

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”