

The Crooked Cup Advertising Plan-Year One



Campaign Layout

- Situation Analysis
- Target Markets
- Advertising Objectives
- Advertising Strategies and Tactics
- Creative
- Media Strategies
- Budget Allocation
- Conclusion

My presentation will begin with analyzing The Crooked Cup coffee shop and its' background to give reviewers a better idea of the company. Next I will describe the designated market area which it is associated with. Then I will discuss the objectives and creative advertising strategies and tactics. I will continue with media strategies and the company budget. Last I will conclude by wrapping up the campaign plan.

Situation Analysis-The Brand

- Provides coffee and specialty coffee drinks made with coffee beans from Bahia, Brazil.
- A quiet, spacious place to study and/or hold business meetings.
- Free wi-fi
- Coffee proceeds go back to the farm, community and a school in Bahia.
- Educational owner and businessman



After researching this coffee shop, I learned a few key points of how this business makes a difference in town.

The coffee at the Crooked Cup is made from coffee beans ordered in from the Neves farm in Bahia, Brazil. Next it is a quiet and spacious shop that is convenient for studying, working on projects and/or holding business meetings.

The Crooked Cup offers free wi-fi in their shop so people can escape for a while and get their work done.

Another positive attribute is that coffee proceeds go back to the farm, community and a school in Bahia. This helps both the coffee shop sell more coffee and it benefits people in Bahia.

The final key point is the owner is well educated as he has a Bachelor degree in Business and Hotel/Resort management. He is knowledgeable about business and has worked many years in customer service.

Situation Analysis-Category

Coffee

- Frequently purchased product by various groups of consumers.
- High demand product that is supplied by shops, grocers, gas stations and more.
- Multiple competitors in the surrounding area.



The Crooked Cup is introducing another shop where people can quickly get coffee drink or hang out and relax while catching up on work. They brought in a popular coffee bean from Brazil to produce their drinks. There are multiple coffee shops in the surrounding area of The Crooked Cup.

Situation Analysis-Problems

- Location is not on a main street
- Hours of operation are not as early or late as others
- Not advertised on local bulletins

The Crooked Cup is located at 147 W. Oak Street in Old Town Fort Collins, next to Jay's Bistro and across from the Taj Mahal. It is not located on College which is the main street.

The hours of operation have changed for the summer, every day from 6 a.m. – 6 p.m. Other shops such as Mugs, Starbucks and Starry Night open earlier and close later.

This coffee shop is advertised mainly on social media and in the local value pak. Other local coffee shops are advertised in coupon books and around local bulletin boards.

Situation Analysis-Opportunities

- Located next to the water fountain where families go and it is off of Mason Street which is where the new light rail will be.
- Offers free local music and art shows
- Delivers free samples to local business

The new Fort Collins light rail which is to be completed next year ,will run along Mason Street which is right near the coffee shop. This will make it easier for people to not have to worry about finding a parking spot.

The shop is trying to have free local music every Friday night.

Employees and the owner deliver free coffee samples to local businesses daily to inform them of their product and business.

Target Market/Audience

- Multiple business employees
- Families
- College students



With this coffee shop being surrounded by restaurants, bars and business offices, the week days are packed with business meetings.

The weekends are popular with families, kids and dogs since it is near the fountain off of College and Oak.. The Crooked Cup offers puppy-ccino drinks, which are a dog treat in a cup with some whip cream on top.

During the school year, many students are downtown studying, doing homework and going to the library. This is a popular time for them to stop by coffee shops and purchase food and drinks.

With lunch specials each day of the week, The Crooked Cup has become a popular place to dine in at.

Advertising Objectives

- To increase the volume of student customers by 300 in one year
- To get a complete monthly schedule up for hanging artwork.
- To fill every Friday night with live music for at least three months.

Right now during summer, students are not in the coffee shop frequently. During the school year hours should be longer throughout the day so that students can study if they are downtown. Plans are in progress to open another shop on the Front Range Community College campus to attract more students. I think a location on campus at CSU is an effective idea as well.

The Crooked Cup is booked out three months right now for hanging artwork. Each Friday Fort Collins has an art walk that passes the coffee shop. Artists are able to inquire about their artwork being up for sale in the shop. Each artist has one month to have their artwork in the coffee shop for free and then it rotates to the next.

Currently, the owner is trying to get a music line up going for free shows every Friday night. This allows people passing by to stop in and check out the scene as well as the music. I think flyers around town would give local musicians the opportunity to sing and bring in business to the coffee shop.

Advertising Strategies



- Create pages on as many free social media sites as there are available.
- Print ads in local newspapers as well as all local value packs and other coupon booklets.
- Start an internet website for The Crooked Cup where people can Google search it.

Currently, The Crooked Cup has a Facebook page, a Twitter account and you can “check in” on Facebook which tags their page. Creating more sites such as LinkedIn will get their business name out there and more businesses and people will learn about them.

Right now this coffee shop has an ad in the local value pack and money mailer. They will be setting up coupons through the CSU coupon books when school starts back up.

It is important to have a website for their business other than Facebook and Twitter. Many people still do not use social media sites but they do use Google searches. This will allow them to find The Crooked Cup’s information online without the hassel of social media.

Advertising Tactics

- To reach out to the already known customer base.
- Find out which customers you are missing and find a way to reach out to them.
- Use the internet to make coupons accessible online.
- Focus on the location and use the local events and festivals to get their name and coupons out to the public.
- Make their product and business irresistible since there are so many other competing coffee shops.

Knowing who their frequent customers are, they should continue to supply the highly demanded items, as well as purchase some products that would also be popular.

The owner needs to look at the surrounding locations and community and see who he is missing. Which types of consumers am I not seeing come into the shop? Then he can hold events and maybe new drink ideas that will attract them.

Coupons are very popular and they influence consumers to purchase products. If these were easily accessible via Facebook or a website, people would use them.

It is important to draw in crowds during music and food festivals. This can be done by purchasing a tent spot at The Taste of Fort Collins and New West Fest. This will allow the community to learn of this new business.

Tell the public why The Crooked Cup has the best coffee and what the proceeds due to return money to the country the beans come from. Why did he open this business?

Advertising Creative-Message

- The Crooked Cup is open daily during business hours with speedy service
- The Crooked Cup is open weekends with food specials and puppy-ccino treats daily.
- The Crooked Cup is a quiet and spacious environment for studying.

To reach out to businesses, the shop must have weekday hours that allow those consumers to purchase coffee and food. Being next to so many businesses, some people may be on the run and need to grab something quickly.

To connect with families, it is important for the shop to put their signs out on the patio and sidewalk with balloons that will attract families. Since it is near the fountain, people and their dogs will get thirsty and after playing in the heat.

In order to reach out to students, the hours must go later as many are up late studying and need the caffeine. They usually can't go home to get meals, so it is important to have food and drink specials. It is noisy having the Mason Street train nearby, but if you hear the train you receive 0.50 cents off your drink. This targets students because many of them cannot afford fancy coffee drinks.

Creative-Coupons

- Coupons
- Flyers
- Advertisements

Everyone loves coupons. There is no doubt about it that when we receive coupons we are likely to purchase that item or product.

Flyers can be annoying when handed to us or put on our windshields, but if they are neatly placed on a bulletin board with pictures, they are likely to be read.

Newspaper and magazine advertisements are always interesting and draw in attention; as well as internet advertisements on side bars.

These are all important for bringing in business.



Media Strategy-Vehicle

Digital

- Convenient and easy
- Accessible to many
- Facebook
- Twitter
- Google

The internet is easier for most to use because they can go online before heading out for lunch, rather than grabbing a newspaper which cost money and takes times.

Facebook is so common and most people are on it that they can easily look up locations and hours, as well as get coupons.

Twitter, along with Facebook shows frequent updates and allows people to stay connected with the business.

Google is one of the most commonly searched internet engines. It allows fast service and you can easily print maps, coupons, flyers, etc. Google also allows ads to be placed online which will show up in the side bar of items you search, giving you the chance to learn of local businesses.

Media Strategy-Social Media

- Facebook
- Twitter
- Checked in

Social media sites allows people to create pages for their businesses. They can tag any sort of event that is going on and frequently post new updates and information as things change.

Twitter allows social status updates to be viewed by all followers. This, like Facebook, allows people to receive updated information about businesses.

Checked in is a site where you put your location. This checks you in and tags the business so others can see where you are and learn about new places.

Media Strategies-Communication

- Music festivals
- Food festivals
- Car shows

Old Town Fort Collins is known for the Taste of Fort Collins, New West Fest, FoCo Mix and a car show. Most of these occur in the summer or leading up to the summer. With talk of purchasing a booth next summer at the Taste of Fort Collins, this will give The Crooked Cup an opportunity to sell their products and become well known in the community. During these hot weathered events, people get extremely hungry and thirsty, and the food and drink stands are always popular.

This will also give the local newspapers the chance to come out and write about the new and popular businesses, which will gain media popularity for The Crooked Cup.

Budget Allocations

- Social Media
- Coupons/advertisement booklets
- Flyers
- Events
- Mail

I believe that with these five tactics, business within the first year can substantially increase.

Coupons and flyers that come in the mail are frequently looked at and many families and students use them.

Businesses receive many flyers and coupon booklets in their mail and cater office meetings and/or events. Sending this information to businesses could attract more customers looking for catering and places to hold meetings at.

As mentioned earlier, events in Old Town draw in thousands of people and while handing out coupons is important, flyers will draw in business as well.

I think if at least 50% of advertising were spent online and with social media sites, adding coupons and discounts, this could increase business quite a bit.

Evaluation

- Raise product/business awareness to target audience by 25%.
- Increase student customers by 300 students.
- Increase internet traffic flow by 50%.

By adding more coupons, social media and advertisements through local companies, I expect this business to raise awareness to their target audience by 25%. With having regular customers and getting the name into the community, it should become a familiar business with products that are known by many.

With extending business hours to a later time, I expect an average increase of 300 students the first year. Students study all through the night and with other coffee shops being open 24 hours a day, extending hours will draw in more people because it offers yet another location to study at.

By adding an internet website and posting coupons online, I expect internet traffic to increase by 50%. Most people use the internet for business information as well as coupons.

Conclusion

- Increase internet traffic
- Produce more flyers, coupons and advertisements
- To extend business hours to accompany target audience
- To reach out to the community by participating in local events

In conclusion, I would like to recap the advertising objectives and goals for The Crooked Cup. With this business having opened April 13, 2013 and increasing customers quickly, I expect more advertisement will continue to keep business a flow. While creating a website and more social media sites, internet traffic will increase immensely. This will give customers the opportunity to print and use coupons, get readily available store information and be able to spread the word.

Seeing flyers and advertisements around town will put the business name out in the public.

Extending store hours will reach the target audience of students and business people, as well as families on the weekends.

Local events will pass along business information to the community and bring in more customer traffic.