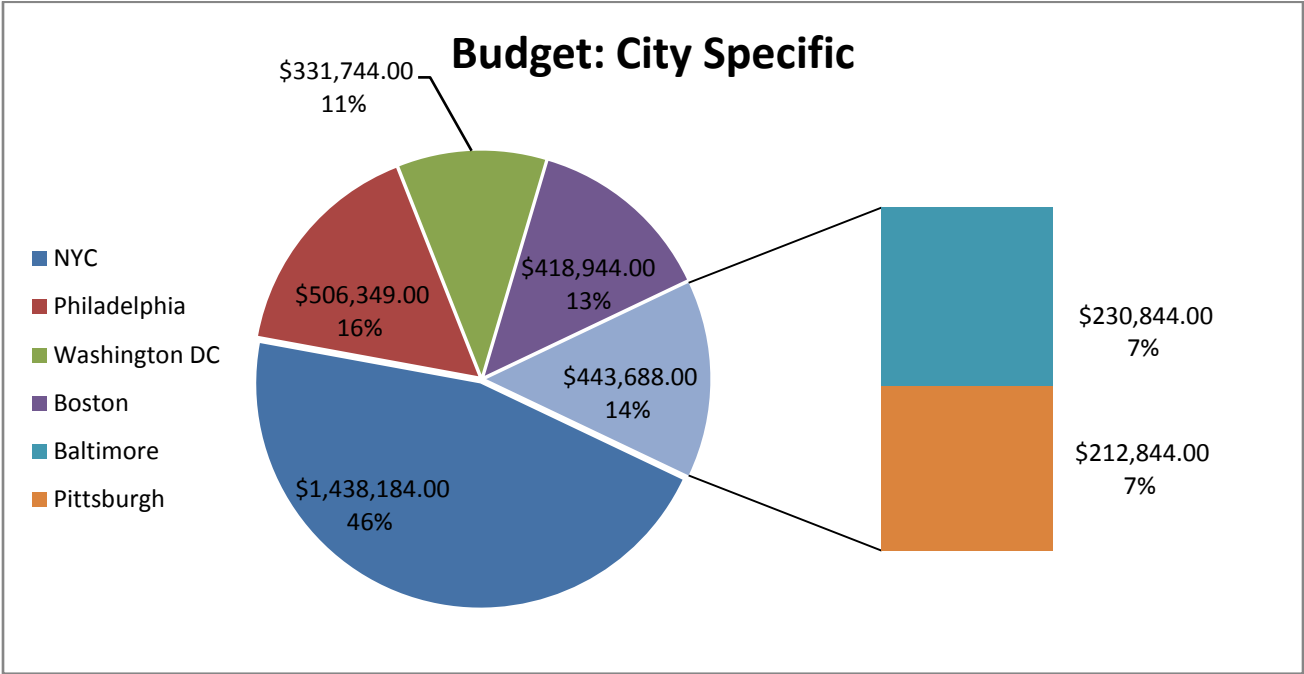


Our media efforts were built around one main objective: to raise the Jamba Energy brand awareness in the Northeast. The cities we decided to focus our communication efforts in were based on four main factors: population size, esteem, location and public transportation availability.

For example, New York City was our 1<sup>st</sup> choice because its population size was more than five times higher than Philadelphia, the city with the 2<sup>nd</sup> highest population size. New York City is the international business capital of the US, making it the city of choice for young business professionals hoping to establish a successful career. It is also a highly popular tourist destination, hosting approximately 100,000 tourists daily.

Washington DC, Boston, and Baltimore were of relatively equal rank in regards to the same three factors. Pittsburgh had the least amount of money devoted towards it because it ranked the lowest in population size, esteem, location, and public transportation availability.



# Northeastern States

