



**ESKEDAR
COFFEE**



CREATIVE CHALLENGE 2021



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SETTING THE STAGE

The newest data shows that, despite the COVID-19 pandemic, there are now more than 82 million refugees and displaced people worldwide, and the number is still growing. The total has doubled in the past decade, resulting in more than 1% of the world's population being displaced.

A refugee is someone who has been forced to flee their home because of war, violence, persecution, human rights violations, or events alarming public order, often without warning. They cannot return home unless and until conditions in their native lands are safe for them again.

However, the notion of a refugee is usually associated with people who are coming to a country looking for social wealth or, in extreme cases, they are pictured as terrorists. The negative attitude towards them creates barriers to inclusion in local economies. For women refugees, the barriers are even higher as gender discrimination closes doors or leads to a lower wage.



HISTORY & INTRODUCTION TO



Lithuanian social business “Eskedar Coffee”, on which this year’s Creative Challenge is based, revolves around the issue of social integration of refugees and other social minorities.

“Eskedar Coffee” is intertwined with Eskedar’s, who is the founder, personal story. She was born in Ethiopia but, due to political issues, had to become a refugee. Then Eskedar arrived in Lithuania, where she was held in the detention center, had nothing to wear, didn’t know the language. She started from zero in a completely new environment; later, she learned Lithuanian, got an education, acquired Lithuanian citizenship, became a lecturer, and launched her own business – made a living out of her culture.

“Eskedar Coffee” was established in 2019 January. It is a Lithuanian online store providing freshly roasted Ethiopian coffee. For the founder, it matters to create a strong bridge between Lithuania and Ethiopia. She does that by importing high-quality Arabica coffee from Africa, Ethiopia, to Lithuania.

Ethiopia is the birthplace of coffee – it gives a possibility to discover thousands of kinds of coffee. Eskedar Coffee’s uniqueness is that they are telling the story about coffee farmers, how coffee is processed, and shows the Ethiopian coffee culture that nobody else in the world has.

The story behind the brand is the potential of refugees as entrepreneurs, which is reshaping public opinion. Coffee is also a means we use to tackle ignorance towards refugees as it is used not only as a commodity but also as a social drink. Culturally coffee would bring people to a table over a cup of coffee to solve challenging tasks.

Coffee is a facilitator of the conversation we bring to the table. Through this coffee, we send the message that everything is possible and everyone has the potential to succeed.

"I am thankful for all the opportunities and help that I received; for that reason, I seek to help other people in need. I am happy to encourage various discussions about sensitive issues, gather people of different views together, and look for solutions through coffee. We are all responsible for our daily actions, which create a better world for our children and us."

Eskedar Tilahun, coffee fairy.



MISSION

The main "Eskedar Coffee" social mission is to **change the attitude towards refugees, help them integrate into society, encourage entrepreneurship in refugees, migrants, and other social minorities.**

The business-driven mission is to make Eskedar coffee among the best Specialty Coffee brands in Europe.

PRODUCTS



In the “Eskedar Coffee” online store, people can purchase:

- Fresh medium roasted (good quality) coffee beans and ground coffee with a variety of flavours and aromas. Green beans are sourced from African countries: Ethiopia, Kenya, Tanzania, Congo, Zambia. There are special packages for Easter and September 1st celebrations.
- Sweaters with the slogan of “Eskedar Coffee” – “Wake up to a better World”, made by a sewer who raises a child with a disability.
- Coffee cups are made by a potter living in rural area.

These collaborations with the potter and sewer create their job opportunities and special work conditions, which in their cases are rare.

ADDITIONAL SERVICES

Eskedar organizes team-building activities, usually for companies, by performing **the coffee ceremony** – a huge part of coffee culture in Ethiopia.

During this ceremony, Eskedar not only demonstrates how coffee is roasted and made but also raises awareness about how coffee is grown and how hard farmers work to let their children acquire an education. Besides that, Eskedar shares her own story, which inspires and forms the undistorted view towards refugees.



AUDIENCE

Business-to-Consumer

- Adults aged 25-40
- Upper middle income and high income earners

Business-to-Business Service

- Offices
- Cafes
- Gourmet food stores

Eskedar thinks the market is loving them back as the people who tried the coffee come back and the companies, which are buying the coffee, love the fact that there is a story behind the product.

FUTURE DEVELOPMENTS

“Eskedar Coffee” is going to open a coffee bar in Vilnius, Lithuania, in November 2021. The place is of great historical importance - Signatories House, where the Act of Independence of Lithuania was signed. What is so unique about this place is that it will be open for dialogue. Eskedar believes that everyone should have a right to express themselves, but it has to be done properly. This coffee shop will be the home of brave where people would come to monthly meetings open for everyone and discuss their values as well as put vulnerable issues on the table.



WORKFORCE

For now, Eskedar is only hiring the sewer, potter and a few people roasting the coffee.

With the opening of the cafe, Eskedar Coffee is going to organize job training for refugees, single moms living in shelters or those running from abuse and hire them.

Eskedar is willing to teach such people valuable skills so that they can enter the coffee industry and have an incentive to make positive changes in their lives.



PROJECTS

"Eskedar Coffee" has a collaboration with **"Son de flor"** – a Lithuanian fashion brand that encourages young start-ups to be seen in the global market. Through them, "Eskedar Coffee" gained more clients in Italy and the US ordering the coffee directly after getting it as a gift from "Son de flor".

COMMUNICATION CHANNELS

So far “Eskedar Coffee” has not been investing in professional marketing. That means even though there are plenty of marketing tools, Eskedar Coffee has been reaching target clients only through the personality and personal story of the founder, Eskedar.

“Eskedar Coffee” uses the following communication channels to achieve the goals of the company:

- Website (www.eskedarcoffee.com) only in Lithuanian language;
- Facebook (more than 5000 likes);
- Instagram (more than 6100 followers).

Eskedar also sees potential in using LinkedIn as the target clients for the office segment are also on LinkedIn.



smklife Jaunimo dialogas
Laisvi, bet ar lygus?

Lapkričio 27d. 14val.
Delfi

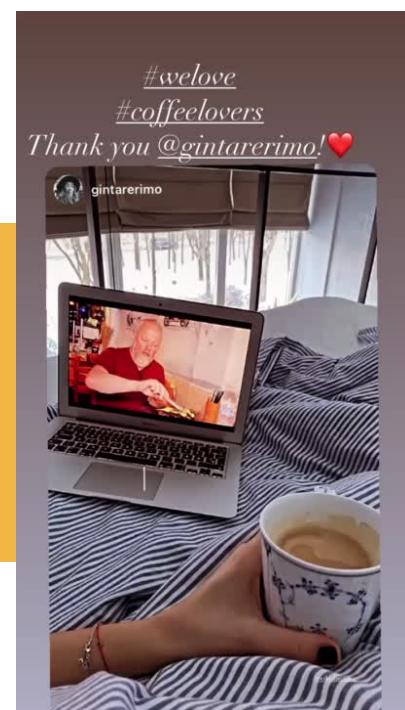
Eskedar Maškevičienė



@ESKED_AR

Tema: Lietuva nemyli užsieniečių?

Myli, kai užsieniečiai myli Lietuvą! 



YOUR TASK

A social initiative, “Eskedar Coffee”, needs your help in developing their communication campaign! However, this time, instead of employing traditional, big-budget requiring strategies, you will have to use your creativity and knowledge to make people aware of this social initiative.

Your task: provide a marketing strategy for a successful brand launch in the European market and develop an unconventional and low-cost communication campaign for “Eskedar Coffee”. It should emphasize the social problem the company is dealing with, persuade people to get involved in its activities and raise awareness of the brand.

Imagine that you are representing a marketing consulting company, and you are asked to prepare a unique communication campaign. Your goal is to convince the CEO of “Eskedar Coffee” that your communication campaign is precisely what the company needs.

The solution has to be submitted in **2 parts:**

1. Communication Brief for your campaign idea;
2. Idea Presentation of the campaign in a **3-min** pitch style video with subtitles or a script.



GENERAL TERMS USED IN THE TASK

Low-cost – cheap, executed with a small budget.

Unconventional – different from what is usual or from the way most people do things.

Communication campaign – a campaign that uses media, messaging, and an organized set of communication activities to generate specific outcomes in a large number of individuals and in a specified period of time.

Communication brief – a short, written document used by project managers and creative professionals to guide the development of creative materials to be used in communication campaigns.

PART I

COMMUNICATION BRIEF*

EXAMPLE OF THE COMMUNICATION BRIEF

*The following Communication Brief is only an example. The template of **your Communication Brief is provided separately** in PowerPoint file.

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

Xxx

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

Xxx

Xxx

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

Xxx

Xxx

GOAL:

4. What is the goal of your communication campaign?

Xxx

Xxx

TARGET AUDIENCE:

5. Who is your target audience?

Xxx

Xxx

TONE:

6. What emotions would you like to appeal?

Xxx

Xxx

FOCUS:

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

Xxx

Xxx

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

Xxx
xx

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

Xxx
xx

PART II

IDEA PRESENTATION & IMPLEMENTATION

IDEA PRESENTATION

Develop a marketing strategy for brand launch in the European market and an unconventional “**Eskedar Coffee**” campaign. It should emphasize the **social problem** the business is dealing with, persuade people to **get involved** in its activities, and raise **awareness of the brand**. As this initiative generates revenue from selling its products, the campaign should also **persuade** people **to buy** the **products**.

Your idea should be consistent with your analysis and reflect the Communication Brief developed previously.

The presentation of your communication campaign should take **up to 3 minutes**. You are expected to deliver and record a **pitch-style** presentation. We are looking forward to seeing your best presentation skills!

You can get inspiration from:

- Guerrilla marketing;
- Cause marketing;
- Digital marketing;

- Social media marketing;
- Event marketing;
- Viral marketing;
- Other marketing strategies.

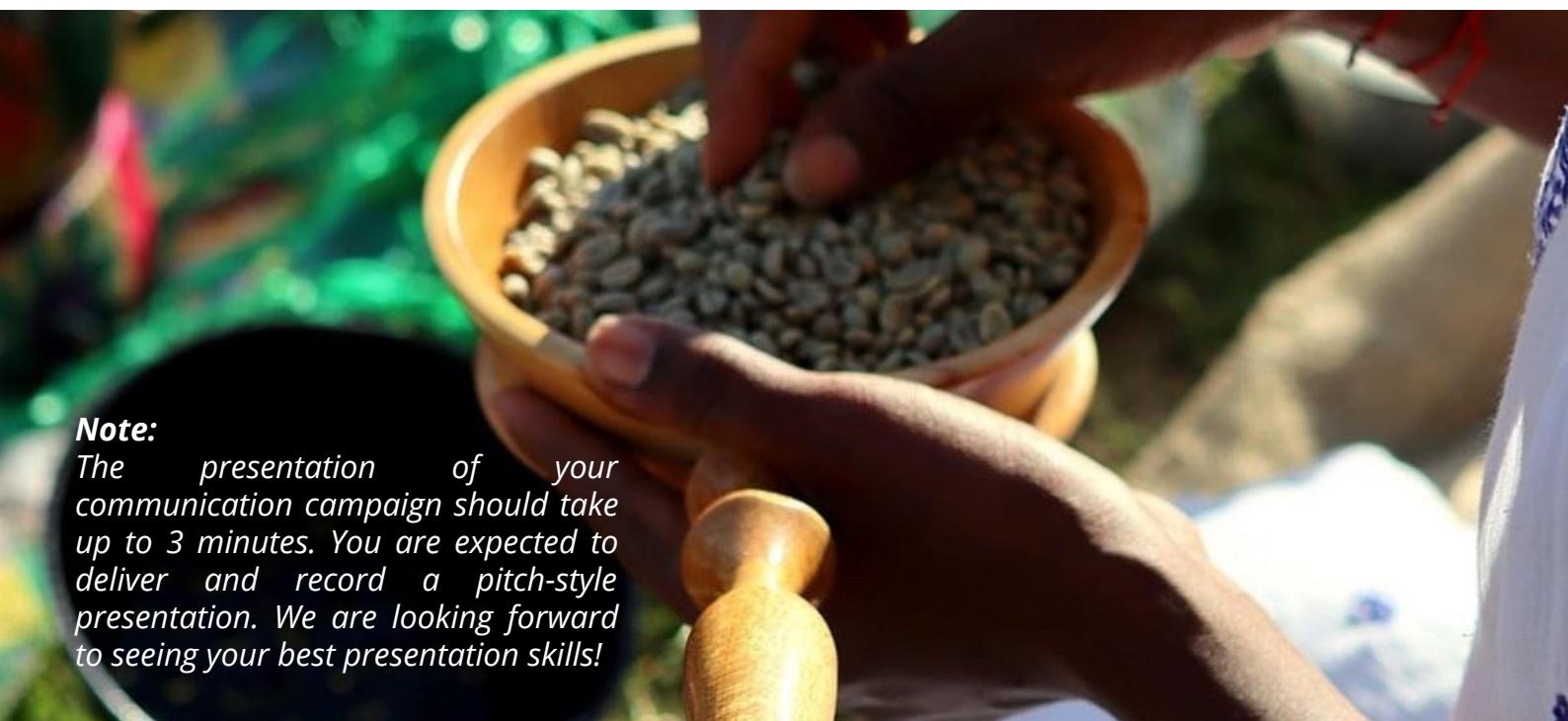
WHAT DO WE LOOK FOR IN YOUR IDEA?

- What is your **core idea**?
- What makes your idea **unconventional**?
- How does your idea emphasize the **social problem**?
- How does your communication campaign increase “Eskedar Coffee” **brand awareness** and **loyalty** to the brand both in the short and long-run?
- How does your idea encourage the **target audience** to buy “Eskedar Coffee” - products as well as get involved in its activities?
- Why did you choose a certain **marketing strategy** or strategies?

** Guideline questions should not be perceived as rules. They should provide you with general knowledge about what we expect from your presentation of the communication campaign.*

Note:

The presentation of your communication campaign should take up to 3 minutes. You are expected to deliver and record a pitch-style presentation. We are looking forward to seeing your best presentation skills!



STEP BY STEP IMPLEMENTATION

Develop a consistent **Step by Step** implementation plan. Your ideas should be in line with your Communication Campaign Brief as well as the Campaign itself prepared previously.

WHAT DO WE LOOK FOR IN YOUR IMPLEMENTATION PLAN?

- What steps will you take in order to implement your idea?
- What place and time will you choose for your advertisements?
- What communication channels* will you use?
- What outcome do you expect from your advertisement?

**Remember, guideline questions should not be perceived as rules.*

***When choosing your communication channels and ways of sending your message to the audience, bear in mind that it is a low-budget campaign.*

Attention!

Keep in mind that **this is a creative challenge**. Think of creative ways to present your campaign and implementation plan. Make a long-lasting impression!

VIDEO

3-MINUTE PITCH STYLE PRESENTATION VIDEO

Video must be uploaded to:



www.youtube.com or www.vimeo.com

Link to the video must be provided in the submission letter.



EVALUATION, TERMS & REGULATIONS

EVALUATION

Evaluation will be appointed according to the following terms:

Communication brief (30% of evaluation)	Video (70% of evaluation)	
	Step by Step implementation (40% of the evaluation)	Idea Presentation (30% of the evaluation)
Foresight (10%) - how well did you interpret the given information about the social initiative?	Consistency (15%)	Originality of the idea presentation (20%)
Validity of your campaign idea (10%)	Potential success (5%)	Clearness of the message (10%)
Creativity (10%)	Effectiveness of the idea presentation (20%)	

Creative Challenge

40% of the preliminary round score

30%
Communication
Brief

40%
Step by Step
Implementation

30%
Idea

- Foresight
- Validity of the idea
- Creativity

- Consistency
- Potential success
- Effectiveness

- Originality
- Clearness of the message

Your task will be evaluated by the **Lithuanian Marketing Association (LiMA)**, which brings together the best marketing specialists in Lithuania.



TERMS AND REGULATIONS

Your answers in the **Communication Brief** must be written clearly and should meet the following rules:

- **Font:** Times New Roman
- **Font size:** 12
- **Line spacing:** Single at 0

Your answers in the **Communication Brief** must be written only inside of the provided answer boxes. Teams will get **penalty points** if they add additional slides.

Communication Brief must be provided in .pdf format, and the file must be named after the team (i.e. [Team Name].pdf)

Your **presentational video** must be no longer than 3 minutes and have to either contain subtitles or a separate script in .pdf format must be sent to us. Make sure to upload the video to either YouTube or Vimeo.

You can choose how much time to spend on each part of the **video**, however, you should make sure to cover the idea presentation and step-by-step implementation within 3 minutes. Teams will get **penalty points** for exceeding the time limit.

If you choose **script** over subtitles, make sure that the text contains everything that is said in the video. The script must be provided in .pdf format, meet the same font and size requirements as for Communication Brief and be named after the **team_script** (i.e. [Team Name_script].pdf). Teams will get penalty points if no script or subtitles are provided.

DEADLINE:

Your solution for the Creative Challenge must be sent **by October 10th 23:59** (GMT+03:00, Eastern European Summer Time Zone) to **solutions@creativeshock.lt**

The teams which will send solutions after the given deadline will be disqualified from the competition.

In case you have questions regarding the case, do not contact the business directly - all information is provided in the case. If any doubts occur, please contact us at info@creativeshock.lt

Case writers

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The case could not have been completed without

Jovita Kuodytė and Viltė Navardauskaitė



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