



MARKETING STAR



Steve Bellach: Director of Branding and Advertising for Jenny Craig

[By Heather Jung]

In January, Steve Bellach took over the role of Director of Branding and Advertising for weight-loss company Jenny Craig, bringing more than 20 years of experience with him.

"I've always had a passion for consumer behavior and understanding consumer motivations," Bellach said.

Bellach received his B.S. in Economics from the State University of New York at Albany in 1982 and his M.B.A. from Kellogg School of Management at Northwestern University in 1986. He started his extensive career in 1986 in Pillsbury's marketing research department, followed by stints at Kraft Foods and Mott's. He eventually became the head of the grocery marketing team for Tropicana. In 2000, Bellach moved to San Diego and began working with ProFlowers, the direct-to-consumer floral delivery service, which was in startup mode at the time.

Six months ago, Bellach heard about the opening at San Diego-based Jenny Craig, Inc. He said that he had admired the company's work for a long time and decided to apply; the rest, as they say, is history. He said that one of the things he enjoys about working with the weight-loss company is the industry it is in—an industry that is about both substance and image.

According to Bellach, marketing and advertising agencies need to change their strategies thanks to innovations such as TiVo and pop-up blockers. He said that the best tactics involve 360-degree approaches to

target audiences and finding points of contact with them.

"TV alone these days is never going to be enough," Bellach said. "It needs to be a fully integrated effort between TV and other media channels that are right for the brand, whether it's print or radio, an online effort. It's hard to force viral marketing...but some kind of an influencer program."

He also feels that professionals in the marketing field need to become more creative in their approaches. He said that one good outlet for marketing nowadays is brand integration, a tactic he is utilizing at Jenny Craig. On the Oxygen network's *Tease*, a reality show about hair styling, some of the participants getting their hair styled are Jenny Craig clients.

When it comes down to it, the key to succeeding in the advertising and marketing fields is understanding that the process doesn't start with the creative process, Bellach said. Instead, it starts with a deep understanding of the target audience, an understanding of how the product or service you are marketing will fit into the client's life, and "then developing the most relevant or compelling way to communicate your product or service to them."

"Any marketing or advertising starts with deep analysis, which leads to the development of a strategy, which then leads to great creative," Bellach said.

In his free time, Bellach enjoys spending time with his two children, aged eight and 10; skiing (he was a ski instructor during college); playing tennis or basketball; and hiking. He said he also loves to travel but does not get to do it as much as he would like.

Q. What CD is in your CD player right now?

A. A Lyle Lovett CD.

Q. What is the last magazine you read?

A. I think it was *Sports Illustrated*.

Q. What's your favorite TV show?

A. *Law and Order*. Any of them.

Q. Who's your role model?

A. I don't think I have a role model.

ON THE NET

Jenny Craig, Inc.
www.jennycraig.com

ProFlowers
www.proflowers.com

San Diego, CA
www.sandiego.gov

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