

CREATIVE CHALLENGE 2021



Creative
Shock



ESKEDAR
COFFEE



PART I:

Advertising Brief

**Your team name: lit
gangstas**

Advertising Brief

OVERVIEW:

1. What is the main social problem that "Eskedar Coffee" deals with?

The social problem faced by Eskedar coffee is the society has a different attitude towards the refugees, the society thinks of them as people coming to the country for the country's wealth and this creates barriers for the refugees to get into the local economies. Thereby it is difficult for the refugees to start their businesses, and there is a need to shape the public's opinion about refugees as entrepreneurs.

2. What main difficulties could "Eskedar Coffee" face along the way?

Eskedar Coffee trying to bring 'out of the box' ideas might even become difficult for them since till now in today's society, refugees, single mothers haven't received much acceptance, therefore the masses might not be sympathized enough with the refugees to buy the coffee. It might be difficult to convince people to buy these products. People might relate less to their stories and believe more in their orthodox beliefs (of treating them as terrorists). The hatred might be prevalent for longer time hence being a big negative point for Eskedar coffee. Also due to lower funds, it would face difficulties in competing with its peers due to lack of technological advancements and marketing. As the budget of campaigning or marketing is low, financial crisis may be a reason for difficulties in future as early profits are not generated.

Advertising Brief

OVERVIEW:

3. Why the communication on “Eskedar Coffee” social media channels so far has proved itself to be ineffective?

The website of ‘Eskedar Coffee’ is available only in Lithuanian language as it won't be as effective globally. If we want to reach people from all over the world and sell our coffee, the website should be in English language, since it is the most spoken language in the world and also the second language of most of the other countries. They also have less reach on social media platforms like instagram, facebook, twitter. It is reaching target clients only through the personality and personal story of the founder, whereas the social media should contain the inspiring stories of other refugees and employees as well. Even it has fewer posts on social media and also it is not quite active on sites like linkedin, youtube etc. It is not making use of new technologies like podcasts.

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GOAL:

4. What is the goal of your communication campaign?

The goal of the communication campaign is to spread awareness about the refugees and other victims of abuse like single mothers and poor farmers without having to spend enormous wealth and comes within a small budget but at the same time is unconventional which diverts people's attention to the crisis situation faced by refugees. This makes people more inquisitive to the stories of Eskedar, the founder who is a refugee herself and other refugees therefore indirectly promoting the brand itself.

TARGET AUDIENCE:

5. Who is your target audience?

Our target audience is young adults and adults from the ages of 18-40. Coffee is consumed daily from a very early age. 74.96% of people consume coffee on a daily basis. Cafes are also considered a hangout spot by young adults. We can sell this coffee in offices.

TONE:

6. What emotions would you like to appeal?

We want to reach more and more people of the world with the superior quality of 'Eskedar Coffee' and indirectly educate them with the most important underlying reason that is to promote better lifestyle of the refugees who have been even called "terrorists". It is high time the society becomes tolerant to them where for years they are just waiting for a bit of acceptance from common people. They deserve a chance just as anyone else to prove they are bestowed with pure intentions and when given a chance they will shine at what they do.

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FOCUS:

7. What is the most compelling reason for your audience to get involved?

As Ethiopian coffee is of great quality, firstly the availability of such quality coffee in Europe being imported from east Africa will be a delight for coffee lovers and the underlying motive being helping the refugees lead a normal and peaceful life, the people will be happy to contribute because they are contributing to a very good cause. Due to the cold and rainy weather, hot drinks like coffee are very popular year around, hence it is easy to keep the population content around the coffee table.

8. What is the main message of your communication campaign?

The main message of our communication message is to make people understand that refugees are not coming to their country for its social wealth or are not terrorists. Their intentions are not to hurt people. Also, to not discriminate on the basis of gender. It is to spread to the increased population the main social problem and bring people together to help the refugees, single mothers, poor farmers and other oppressed classes in their daily life, in every walk of life.

9. How to emphasize the social problem initiative is dealing with?

We have put forward the main social problem in various ways in our communication campaign like educating the mass via podcasts, blogs, short films, making it a global brand by having an ambassador who becomes the face of the workers, educating the youth like school and college going students with the hardships that refugees face, qualities such as gender equality since they are the future of the nation who will treat the socially oppressed classes well. Also on 20th June, World Refugee Day, we can organize donations for the refugees, single mother and farmers also street dramas to spread awareness among more and more people.