



Counter Culture Coffee

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TARGET INSIGHT

College Students

This consumer segment needs coffee to get them through their long studying days & would be easily reached through social media.



Strategic Message

People depend on *Coffee* and our coffee is sustainable which makes it environmentally friendly. Therefore, the purchase will make the buyer feel fulfilled since they will be making a positive impact on the world.



A Cup of Culture

Manifesto

Our heartbeat is deeper than ourselves, it is embedded in the world, and it is our job to keep that heartbeat alive. Wake up every morning with that purpose. Wake up with a dream for a better world and a drive for change. A change deeper than just oneself but one embedded in the cultivation of culture and sustainability. And that all starts with you. We are the only ones that can affect that change, because this is our world and it is our job to protect it. Wake up the world and brew sustainability.



Print Ad: Explore the Gram

Instagram explore/popular page that shows that one person's feed is all coffee cups filled with Counter Culture Coffee's coffee in the most beautiful parts of the world.

Showing that if we do not take care of our environment, these beautiful places will be damaged.



Print Ad: Choose What's in your Cup

Action picture of two people bumping into each other.

Both of them spill their cups of coffee in opposite directions.

One has old, boring regular coffee that spills with pollution, oil, etc.

The other is a Counter Culture Coffee cup that spills with trees, vines, and sustainable beauty.



CLIENT: Counter Culture Coffee
TITLE: Instagram Ad
WRITER: Boundless Agency
LENGTH: 30 seconds

VIDEO:

1. Instagram page where the user is scrolling through his/her page that is filled with Counter Culture Coffee cups in all the beautiful parts of the world.
2. User clicks on one of the pictures and likes the photo of someone holding a Counter Culture Coffee Cup on the black sand beaches in Hawaii, then the Grand Canyon, Amazon Rainforest, and lastly, the breathtaking Swiss Alps.
3. Ends with a message that reads "Wake Up the World and Brew Sustainability"

AUDIO:

1. The scrolling sound of the friction between the phone and the users finger with background music
2. Same music throughout and the sound of the tapping
3. Audio of someone speaking "these beautiful places will not be here if we do not take care of our world"

TV Concept



CLIENT: Counter Culture Coffee
TITLE: Journey of the Bean
WRITER: Boundless Agency
LENGTH: 45 seconds

VIDEO:

1. Starts with someone planting a coffee bean,
2. The growing process of the bean.
3. We then watch someone harvest the coffee bean.
4. The bean then goes through the roasting process.
5. We watch someone packaging the beans
6. The beans are shipped out to grocery stores, coffee shops, and other distributors
7. Someone then purchases that exact bean in a cup at a coffee shop
8. They then enjoying the cup with their friends.

AUDIO (music throughout with the light background sounds)

1. Music, shoveling
2. Music
3. Music, raking
4. Music, fire roasting
5. Music, crinkling
6. Music, truck backing up
7. Music, cash register
8. Music, laughing

TV Concept



CLIENT: Counter Culture Coffee
TITLE: Coffee Utopia
WRITER: Boundless Agency
LENGTH: 15 seconds

VIDEO:

1. See a person holding a cup of coffee
2. Zooming into the coffee and you go into the coffee
3. It starts zooming out into what is within the cup: a beautiful utopia world.

AUDIO

1. Music playing in the background of entire ad
2. Final line of the ad is someone in a deep voice says: A cup of culture is a cup of beauty.

TV Concept





Digital Concept

Snapchat Game: How many cups of coffee can you pour into your mouth in 15 seconds? For every cup “drank” 2 cents is donated to the National Waste and Recycling Association.

Snapchat games are ways to interact with your friends. The game allows users to challenge one another. The objective of Counter Culture Coffee’s game is to promote awareness towards sustainability and raise money for environmental issues. College students around the globe are highly involved with social media such as snapchat so this is the perfect way to inform them on concerns going on in the environment.

Promo Stunt

A giant “wishing mug” in the heart of New York City. People are encouraged to view this as a wishing fountain, where they can throw coins in and wish for themselves or for the world. Once the mug is filled with wishes and coins, the money is donated to the National Waste and Recycling Foundation.

The “wishing mug” will be an icon, and a great photo op. Not only will people make wishes for themselves, or the world, but those that make wishes will be helping the world become more sustainable.





Thank You

Counter Coffee Culture