

PROJECT: MARKETING PLAN FOR INTRINSIC CAFE



JESTER

Joyfully living in the moment, the Jester seeks to lighten up the world. Business culture is playful, wacky, and likes to have fun

LOVER

The Lover brand archetype is about creating relationships and evoking emotions. It encapsulates all types of love including parental, friendships, familial, spiritual, and of course, romantic. It promises connection.

This project entails a proposal on how to improve intrinsic cafe's promotional strategies with the incorporation of digital marketing.

It also serves as an exploration of market segmentation through development of strategies with a focus on brand archetypes. In this specific case, the jester and lover archetype.

The time constraint for this project was 1 week and the following deliverables were produced:

- personas
- customer journeys
- swot analysis
- wireframes
- hi-fidelity mockups

Additional artifacts created (components that were not required)

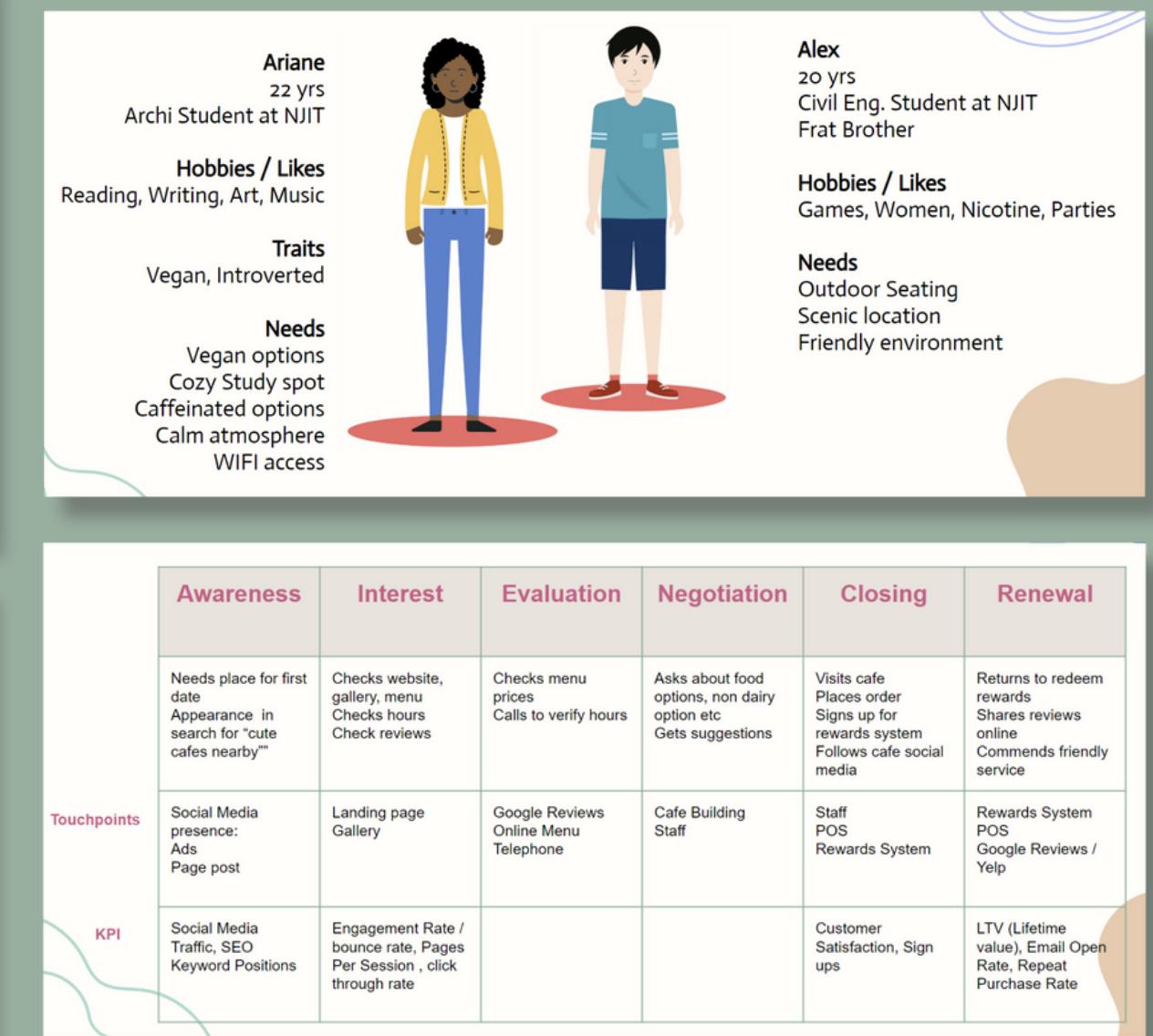
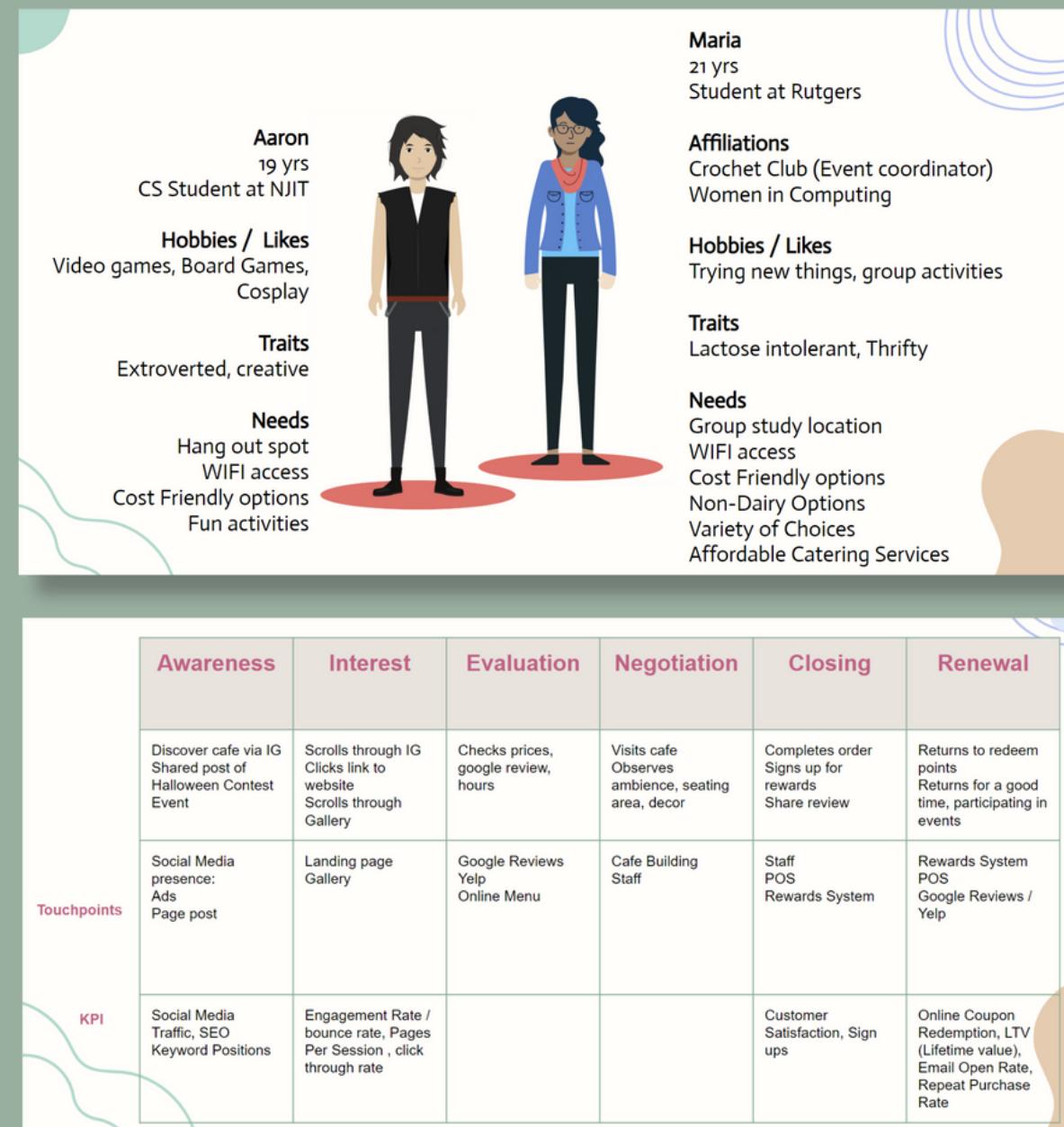
- customer and staff interviews to identify pain points and limitations
- digital / printable menu - the cafe did not have an updated online menu, nor printable menus at the time of this project

PERSONAS AND CUSTOMER JOURNEYS

Interviews were conducted on staff members at intrinsic cafe, as well as 'regulars' for input on the cafe.

Personas reflective of the general groups of people at the cafe were constructed.

Customer journeys and scenarios were also created to demonstrate how the digital marketing plan applies to the targeted demographic.



MARKETING STRATEGY

A swot analysis on Intrinsic and nearby competitors was created. This helped establish points of differentiation to focus on in creating an effective marketing plan.

The market plan focused on marketing channels, seo optimization, brand differentiation and community engagement. Special attention was paid to renewal strategies as 'regulars' account for a great part of the cafe's income

SWOT ANALYSIS

	INTRINSIC	YAYA TEA NEWARK	STARBUCKS NEWARK
STRENGTHS	Intimate feel, loyal customer base / strong cafe culture, variety of drink options, beautiful environment and seating, partnership with restaurant, local supply chain	Presentation (store and packaging), cleanliness, food options, Store Location, technology (tea filtration system), merchandise	Global reach, loyal customer base, brand recognition, merchandise, technology (large database of user preferences)
WEAKNESSES	Store location, limited food options, scale of operations, delivery	Weak social media presence, higher prices	High prices, Unhappy employees, renowned uncleanliness
OPPORTUNITIES	New branches, improve packaging, increased food options, improve social media presence, merchandise	Improve Brand recognition, Expansion into developing markets, improve social media presence	Expansion into developing markets, expand / localise / personalize menu options
THREATS	High competition, increase in coffee prices	High competition, seasonal demand	High competition, increase in coffee prices



MOCKUPS

Various mockups were created to demonstrate how color, font and style can play into enhancing different archetypes

INTRINSIC CAFE

it's more than just coffee.

BOARD GAMES WE CATER FREE WIFI

5 SUSSEX AVENUE NEWARK, NJ 07103 TEL: 201 618 2689

Hours: Mon-Fri 8AM - 10PM Sat-Sun 12 PM - 10PM

SEE MENU

ABOUT

Intrinsic Café has been Newark's favorite spot for coffee and bubble tea since 2006. Whether you enjoy an indoor workspace or a garden chill space there is a spot for you here.

Why keep reading about the experience of our café when you could be on your way here to try it out?

[Instagram](#) [Twitter](#) [Facebook](#)

BUBBLE TEA!

STYLE

Regular	3.25	4.25
Slushie	3.50	4.50
Smoothie	3.75	4.75
Milkshake	4.25	5.25

BUILD A DRINK

Step 1: Pick a style
Step 2: Pick a flavor
Step 3: Pick a topping

TEA FLAVORS

Almond	Mango	Acai	Lemon
Banana	Milk Tea	Blueberry	Lychee
Blueberry	Papaya	Cherry	Mango
Chocolate	Red Bean	Grape	Orange
Coconut	Strawberry	Green apple	Passionfruit
Green Apple	Taro	Guava	Peach
Green Tea	Thai	Honeydew	Pomegranate
Honeydew	Watermelon	Kiwi	Pineapple
Jasmine		Kumquat	Strawberry

JUICE FLAVORS

Lemon	Lychee	Mango	Orange
Blueberry	Cherry	Grape	Passionfruit
Papaya	Green apple	Guava	Peach
Red Bean	Taro	Honeydew	Pomegranate
Strawberry	Thai	Kiwi	Pineapple
	Watermelon	Kumquat	Strawberry

MENU

[download menu.pdf](#)

CONTACT

(201) 618-2689
INTRINSICCafe@gmail.com

MON-FRI: 11AM - 8PM
SAT-SUN: NOON - 8PM

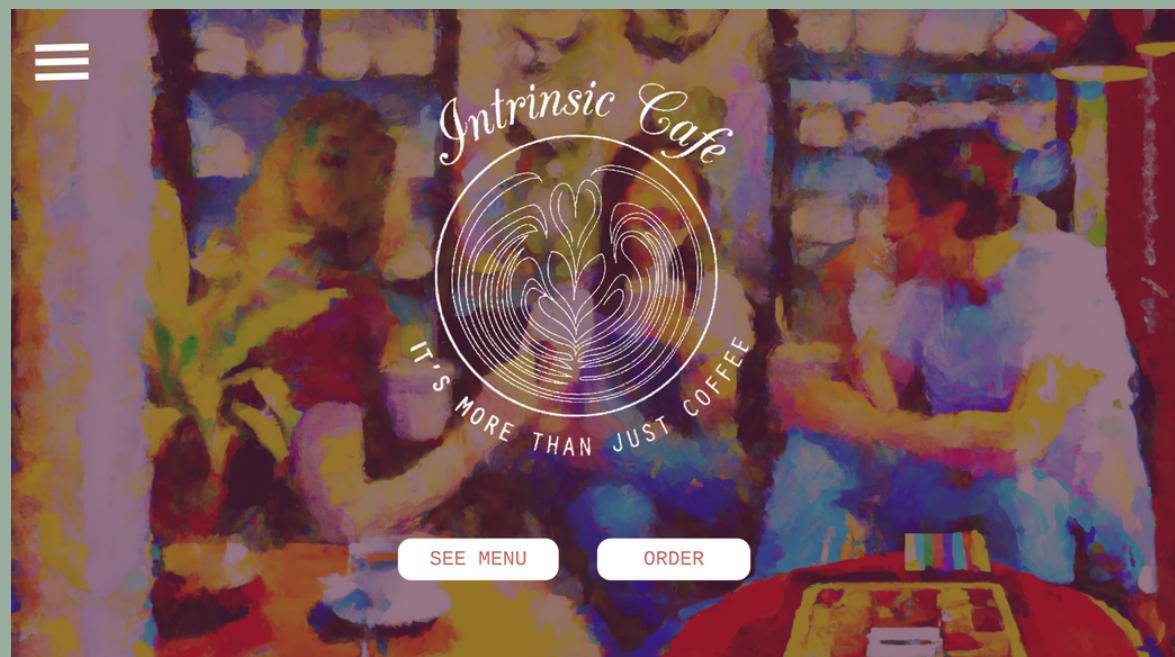
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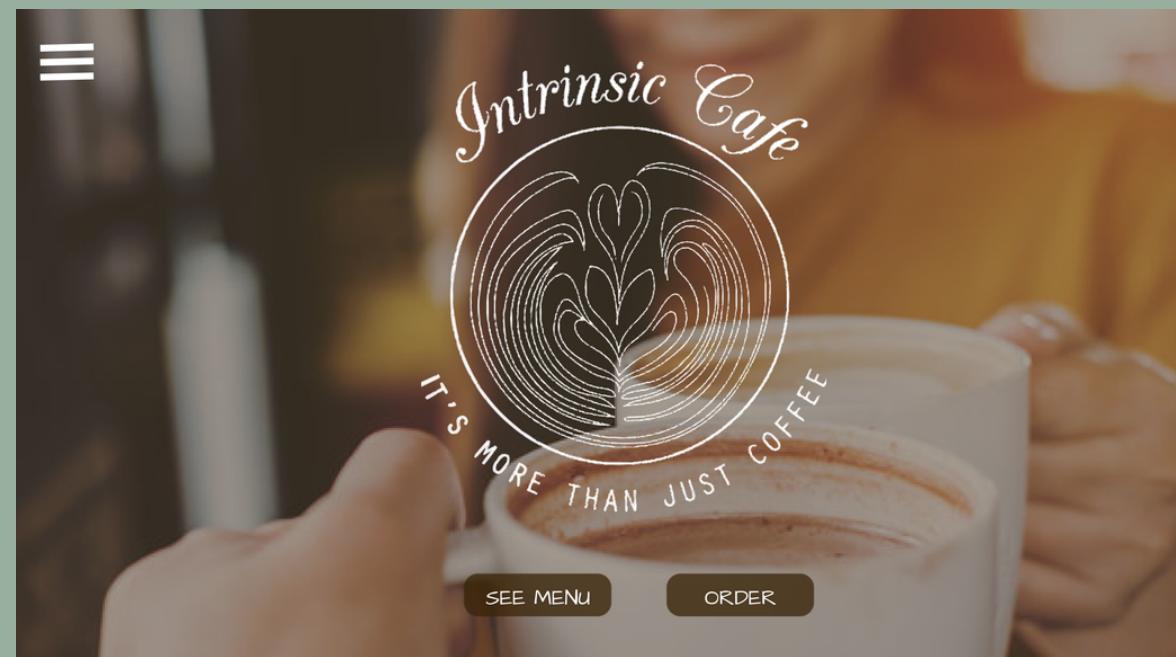


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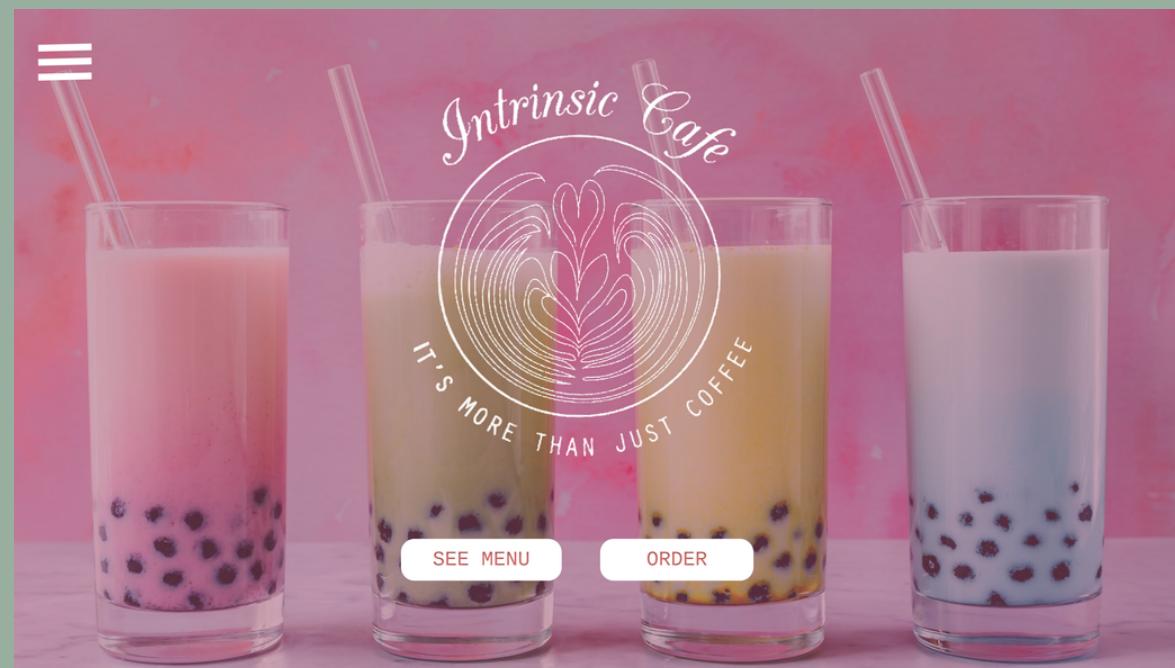


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GALLERY



DIGITAL / PRINTABLE MENU CREATED FOR WEBSITE

SPECIAL EDITION

Wildflower

Iced Raspberry Hibiscus Acai Tea with Lychee Jelly
5.00

Tiger Flurry by Sean

Half Thai, Half Milk Tea blend with Brown sugar drizzle and Boba
Topped with Whipped Cream
5.50

Kie Tea

Iced Citrus Ginger Tea with Honey and Passion Fruit Jelly
5.00

avalanche by Faria

Almond Chai Latte with a Shot of Espresso & Cinnamon
5.50

Hot Honey Bean Bun by Lukas

Black Tea Chai Fusion Red Bean Latte
with Matcha, Honey and Cinnamon
5.50

BUBBLE TEA!

STYLE

Iced	3.25	4.25
Slushie	3.50	4.50
Smoothie	3.75	4.75
Milkshake	4.25	5.25

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Blueberry	Papaya
Chocolate	Red Bean
Coconut	Strawberry
Green Apple	Taro
Green Tea	Thai
Honeydew	Watermelon
Jasmine	

JUICE FLAVORS

Acai	Lemon
Blueberry	Lychee
Cherry	Mango
Grape	Orange
Green apple	Passionfruit
Guava	Peach
Honeydew	Pomegranate
Kiwi	Pineapple
Kumquat	Strawberry
	Yogurt

TOPPINGS

Tapioca	0.75	Jellies & Pops 1.25
Mango Pop	Fruit Jelly	Green Tea Jelly
Passion Pop	Lychee Jelly	Passion Fruit Jelly
Peach Pop	Coffee Jelly	Strawberry Jelly
Yogurt Pop		

Overwhelmed with options?
Or want to try something new?
Ask your barista for a
"YOLÖ"



FOOD

BREAKFAST

Italian Panini	8.00
Turkey Panini	8.00

Bagel / Croissant

+Chicken Salad	4.00
+Egg	2.00
+Cheese	1.00
+Bacon	1.00
+Butter	0.25

SWEET TREATS

Chocolate Croissant	4.00
Cake Slice	4.00
Pecan Bars	4.00
Brownie	3.00
Vegan Brownie	4.00
Cupcake	3.50
Vegan Cupcake	4.00
Nutella Cookie	2.25
Bubble Tea Cookie	1.00

MOCHI WAFFLES
AVAILABLE 12:00 - 4:00PM

1. Pick any flavor (see bubble tea flavors)
2. choose 2 toppings:
Banana, Strawberries, Blueberries, Whip, Nutella +0.25 extra topping

GRAB AND GO

Turkey Wrap	7.25
Italian Wrap	7.25
Chicken Onigiri	3.50
Mushroom	3.00
Spam Musubi	3.50
Parfait	5.00

DRINKS

All drinks come iced or hot

	Sm	Lg
Hot Chocolate	3.00	3.75
White Hot Chocolate	3.25	4.00
B&W Hot Chocolate	3.25	4.00
Chai Latte	3.75	4.75
Matcha Latte	3.75	4.75

DRIP COFFEE

	Sm	Lg
Coffee	2.00	2.75
Cafe Au Lait	2.25	3.00
Lover	3.00	3.50

ESPRESSO

	Sm	Lg
Espresso	2.25	3.00
Latte	3.25	4.25
Cappuccino	3.50	4.50
Caramel Macchiato	3.75	4.75

BREWED TEAS

	Sm	2.00	Lg	2.25
Green Tea				
Jasmine Blossom				
Jasmine				
Lemon Ginger				
Earl Grey				
Chai Spice				
Orange Spice				
English Breakfast				
HK Black Tea				
Americano				
Mocha				
Moroccan Mint				
Chamomile				

MILK SUBSTITUTES

Almond Milk	1.00
Soy Milk	1.00
Oat Milk	1.25

EXTRAS

Whipped Cream	0.25
Extra Shot	1.00
2 Pumps Flavor	0.30
(Almond, Coconut, Hazelnut, Raspberry, Pumpkin, Vanilla, Caramel, Brown Sugar)	

