



Brand Campaign – Comfort Coffee

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Brand Background

Description

Comfort Coffee is an up and coming, cute coffee company that sells the best, tasty and sustainable coffee.

Target Audience

- Middle class
- Crafty, Artsy people
- Coffee Lovers

Current Positioning

For people who like good coffee, Comfort Coffee is an independant coffee company that offers premium coffee with cute designs so customers can start their day right. Comfort Coffee makes a difference by ensuring high quality coffee is made with people in mind.



Brand Values & Voice

Brand Voice

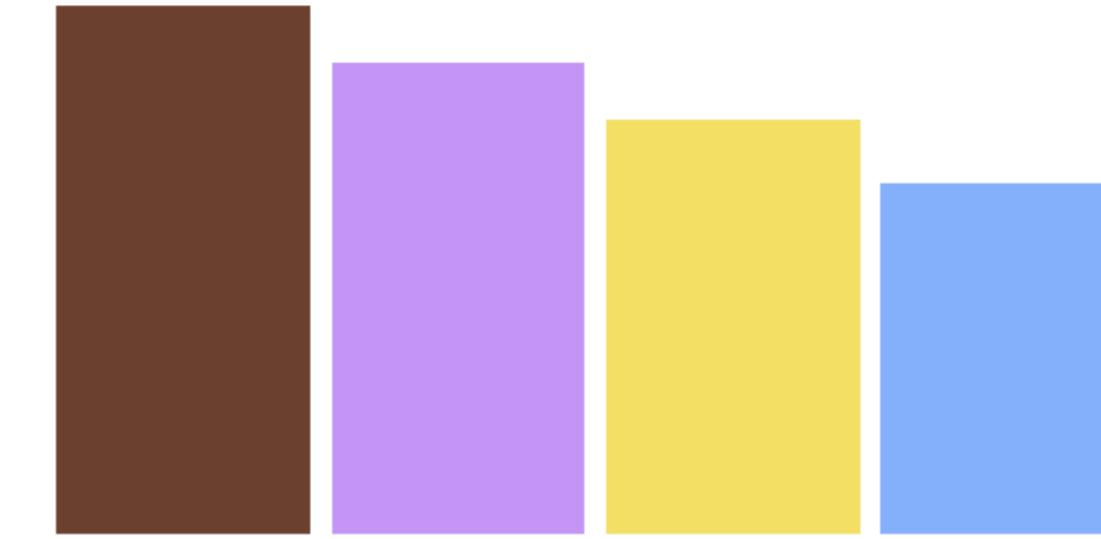
Comfortable; but not informal, Creative; but not bizarre, Expressive; but not dramatic.

Brand Value

- Creativity is a necessity to be inspired and create ones end-product. It allows creative imaginations to produce unique and distinct work.
- Being expressive shows interests, needs and wants, attracting a similar audience.

Brand Positioning

For people who like good coffee, Comfort Coffee is an independent coffee company that offers premium coffee with cute designs so customers can start their day right. Comfort Coffee makes a difference by ensuring high quality coffee is made with people in mind.



Medium Roast

Dark Roast



BAD DAY? COFFEE.
GOOD DAY? COFFEE.
STRESSED? COFFEE.
HAPPY? COFFEE.
INSPIRED? COFFEE.
COFFEE? COFFEE.

COMFORT
COFFEE

The Products





The Problem

No one knows the product exists...

Comfort Coffee is a new, upcoming coffee business
that offers the best tasting coffee.
The problem is, no one knows they exist.



Kind of Campaign

Awareness Campaign

To fix that, throwing an awareness campaign will boost views and sales to Comfort Coffee!



Promotion

Experiential

Cart Taste Test

Hosting a taste test cart will allow by-passers to get a taste of Comfort Coffee's new products.

Digital

Social Media Contest

Throwing a social media contest for Comfort Coffee will boost views and morale for being fun and out-going.

Print

Public Transportation Posters

Create and place posters around subways, buses and trains to promote Comfort Coffee's new products.



Digital – Social Media Contest/Giveaway

The basic workings

- This coffee line giveaway will work by having users post their best coffee art, encouraging people to be unique and creative in their creations.
- The winner will be contacted by direct message on Instagram, from Comfort Coffee's profile.
- The 3 coffee bags will be mailed to the winner's chosen address within a month.

The rules go as:

- Only the contents inside the cup(s) will be judged.
- Keeping things kid-friendly.
- Using traditional coffee art materials.
- And being creative!

Digital – Social Media Contest/Giveaway



Content

- Include a prominent hashtag **#comfortcoffeegiveaway**.
- Include clear instructions on how to enter and get contacted.
- Include large text saying **GIVEAWAY**.
- Include a large main image of the product.

Visual Consistency

- Use the font Raleway Medium for body text.
- Use the font Futura Condensed ExtraBold for titles.
- Use Comfort Coffee's brand colours purple, yellow and blue.
- Background texture is of textured watercolour paper.
- Black doodled borders around the edges.

Design

- Large main image of the product being given away.
- Background colour of the title '**GIVEAWAY**' will change every post including Comfort Coffee's brand purple, yellow and blue.



Digital – Social Media Contest/Giveaway

User Experience

- Instructions are easy to find and understand.
- Contact and shipment is quick and reliable.
- Repost entered participants posted stories to encourage sharing and boost the algorithm.

Interaction & Accessibility

- Have a bold hashtag **#comfortcoffeegiveaway** on posted photos and posts.
- Fonts are bold and have strong contrast with the background.
- Comfort Coffee will repost entered participants stories.

Strategy

- Advertising (examples shown soon)
 - Instagram stories.
 - Facebook posts.
- Start a hashtag!
#comfortcoffeegiveaway.
- Pay for social media star promoters to post on their platforms.
- Users gain more entries by sharing the post to their stories by using the # and tagging other users to expand the audience.



Digital – Social Media Contest/Giveaway



Post Description May Include

- What we are giving away
- Instructions on how to enter
- How the winner knows they won
- Promote the hashtag,
#comfortcoffeegiveaway!



Print – Public Transportation Posters

Body/Content

Prompt viewers to buy the products by including Comfort Coffee's products with appealing images.

Contact Information

- @comfortcoffee with Instagram, Facebook and website logos.
- Phone number for direct contact

Call To Action

- "Satisfy Your Morning Needs".
- "DRINK COMFORTABLY NOW".

User Experience

- Posters have buyers interests and needs in mind
- Friendly and Clean

Visual Consistency & Images

- Comfort coffee's coffee and bags
- Mugs
- Quiet but Awake
- Doodle borders and lines

Print – Public Transportation Posters



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Experimental – Coffee Cart Taste Test

Content

- Easy and ready-to-serve coffee on a cart.
 - Stir sticks
 - Milk & Cream
 - Sugar & Sweetener
- Pop-up chalkboard information sign.

Environment

- Clean, pro-recycling.
- Trash can is close by.
- Chalkboard sign upfront.
- Cozy lights and umbrella.

Materials

- Coffee Cart.
- White, recyclable paper cups.
- Solar-powered lights.
- Cup-shaped trash can.
- Coffee supplies.
- Chalkboard sign.

Design

- Comfort Coffee Logo on front, cups, trash can etc...
- White background with drawn black borders/edges.
- Pastel colour-coded accessories.



Experimental – Coffee Cart Taste Test

Interaction

- Business cards on serving table
-
- **Server offers a FREE SMALL COFFEE to everyone interested.**

User Experience

- May include a one-time coupon upon first purchase.
- Purchase take home product bags.
- Website QR code on business card.

Accessibility

- Content and supplies are high contrast.
- Have low cart tables and bar.
- Clean tables that are organized.
- Trash cans are easily accessible.

This environment would be cozy and inviting, like an outside cafe!

The cart system will be placed around subway terminal entrances, near high-foot traffic parks.



Experimental – Coffee Cart Taste Test

Trash Can & Recyclable Cup



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