

**Caribou Creative Brief**  
**Hannah Tabor, Joslyn Budd, Shannon Hartley, Alex Orphan and Nate Lilly**

## **Objective**

Increase the market size for Caribou beyond the Midwest region by advertising their K-cup and ground coffee products. Branch outside of Caribou Coffee's hyper-regionalized market presence (mid-West) by releasing a campaign to push the sales of Caribou Coffee K-cups as well as in-store coffee grounds. This campaign will consist of a "Pop Up Cafés" that will tour around to major cities across the U.S. which are noted as heavy coffee drinking cities.

## **Target Audience**

Sarah loves animals. She's dedicated her life to them as a vet at an animal hospital in Boston. She has a few "live-in patients": her dog and her two cats. At 32, Sarah is established in her practice and is planning a family with her husband Daniel. She makes faithful trips to the dog park every morning and hikes on the weekends. Her daily caffeinating ritual begins with firing up the Keurig coffeemaker. She'll have one cup with breakfast while she scrolls through her Facebook and Twitter accounts, and one more for her commute. Sarah's morning coffee allows her to fully engage in the few minutes of conversation she has with Adam, and to appreciate the way her dog looks at her when he knows it's time for his walk. Her K-Cup® of choice is Starbucks' Pike Place Roast, for its familiarity. She's seen Caribou K-cups® at the store, but hasn't had a good reason to explore another brand.

## **Competition**

Starbucks and Dunkin' Donuts are both well selling brands in the ground coffee category. Starbucks also occupies the K-cup market. 49% of consumers say that coffee house brand is important when selecting coffee to buy in the grocery stores. Both Starbucks and Dunkin' Donuts rely on their coffeehouse reputations to sell their products, Caribou must similarly leverage their existing brand power.

## **What the consumer currently thinks**

Outside of the midwest territory (primarily Minnesota) consumers are unaware of Caribou's coffeehouses as well as its in-store grounds and k-cup presence. They tend to stick to brands that they are familiar with such as Starbucks and Dunkin' Donuts.

## **What we want the consumer to think**

Caribou Coffee offers a unique coffee experience. Consumers should see Caribou's coffee as more than just a daily fix of caffeine and see it as an opportunity to enrich their daily lives in ways that other coffee brands cannot provide mainly due to Caribou's naturalistic ambiance.

## SMIT

Caribou K-Cups and ground coffee brings the Caribou experience home.

### Works Cited

1. Brown, N. (2014, May 9). 2014 Coffee Consumer Trends Report. Daily Coffee News by Roast Magazine RSS. Retrieved May 31, 2014, from <http://dailycoffeenews.com/2014/05/09/2014-coffee-consumer-trends-report-more-gourmet-single-cups/>
2. Mintel. (2013). Coffeeshouses and Donut Shops [White Paper]. Retrieved from <http://academic.mintel.com.libproxy.uoregon.edu/display/637800/>
3. Mintel. (2013). Coffee [White Paper]. Retrieved from <http://academic.mintel.com.libproxy.uoregon.edu/display/637749/>
4. Stadd, A. (n.d.). 79% Of People 18-44 Have Their Smartphones With Them 22 Hours A Day [STUDY]. - AllTwitter. Retrieved May 31, 2014, from [http://www.mediabistro.com/alltwitter/smartphones\\_b39001](http://www.mediabistro.com/alltwitter/smartphones_b39001)



Hannah Tabor | Shannon Hartley | Alex Orphan | Joslyn Budd | Nate Lilly



High brand recognition  
and loyalty in the Midwest

In store experience

Well defined target  
audience

Coffeehouse and  
grocery store products

Increase market size and  
overcome regionality of  
brand by advertising K-  
cup and ground coffee  
product lines



Extremely regional

Recent downsizing  
of stores locations

Multinational competitors

Third wave coffee  
movement

Consumers increasingly  
brewing at home



# ADVERTISING PROBLEM

Caribou does not have wide brand recognition outside of the Midwest region, despite the fact that they have Keurig and ground coffee products in grocery stores across the nation

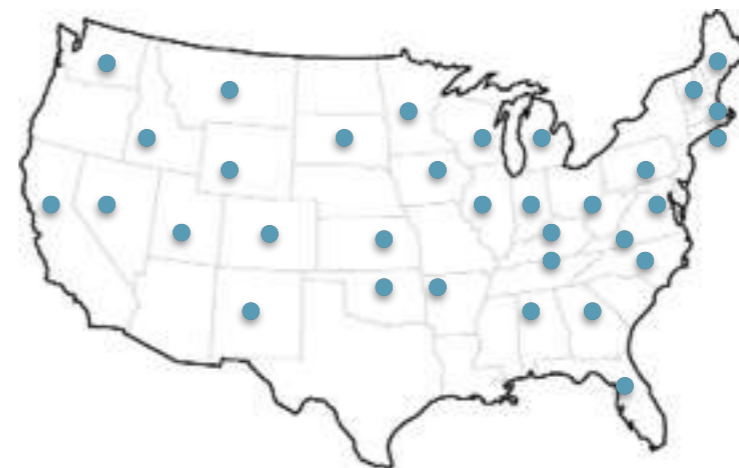




## Caribou



16 states



40 states

37% of consumers are drinking more coffee at home

32% of consumers who purchase coffee at retail currently own a single-cup brewer

29% of consumers who drank coffee within the past day said they used a single-cup brewer - up nearly 50% from last year

Keurig brewing machines have grown to take up more than a quarter of the U.S market for ground coffee\*



# MARKET



49% of consumers say coffee house brand is important compared to 33% who prioritize major retail brand\*



# MAIN MESSAGE

K-Cups and ground coffee brings the Caribou experience home



# TARGET AUDIENCE

Sarah loves animals. She's dedicated her life to them as a vet at an animal hospital in Boston. She also has a few "live-in patients": her dog and her two cats. At 32, Sarah is established in her practice and is planning a family with her husband Daniel. She makes faithful trips to the dog park every morning and hikes on the weekends.

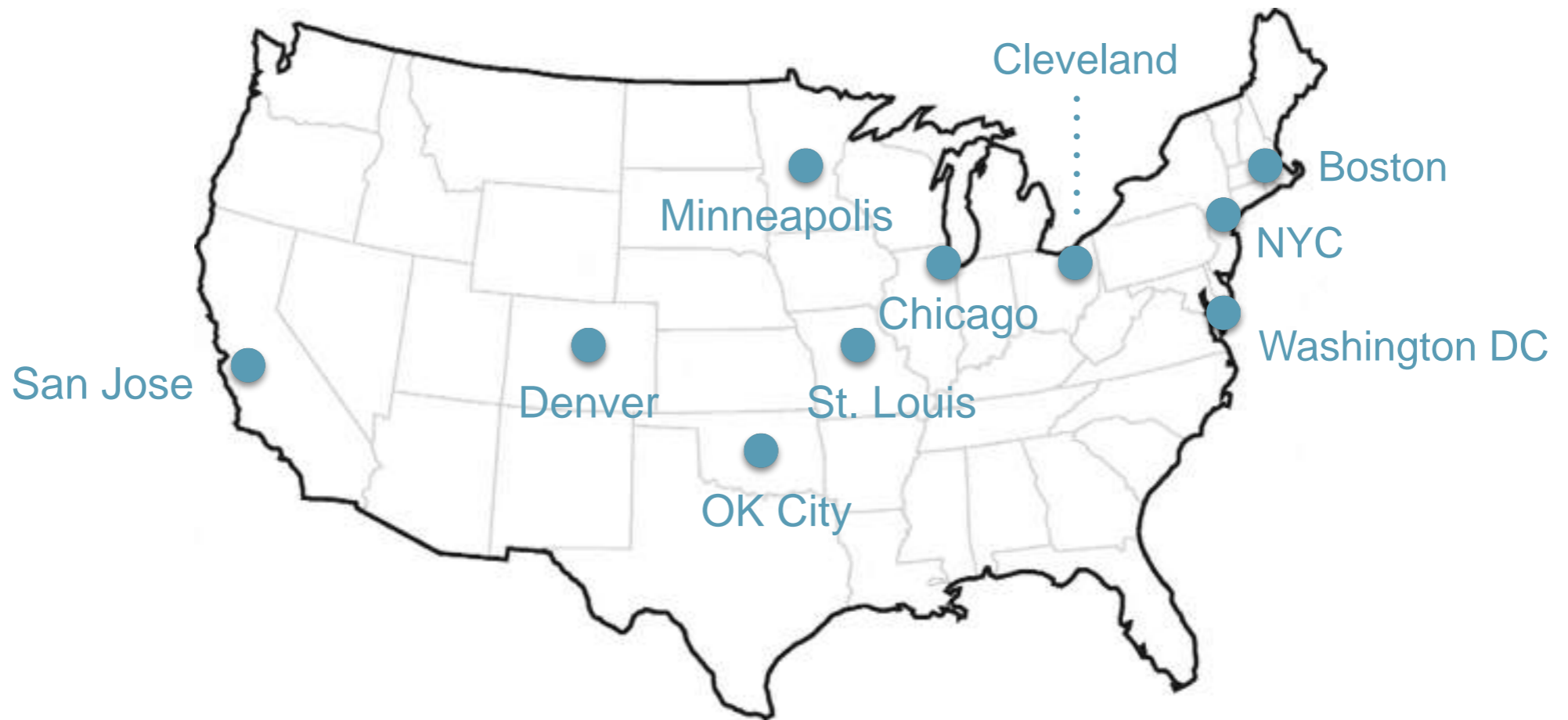
Her daily caffeinating ritual begins with firing up the Keurig coffeemaker. She'll have one cup with breakfast while she scrolls through her Facebook and Twitter accounts, and one more for her commute. Sarah's morning coffee allows her to fully engage in the few minutes of conversation she has with Adam, and to appreciate the way her dog looks at her when he knows it's time for his walk. Her K-Cup® of choice is Starbucks' Pike Place Roast, for its familiarity. She's seen Caribou K-cups® at the store, but hasn't had a good reason to explore another brand.



# MEDIA

## “Migrating Caribou” Pop Up Café





Photos, deals and updates on locations would be posted on Facebook daily



Deals would also roll out on Twitter. There will be a tour hashtag and people will be encouraged to share their experience with Caribou



Videos would be made throughout the tour to be shared through social media

# Point of Sale



Bring the in-store experience to grocery stores through creating shelf displays with decals and special built wooden shelves to carry over the aesthetic elements found in the coffee houses

# MEDIA SCHEDULE

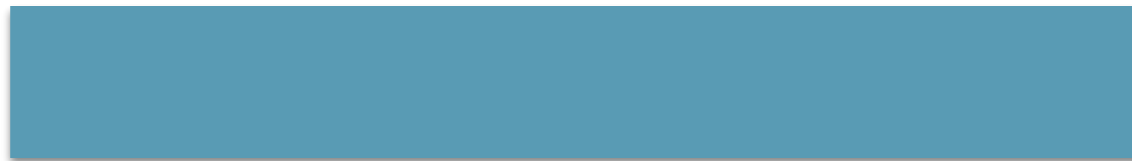
Sept.

Oct.

Nov.

Dec.

Migrating  
Caribou



Video



Social



P.O.S



**THANK YOU**