

Team Research

History of Death Wish Coffee

- Founded by Mike Brown in 2012
 - Started as a small coffee shop in Saratoga Springs, New York
 - Customers continuously asked for “the strongest coffee,” yet still wanted the same delicious taste
- In 2015, Death Wish Coffee was chosen as the winner of Intuit QuickBooks “Small Business, Big Game” competition
 - Death Wish Coffee won a 30-second slot during Super Bowl 50 to present a commercial free of charge
 - Death Wish Coffee became the smallest company to run a commercial during Super Bowl 50, exposing 167 million viewers to the World’s Strongest Coffee
 - Death Wish Coffee was the smallest company to run an ad during Super Bowl 50
- Death Wish Coffee has been to outer space
 - On June 29, 2018, Death Wish Coffee sent a version of their coffee to the international space station
 - Partnered with the NASA Food Labs to develop a coffee that astronauts could drink while in space

<https://www.forbes.com/sites/forbestreptalks/2016/02/09/meet-the-entrepreneur-behind-the-super-bowl-coffee-ad/?sh=469aa2874dbb>

https://en.wikipedia.org/wiki/Death_Wish_Coffee

https://www.deathwishcoffee.com/pages/about-us?utm_source=google&utm_medium=cpc&utm_campaign=1067586472&utm_medium=ad&utm_content=611762117197&utm_term=deathwish%20coffee&gclid=CjwKCAjwx7GYBhB7EiwA0d8oezD0_XOHeZZfd1Asiu74v_X0auKxLks6oyGymjPM6GDhDPDHEsYdAhoCgIcQAvD_BwE

<https://www.deathwishcoffee.com/pages/why-death-wish>

<https://www.grubstreet.com/2016/02/death-wish-coffees-super-bowl-ad.html>

<https://money.cnn.com/2016/08/02/smallbusiness/death-wish-coffee-after-super-bowl/index.html>

The Specific Product of Death Wish Coffee

- Death Wish Coffee claims its coffee as the “world’s strongest”
 - An average cup of coffee has about 12 to 16 milligrams of caffeine per fluid ounce whereas Death Wish Coffee has about 59 milligrams of caffeine per fluid ounce
 - 708 milligrams of caffeine per serving (FDA recommends 400 milligrams of caffeine per day)
 - “People should be aware of the effects of getting too much caffeine. It varies from individual to individual, but consuming more than your normal amount could make you feel nervous, anxious, irritable, or jittery, and may cause excessive urine production or irregular heartbeat,” says caffeine researcher Maggie Sweeney, Ph.D.
- Death Wish Coffee uses French roast coffee beans
 - Strongest flavor as well as highest caffeine content
 - Death Wish Coffee is currently the eighth strongest coffee in the world
 - “Flavor notes of chocolate and cherry”
- Death Wish coffee beans are sourced from India and Peru
 - Give the best results and quality
 - Type of coffee: Arabica and Robusta
 - Arabica is the gold standard of the coffee industry
- Death Wish Coffee sells not only coffee but also an experience of a brand and to those who drink it
 - Death Wish Coffee offers recipes to make with the coffee beans, podcasts, YouTube stories about customers as well blog posts of the lifestyles of the drinkers
 - Tattoo series, “how to” Boards, informational/health blogs

<https://www.deathwishcoffee.com/blogs/news/strong-coffee#:~:text=Only%20one%20ingredient%20goes%20into,their%20very%20nutrient%2Drich%20soils.>

<https://coffeeaffection.com/death-wish-coffee-review/>

<https://www.nytimes.com/wirecutter/blog/death-wish-coffee/>

<https://www.consumerreports.org/coffee/the-buzz-on-death-wish-coffee/>

<https://www.deathwishcoffee.com/blogs/news/learn-more-about-dwc>

<https://coffeeaffection.com/top-strongest-coffee-brands/>

Past Advertising Campaigns for Death Wish Coffee

- 2016 Superbowl Advertisement from the “Small Business, Big Game” competition
 - https://www.youtube.com/watch?v=V_3H_Y5QUWw
- The Origin of the World’s Strongest Coffee
 - <https://www.youtube.com/watch?v=VH6wnVvrhbk>
- Death Wish Coffee also indulges in ‘meme marketing’ on their social media pages
 - <https://bettermarketing.pub/meme-marketing-the-case-of-death-wish-coffee-and-how-you-can-replicate-their-success-fb85566ff82e>
- Tattoo Series, this series is video and text related, where Death Wish discusses their love for the tattoo industry, and how DW represents each artists creations
 - <https://www.deathwishcoffee.com/blogs/lifestyle/the-tattoo-series-billy-harrigan>
- Free Coffee Initiative, DW would go to places in NY where their brand was advertised, and hand out free coffee to those in the environment
 - https://www.instagram.com/reel/Cg10-WGjv5-/?utm_source=ig_web_button_share_sheet

Unique Competitors of Death Wish Coffee

- Starbucks
 - Starbucks is often the favorite and most convenient options in terms of our target audience (YAYA; youth and young adult)
 - Six in ten respondents (out of a survey of 1,000) said Starbucks was their favorite place to buy coffee
 - About 180 milligrams of caffeine per serving (8-ounce brewed coffee)
 - Evoked set based off environmental popularity
- Local Coffee Shops:
 - For our target audience, many people enjoy working/studying at local coffee shops
 - For convenience, grabbing a coffee from a shop nearby on the way to work/class
 - Columbia local coffee shops:
 - Lakota Coffee, Fretboard Coffee, Shortwave Coffee
- Other Strong and Highly Caffeinated Coffee Companies:
 - Black Label – Devil Mountain Coffee Company (1555 mg of caffeine per 12 fl oz.)
 - Very Strong Coffee – Great British Trading (1350 mg of caffeine per 12 fl oz.)
 - Biohazard Coffee (928 mg of caffeine per 12 fl oz.)
 - High Voltage Coffee (1550 mg of caffeine per 12 fl oz.)
 - Banned Coffee (474 mg of caffeine per 12 fl oz.)
- Energy Drinks:

- Celsius
 - Celsius energy drinks are trending among the 18-24 year old age group
 - A low calorie pick me up with both carbonated and non carbonated options
- Alani Energy
 - 200 mg caffeine per 12 ounces
 - Advertised as a “healthier” energy drink
 - The 18-24 age group tends to lean toward healthier options

<https://coffeeaffection.com/top-strongest-coffee-brands/#:~:text=The%20world's%20highest%20caffeine%20coffee,certified%20organic%2C%20and%20fair%20trade.>

<https://www.ypulse.com/article/2016/11/30/millennials-teens-12-favorite-places-to-buy-coffee/>

<https://www.caffeineinformer.com/caffeine-content/celsius-energy-drink>

<https://www.deathwishcoffee.com/blogs/news/strong-coffee>

<https://www.caffeineinformer.com/strongest-coffee-brands>

Team Branding / Logo Design

Q1. The Impressionz Company

2. The Impressionz Company - Logo design



3. A brief manifesto for your newly-formed agency

We constantly seek to change the world, one impression at a time.

Advertising often has a negative connotation- like misleading the consumer or advertising untruthfully. However, advertising has the power to inform, educate and entertain. We carefully curate our messages and stories with the best interest of the consumer in mind. We want to ensure you have the information you need to make independent and enlightened decisions. We believe you as the consumer should be able to connect with our companies and discover a brand that helps ensure self-gratification. We want to disrupt the status quo to encourage individuality. We want to make a statement for you, and for the world.

We say it's advertising, but really, it's Impressionz.

4. A short press release announcing your agency's creation to the industry and world

* Attached on the next page *



For Immediate Release
Sept. 7, 2022

The Impressionz Company, a strategic communication and marketing design agency, aims to push brands to the next level with the expertise of our team. With four individuals who each possess their own skills in creative marketing and strategic advertising, we strive as a company to expand your brand to its full potential. Targeting gen z values through our marketing, we work as independent leaders, creating work that has yet to be seen in the industry. The Impressionz Company offers your brand a wide range of skills and techniques, working to not only streamline more consumers, but to have a greater impact on the world as a whole.

What The Impressionz Company Will Provide Your Brand:

- Well understanding of consumer and market behavior
- Wide range of innovative marketing techniques and mechanisms to establish your brand
- Experience and skills using software in Adobe Creative Cloud
- Coherence and collaboration to create the best brand possible

As a team, The Impressionz Company consists of four highly driven individuals, ready to introduce new and innovative ideas to help expand your brand in such a chaotic economy. Collectively, The Impressionz Company serves as a coherent working team seeking to put each person's skills into use. We share the same goals and mindset of creative marketing and unique advertising to help enlarge your brand as a whole, yet we aim to disrupt the status quo to ensure your brand stands out in the clutter. Caroline Briscoe, public relations and digital specialist, has experience in communications and problem solving as a previous sales associate and employee in the service industry. Jade Parker, account manager, has training and knowledge with client satisfaction and empathy during her time as a sales consultant and experience coordinator. Elese Smith, art director, has experience as an account manager for Relevant Youth as well as the director of public relations and marketing for MO Alpha Pi Beta Phi. Joe Ellett, team copywriter, has formerly worked for the Columbia Missourian as a reporter and writer.

The Impressionz Company is unlike any other strategic marketing team that your brand can find. Built on a foundation of hard work and authenticity, our team is ready to tackle any challenge head-on, with a clear-cut image of what our end goal should be. We hope your brand utilizes the assets and skills that The Impressionz Company has to offer so we can work to make your brand a household name.

Creative Brief

Death Wish Coffee

Death Wish Coffee Canned Coffee

1. **Communication objective:** For the target market of youth and young adults, we want our audience to believe one can of Death Wish Coffee is essential to achieve their life dreams. We want our target to feel as though Death Wish Coffee is what is missing in their life to have the energy to work towards their dream as we simultaneously build awareness about the product's high caffeine content.
2. **Industry trends:** According to the National Coffee Association, 60% of Americans drink more coffee daily than any other beverage. People who drink cold brew daily is up 60% since 2014, and cold brew is the third most popular way to prepare coffee. In addition, our target market and society in general is always on the go, which makes canned coffee a more convenient option than brewing your own or standing in line at a coffee shop. Death Wish Coffee Canned Coffee options are not only a popular option amongst the magnitude of coffee drinkers but also a practical option for our target market.
 - Source: <https://coffeeaffection.com/coffee-industry-trends/>
3. **Target audience:** 18 to 24-year-old coffee drinkers who have big aspirations, which causes them to have busy day-to-day lives.
4. **Key insights:** We interviewed four members of our target market and found that they had similar feelings about the coffee industry and Death Wish Coffee. Here are some quotes we pulled:
 - About coffee in general:
 - "It's not good for you, but it is addicting because of the effect it has on you."
 - "I know it is bad for me, but it is more worth it for me to have it."
 - "I like the experience of drinking coffee. Some like it sweet, some like the bite of coffee. It just depends on your preference."
 - About Death Wish Coffee:
 - "It looks like a pre workout brand."
 - "The packaging makes it feel intimidating and like it is something that would be really strong."
5. **Differentiator:** Death Wish Coffee has a higher caffeine content than your typical cup of coffee. If you need that extra spike of caffeine to help you achieve your goals, Death Wish Coffee is the answer. In addition, Death Wish Coffee sells canned coffees that offer the same amount of caffeine in a convenient, accessible packaging option. Being caffeinated has never been easier!
6. **Main idea:** Death Wish Coffee is the most efficient source of caffeine for the dreamers and doers.
7. **Supporting facts:** Death Wish Coffee positions itself as the "World's Strongest Coffee" as it has about four times the amount of caffeine per fluid ounce than an average cup of

coffee. An average cup of coffee has about 12 to 16 milligrams of caffeine per fluid ounce whereas Death Wish Coffee has about 59 milligrams of caffeine per fluid ounce. Therefore, Death Wish Coffee is the best option to fuel your dreams by giving you the maximum amount of energy.

8. **Mandatories:** Each advertisement for Death Wish Coffee must include the following: the Death Wish Coffee logo and the tagline “Fuel Your Dreams”

Logo & Brand Standards

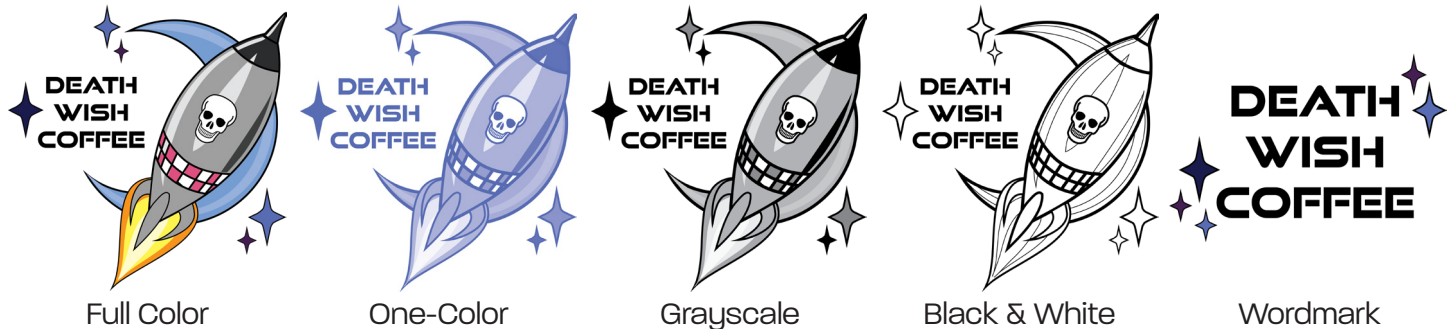


We created a space-like aesthetic for the Death Wish Coffee rebrand to appeal to the new generation of go-getters and groundbreakers who dare to dream. We focused on the sheer amount of caffeine in Death Wish Coffee and how it can give you the energy to shoot for the stars.

GRAPHIC STANDARDS & GUIDELINES



LOGO USAGE

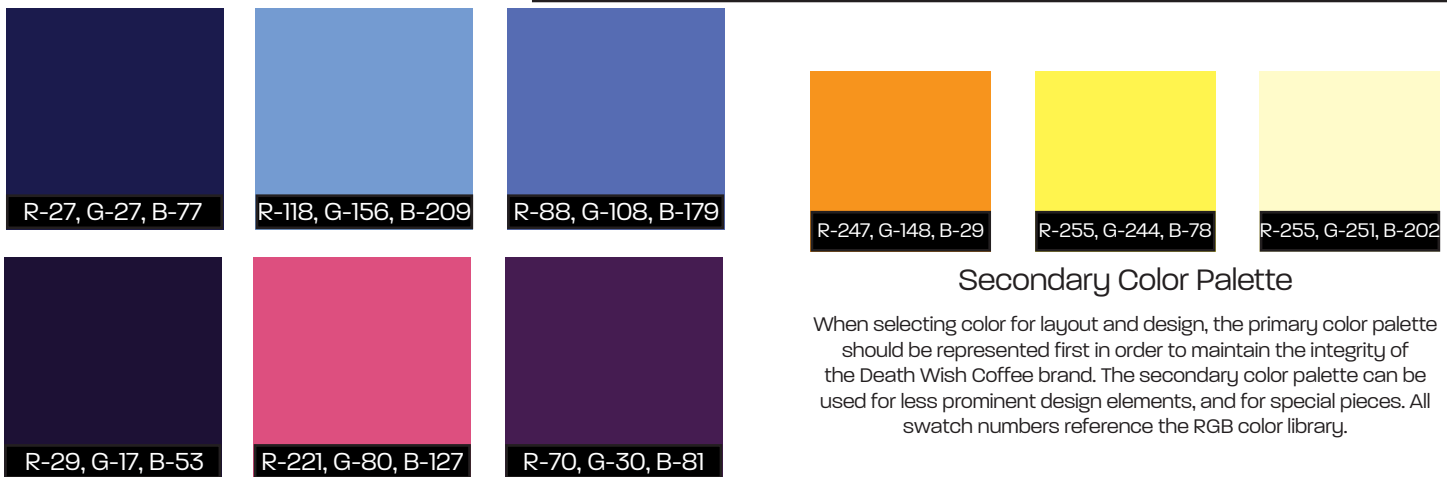


Primary Logo Treatment

Alternate Logo Treatment

The logomark should be used primarily as shown above. Ample room should be supplied surrounding the logo when possible. In cases where a two-color logo cannot be used, a suitable substitution may be selected from the alternate logo treatments. When using an alternate treatment, it is permissible to use the solid treatments, but precedence should be given to tinted versions of the logo.

COLOR PALETTE



Primary Color Palette

Secondary Color Palette

When selecting color for layout and design, the primary color palette should be represented first in order to maintain the integrity of the Death Wish Coffee brand. The secondary color palette can be used for less prominent design elements, and for special pieces. All swatch numbers reference the RGB color library.

TYPOGRAPHY

GOOD TIMES (HEAVY)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Paralucet (Light)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
The quick brown fox jumps over the lazy dog.

The full family of Good Times and Paralucet may be utilized when designing with either typeface. All type set for Death Wish Coffee should be done in these typefaces exclusively. Paralucet should be used for all body copy and set with ample leading, while Good Times should be reserved for headline copy only.

Print Ads

THE FUEL OF THE UNIVERSE

Caffiene beyond comparison to serve as your daily power source to go above and beyond.



FUEL YOUR DREAMS.

FUEL TO GO ABOVE AND BEYOND

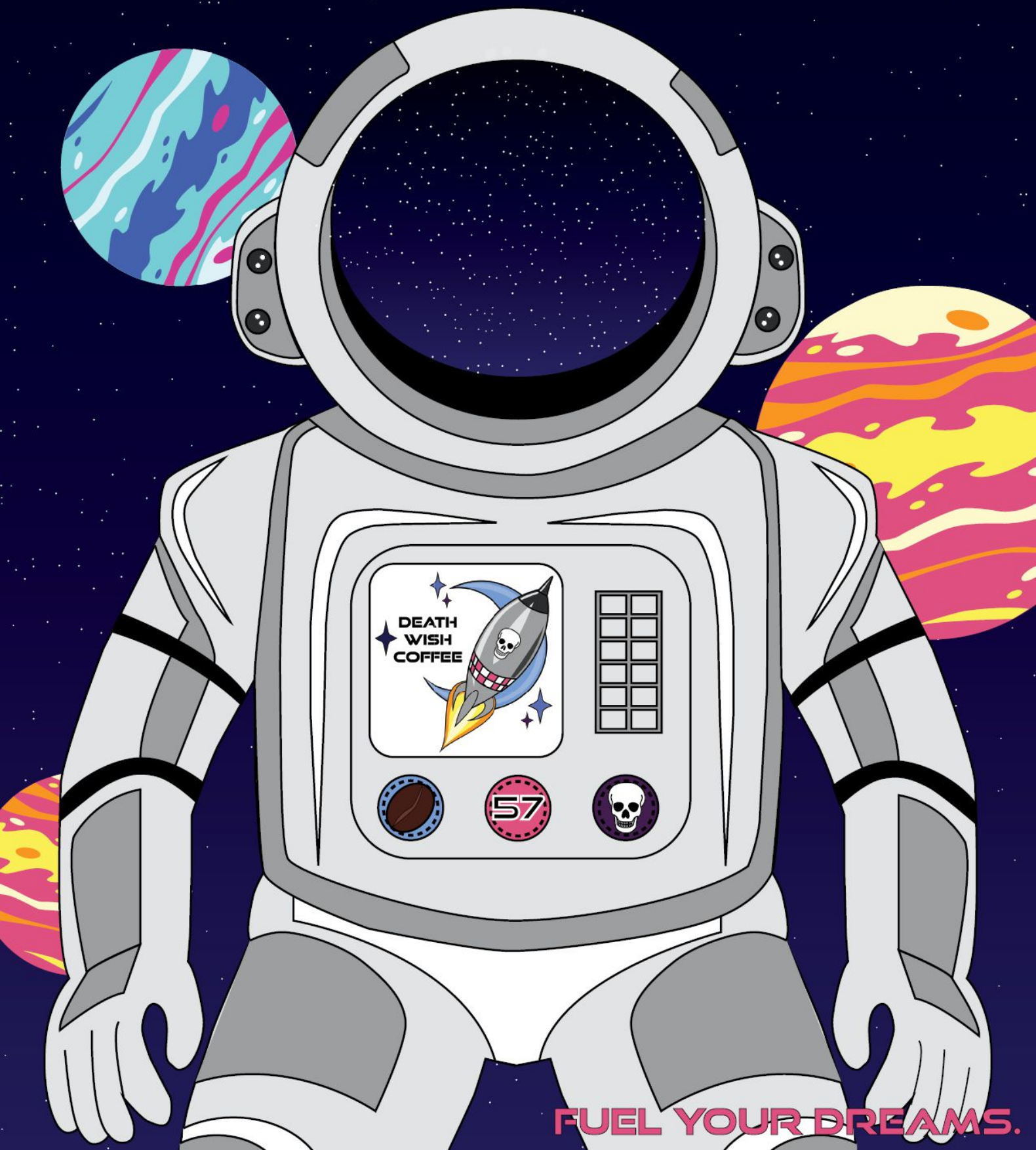
Why choose regular when you can have premium?



FUEL YOUR DREAMS.

FUEL FOR THOSE OUT OF THIS WORLD

Known as the first coffee in space, Death Wish Coffee is the lift off you need to start your day.



FUEL YOUR DREAMS.

Website Homepage

Website Homepage Navigation - Group 12

Interactive/Animated elements

- The starry night background will represent real stars, appearing to twinkle
- The planets will orbit gradually in the background to a point where you notice the movement but it is not distracting to the consumer
- No matter where you scroll, the white bar will always follow from page to page, but the glowing (pink) outline will change colors as the user moves through the site.

Navigation elements

- When the user clicks on the center logo/mission patch, it will always take you back to the home page
- Hovering over the “Subscribe” tab will provide a drop-down menu with the following subscription options: Custom Variety Pack for 12 days, 24 days, 30 days, or 60 days.
 - ◆ The idea for subscriptions being the more cold brew you buy, the more you save
- Hovering over the “Shop” tab will provide a drop-down menu with the following options:
 - ◆ Coffee
 - ◆ Retail
 - ◆ Mission patch (with the ability to create and customize your own)
- Clicking on the “Find Us” tab will bring you to map
 - ◆ Enter your zip code to find a list of stores/locations that sell Death Wish Coffee within a 20-mile radius
- Hovering over the “Coffee & Beyond” tab will provide a drop-down menu with the following subcategories: Recipes, Podcast, Gallery, and International Space Station.
 - ◆ The recipes tab will provide numerous ways to use our coffee grinds to create a delicious latte, cappuccino, shaken espresso, etc.
 - ◆ The podcast tab will provide you with our most recent podcast episode in video format as well as an external link to our Youtube Channel with all of our episodes available.
 - ◆ The gallery will provide employee, business, and consumer images of all things DeathWish coffee.
 - ◆ The International Space Station tab will provide our story on creating freeze-dried coffee to energize those headed to space.
- Clicking on the “About” tab will bring you to a story of how Death Wish Coffee came about and where they are now as a company
 - ◆ Small “About the CEO” section (Mike Brown)
- Hovering or clicking on the “Search” icon will give you the opportunity to search the site
- Clicking on the “Learn More” tab will give people more information about the benefits of Death Wish Coffee and what makes them unique as a coffee brand
 - ◆ Compares our caffeine content to other coffee companies
 - ◆ Blog posts including stories/testimonials of real people who have accomplished big dreams and think the caffeine content of Death Wish Coffee has helped
- Clicking on the “Shop” tab, which appears by the cold brew cans on the website homepage, takes you to the cold brew section of our shop section

- ◆ Drives call to action and encourages people to buy the product

ABOUT



LEARN MORE

FUEL YOUR DREAMS

Fueled by Death Wish Coffee, consumers have the desire and capability to, not only conquer their everyday lives, but also reach above and beyond.

Media Pitch

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Our thought process for this media pitch stems from our target audience: 18 to 24-year-old coffee drinkers who have big aspirations and busy day-to-day lives. Think of Elon Musk and Jeff Bezos: Both innovators who successfully created massive companies because they were driven and focused on their aspirations. With Death Wish coffee's high caffeine content, it can aid our target audience's focus and motivation, in turn fueling them to reach their dreams. During our team research, we found out that Death Wish Coffee has been to space. On June 29, 2018, Death Wish Coffee partnered with NASA Food Labs to develop a coffee that astronauts could use to fuel their duties while in space and sent a version of their product to the international space station. This piece of research jumped out at us because not only is it unique to Death Wish Coffee, but also the space theme was relevant to our proposed target audience. In a literal sense, Jeff Bezos has been to outer space and Elon Musk owns a space-related company, SpaceX. In a symbolic sense, outer space and space exploration represents innovation. It represents breaking boundaries. As NASA says, it is "pioneering the future."

We concluded that collaborating with a podcast was the best route for our media pitch as the podcasting industry is currently skyrocketing, especially within the youth and young adult demographic. More than half of podcast listeners are between the ages 12-34. After a few group brainstorming sessions, we zoned in on the Super U Podcast hosted by Erik Qualman. The Super U Podcast interviews "the world's top thought leaders" to discuss their tips and tricks on how to "unleash your inner superpower" as Qualman says. Qualman has not only interviewed Elon Musk but also Gordon Ramsay, Taylor Swift, Jamie Dimon and a wide array of other successful individuals—and coffee drinkers. This podcast certainly fits our target audience of dreamers and doers.

The interview led by Qualman with our founder, Mike Brown, as a guest speaker will highlight how Death Wish Coffee is not just a product, it is an experience. There is a story and a purpose behind it.

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Dear Erik,

We really enjoyed listening to your recent episode on modern leadership and fortitude. As you already know, fortitude and perseverance are both crucial, now more than ever, as we gradually progress through the COVID-19 pandemic. We particularly liked the optimistic tone of the interview. Collectively as a team, changing the perspective on how we look at setbacks and challenges is extremely important in our mission.

After listening to many episodes of the Super U Podcast, we thought you might be interested in what we are doing at Death Wish Coffee to inspire young adults to pursue their big aspirations. Our coffee has four times the amount of caffeine per fluid ounce than an average cup of coffee, and we offer canned coffee that offers the same amount of caffeine in a convenient, accessible way for our busy consumers.

Within the next month, we are launching a new campaign targeting the new generation of dreamers and doers. Our campaign is centered around the depths of space, communicating to our target audience that Death Wish Coffee delivers an unequaled energy boost to go above and beyond.

Super U listeners would be a great fit for our coffee products. Like you, we want our consumers to live up to their potential and break boundaries as we know they can. We are a passionate company that sells not only coffee but also an experience.

An interesting angle might be an exclusive interview with our founder, Mike Brown, on how he went from an ordinary accountant to a prosperous small business owner. How did the world's strongest coffee help Brown get to where he is today? By focusing on his journey including standout accomplishments and setbacks, audience members can further connect aspiration with Death Wish Coffee.

We would love for you to consider our CEO as a guest on the Super U Podcast. Let us know if you are interested.

Looking forward to hearing from you,

Caroline Briscoe, Elese Smith, Jade Parker and Joe Ellett

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We will be pitching our story to Erik Qualman, a 5x best-selling author, motivational speaker, and host of the Super U Podcast, because we feel that our purpose for Death Wish Coffee aligns well with his mission. Also, we feel that our product will fit well with his content that surrounds tips and tricks from the most successful people in the world, people that our audience aspires to be like. As an extremely knowledgeable, genuine and inspiring individual, Qualman attracts an ambitious audience. Not only does his podcast attract the go-getters that we aim to attract, but also it attracts a younger demographic due to its essence of newer media. At least half of podcast listeners in general range from ages 12-34. Grab a can of Death Wish Cold Brew, listen to the Super U Podcast on your walk to class, and you are ready to conquer the day and make progress towards your bigger dreams.

Within the podcast, Qualman interviews a variety of successful individuals and leaders. He dives into their journeys to success as well as their personal stories. We propose that Erik takes our founder, Mike Brown, on as a guest to use his journey to inspire fellow go getters. From leaving his job as an accountant to open a small coffee shop in Saratoga to partnering with NASA to send his coffee to space, there is a lot to unpack behind Death Wish Coffee.

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Sources:

How death wish coffee went to space. Death Wish Coffee Company. (n.d.). Retrieved October 10, 2022, from

<https://www.deathwishcoffee.com/blogs/the-biz/death-wish-coffee-iss#:~:text=We%20created%20an%20instant%20blend,coffee's%20texture%2C%20flavor%20and%20strength>.

Kaufer, K. (2022, April 14). *Council post: Who listens to podcasts (and how can you reach them)?* Forbes. Retrieved October 10, 2022, from

<https://www.forbes.com/sites/forbesagencycouncil/2021/05/12/who-listens-to-podcasts-and-how-can-you-reach-them/?sh=16db91c33e84>

NASA. (n.d.). NASA. Retrieved October 10, 2022, from <https://www.nasa.gov/>

Qualman, E. (n.d.). Super U Podcast [audio blog]. Retrieved from <https://equalman.libsyn.com/>.