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Business Overview

- B2C and B2B franchise
- Positioned to take the leap from regional franchise to national player in the growing coffee industry
- Specializes in food & beverage
- Branching out of their home in MN into the hearts and cups of many more states



Business Objectives



PRIMARY

- Increase rewards memberships by 20% by end of 2021
- Increase sales by 10% by end of 2021

SECONDARY

- Increase returning customers by 15% by end of 2021

Competitive Analysis

Company Overview



- B2C & B2B
- High-quality coffee, single brewed dark roast, sweet coffee; sells food
- Known as more creamy and smooth
- Located in 11 states
- Vibe: more laid back, warm, and less modern or chic
- Peetnik Rewards



- B2C & B2B
- World's largest coffeehouse chain
- High-quality coffee, ethically sourced practices; sells food
- Main icon for U.S.'s second wave of coffee culture
- Vibe: fast-paced, coffee-on-the-run atmosphere
- Starbucks Rewards



- B2C & B2B
- Less specialized coffee; less expensive coffee; sells food
- Less customization
- Locations in 41 states
- Vibe: fast-food eatery
- DD Perks

Competitive Analysis

Rewards Programs



- Peetnik Points
- Free first beverage
- Favorites can be delivered with the Peet's app (plus, earn points toward your next reward)
- Free birthday beverage
- Members-only menu
- First access to new beverages
- Mobile app & card



- Earn Stars, Get Rewards
- Birthday rewards
- Free refills on certain beverages
- Special member offers
- Double Star Days
- Special promos (early access)
- Stars expire 6 months after they are earned
- Mobile app & card



- Dunkin Points
- Earn points and free beverage rewards
- Free birthday beverage
- Rewards expiration dates depends on how many points you have
- Mobile app & card

Loyalty Program Overview

- Meet our business objectives
- Create a VIP feel among existing members
- Create incentives to gain new & returning customers

Touchpoints

- Caribou Coffee App
- Loyalty Program via App and In-Store visits
- Social media (Twitter, Instagram & Facebook)
- Online Advertisements
- Email Subscription
- In-Store Promotions





- Built-in rewards
- Earn 2 points for every \$1 spent
- VIP status at 200 points
- Points expire after 6 months



- Free refills on iced and hot coffees
- Rewards at 25, 100, and 200 points
- Early access to holiday flavors
- Points never expire
- Maintain VIP access by earning 500 points each year

Built-In Rewards

Birthday Reward: Enjoy a free drink on your birthday

Valentine's Day: Bring your BOU for a BOGO

Halloween: Visit your local CariBOO location in your Halloween costume for a free spooky treat

New Year, New Bou: Earn 21 free points for welcoming 2021

Sign your Caribou Calf up to earn Caribou Kid Coins!

50 coins for a free kids' drink; 100 coins for a free kids' treat; 200 coins for a free kids' cup





Cara Caribou

AGE LOCATION LANGUAGE
35–44 Minneapolis English

ABOUT:

Cara Caribou is a high-power finance executive. She enjoys 2–3 cups of coffee per workday and is searching for a way to keep costs down, despite her earnings. She and her family enjoy running errands together on the weekends and she's always looking for new ways to make her children feel included in her day-to-day.

LIFE STAGE

Focused on family & work

OCCUPATION

Executive

MARITAL STATUS

Married with children

HOUSEHOLD INCOME

\$150,000

VALUES

- Prefers to order ahead
- Values status
- Expects boutique feel

PAIN POINTS

- No kid-friendly rewards
- Feels underappreciated by global chains (i.e. Starbucks)

BRANDS THEY LOVE

Audi

Kate Spade

Starbucks

Target





Rein Deery

AGE 25–34 LOCATION Denver LANGUAGE English

ABOUT:

Rein Deery is a single bartender living the bachelor life in Denver. He prioritizes his spending on weekend chair lift tickets so he can get up the mountain with friends. He feels like he gets lost in the system with bigger chains like Starbucks and is looking for a more personalized, down-to-earth rewards program.

LIFE STAGE

Enjoys going out, focused on friends & career mobility

OCCUPATION

Bartender

MARITAL STATUS

Single

HOUSEHOLD INCOME

\$50,000

VALUES

- High-quality coffee
- Convenience
- Low prices & rewards

PAIN POINTS

- Avoids “status symbols” (i.e. Starbucks)
- Feels undervalued by other rewards programs

BRANDS THEY LOVE

Apple

Trader Joe’s

Amazon

Chick-Fil-A



Conversion Funnel

Search ads (Google)
Social ads (Facebook, Instagram, Twitter)

Website content
Rewards Program Overview

Google search

Download the app (available in app store)

Text messages and email reminders

Awareness

Interest

Consideration

Conversion

Re-engagement

KPIs

KPI: Total number of people who signed up for Caribou Coffee Rewards

Objective: Increase rewards memberships by 20% by the end of 2021

KPI: Total number of visits from each rewards member

Objective: Increase returning customers by 15% by end of 2021

KPI: Total number of orders and total number of sales (\$)

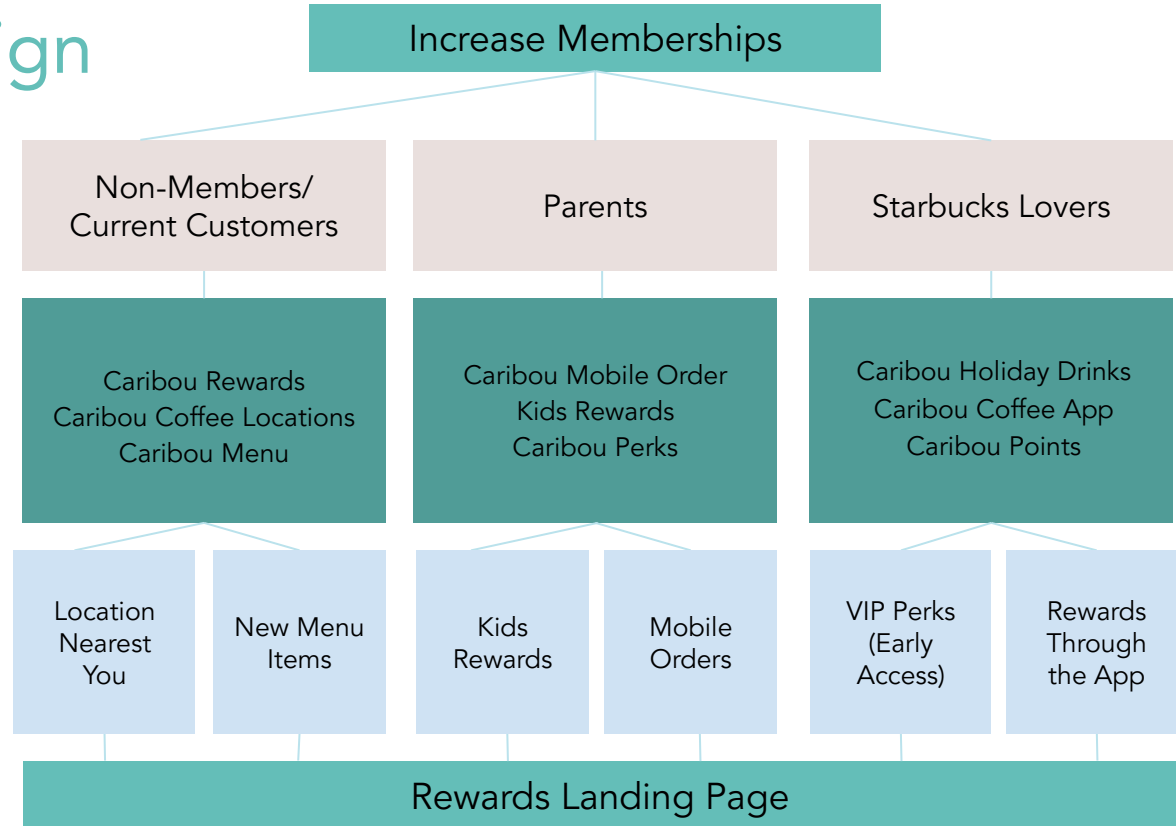
Objective: Increase sales by 10% by end of 2021

Keywords

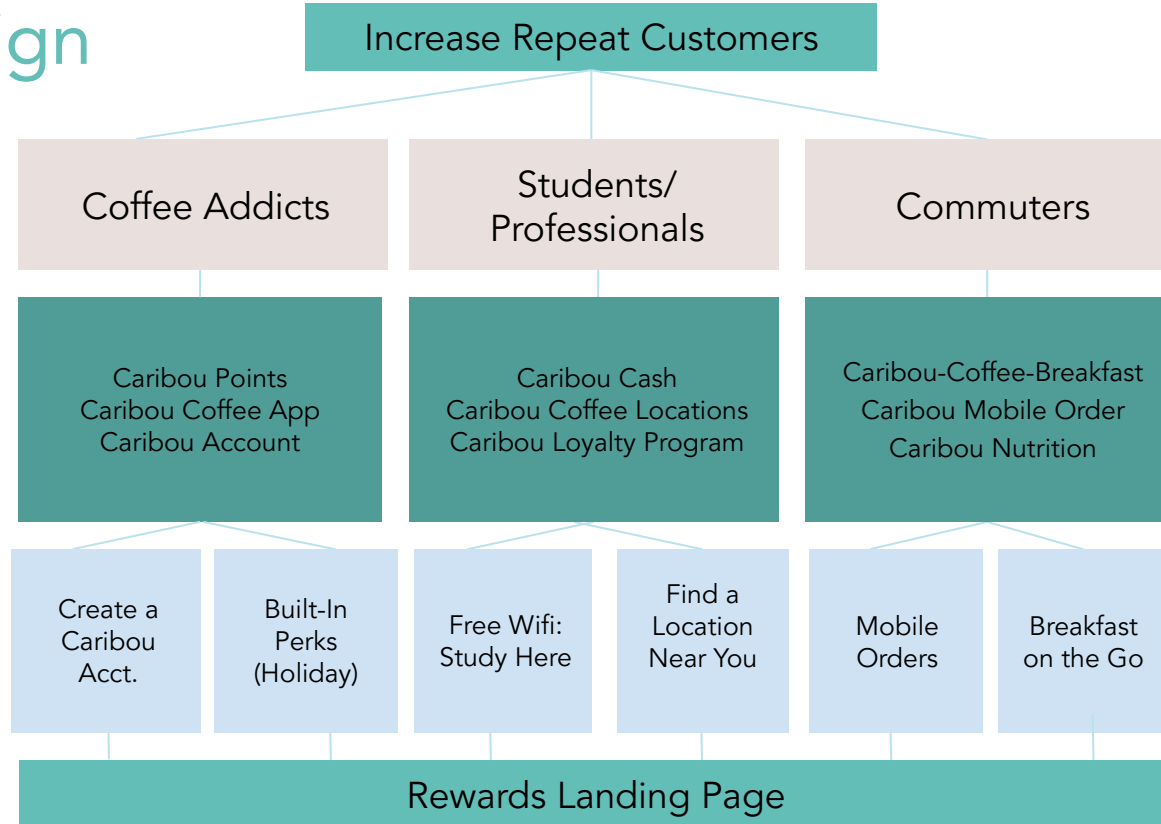
- Caribou Coffee
- Caribou Menu
- Caribou Near Me
- Caribou Coffee Locations
- Free Coffee
- Caribou Rewards
- Caribou Perks
- Caribou Cash
- Caribou Nutrition
- Caribou Coffee App
- Caribou Cafe
- Caribou Coffee Company
- Caribou Holiday Drinks
- We Caribo-U
- Caribou Coffee Latte
- Caribou Mobile Order
- Caribou Loyalty Program
- Caribou Clothing
- Caribou Account
- Caribou Points
- Caribou Birthday Drink
- Caribou Deals Today
- Caribou Coffee Breakfast
- Caribou Coffee Cold Brew
- Kids Rewards
- Coffee and Bagel
- Gourmet Hot Chocolate
- Breakfast Sandwiches Near Me
- Caribou Calf
- Best Coffee Places Near Me
- Where to Buy Caribou Coffee



Search Campaign



Search Campaign



Google Search Ad Mockups

Target: Customers who are not yet members

Caribou Loyalty Program Perks | Get Your Free Caribou Coffee

Ad cariboucoffeerewards.com/RewardsProgram

Make Every Morning Perkfect with our Caribou Coffee Rewards Program. Sign up Online Today! Download the Caribou App Today and Start Earning Points For Your Next Free Drink!

[Caribou Rewards Program](#) [Locations Near You](#)

[Download Caribou App](#) [Our Menu](#)

Caribou Reward Program Perks | Join the Caribou Perks Program

Ad cariboucoffeerewards.com/RewardsProgram

Treat Yourself and Sign Up for Caribou Rewards Program to Get Special Deals and Offers! Visit Caribou Coffee, Sign Up for our Rewards Program, and Your Next Drink is on Us!

[Caribou Rewards Program](#) [Locations Near You](#)

[Download Caribou App](#) [Our Menu](#)

Google Search Ad Mockups

Target: Parents

Explore Caribou Cash Deals Now | Get Your Free Caribou Coffee

Ad cariboucoffeerewards.com/RewardsProgram

Long Day with the Kids? Come in for your midday boost, while your kid enjoys a hot mocha. Coffee for You, Hot Chocolate for your Caribou Calf! Sign up Today.

[Caribou Rewards Program](#) [Locations Near You](#)

[Download Caribou App](#) [Our Menu](#)

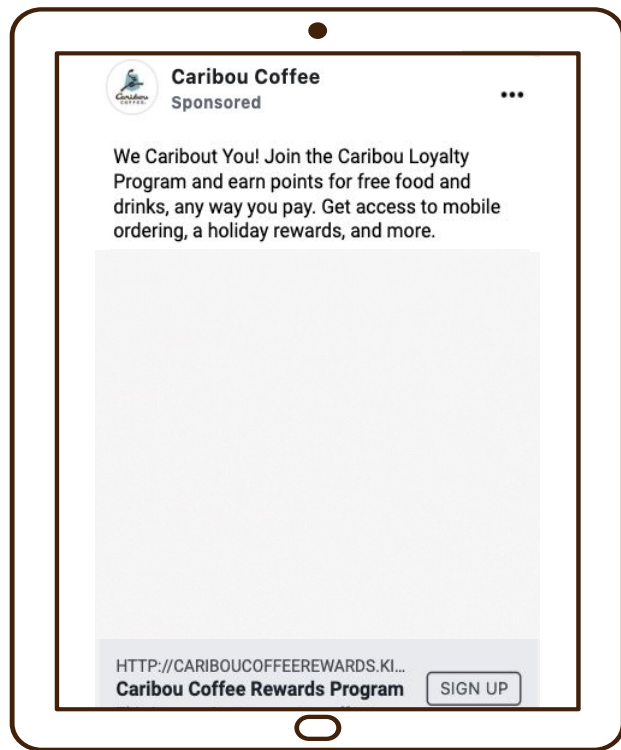
Our Caribou Kids Get Perks Too | Caribou Coffee Rewards Program

Ad cariboucoffeerewards.com/RewardsProgram

Download the Caribou App Today and Start Earning Points for You and Your Little One! Coffee for You, Hot Chocolate for Your Caribou Calf! Sign Up Today!

[Caribou Rewards Program](#) [Locations Near You](#)

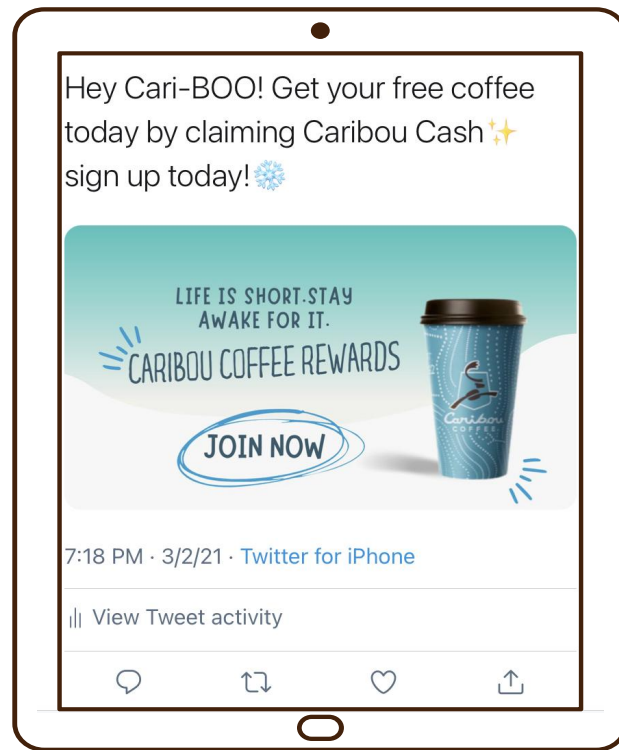
[Download Caribou App](#) [Our Menu](#)



Facebook

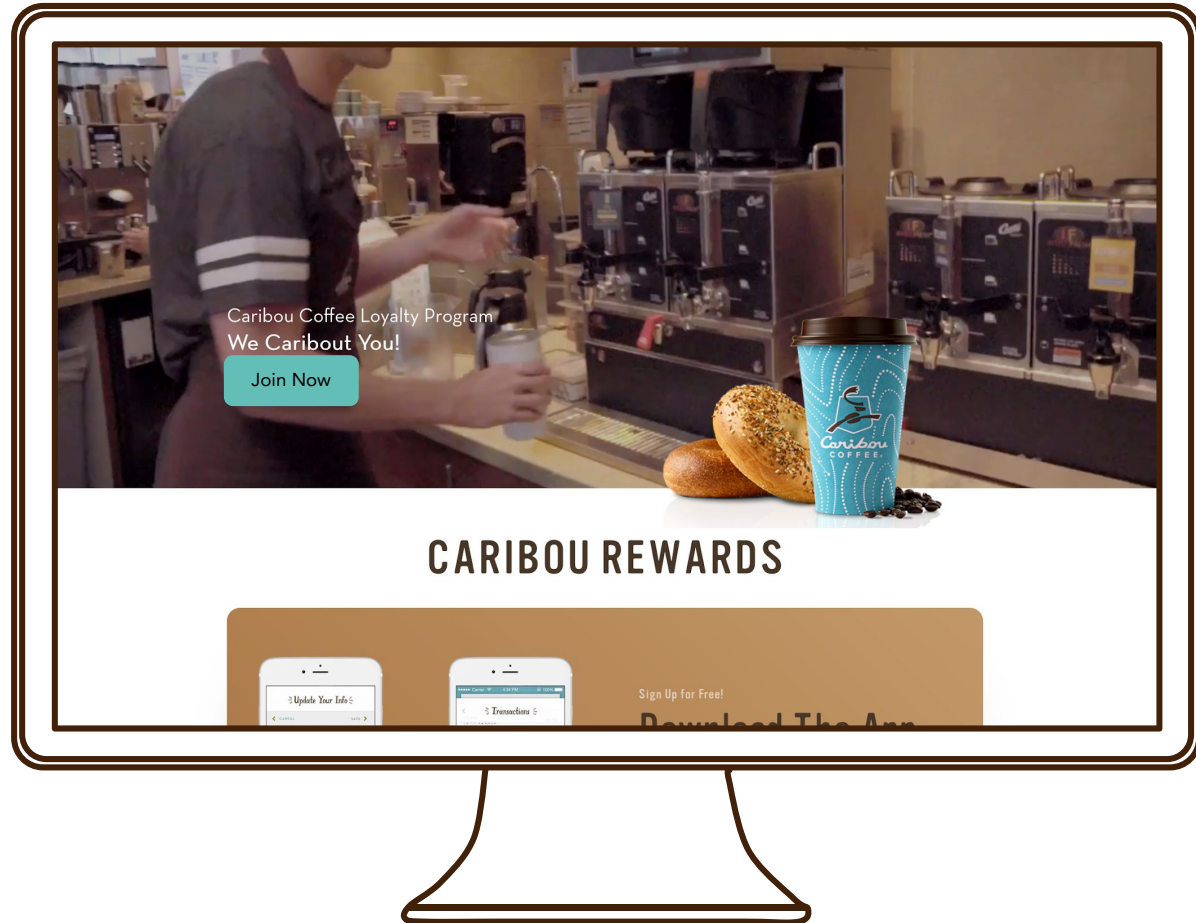


Instagram Story



Twitter

Landing Page



Conclusion

- Bottom Line: INCREASE REVENUE!
- MAXIMIZE \$ spent on advertising by executing very targeted audience-focused ads
- STRATEGICALLY create program incentives to boost revenue
- EASY TO USE two-level program — no keeping track of multi-tiered reward levels!
- VALUABLE program that puts money back into customers' pockets and gets them to buy



Thank Bou!

