



CAPSULES IN TIME

STRATEGY BOOK BY
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CHALLENGE



Nespresso is struggling to attract Gen Z and Millennial consumers who perceive the brand as disconnected from their values and identity. These younger demographics see Nespresso as a premium European brand designed solely for an older, more established consumer, and not for them. The brand's focus on *origin* and craftsmanship feels distant rather than personally meaningful, leaving a certain demographics to feel unseen and unrepresented in Nespresso's world.

The challenge is to evolve Nespresso's "origin" storytelling into something less about geography, less about beans, and more about people's personal connections to those regions.

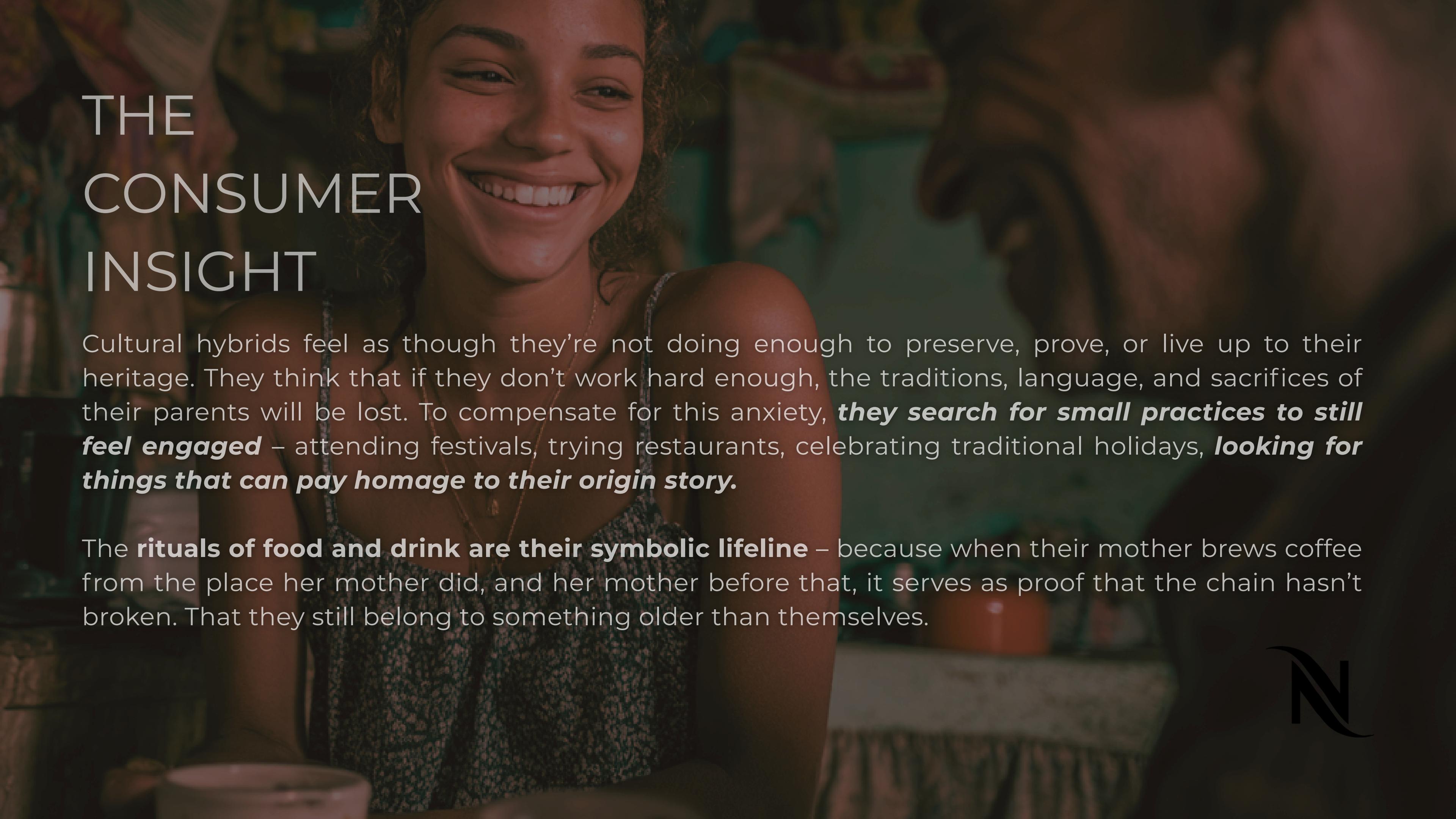


THE AUDIENCE

- Second and third-generation Canadians (25-35) born to immigrant parents from coffee lands—Ethiopia, Colombia, Vietnam, Guatemala, India, and so on
- They're bilingual, and live a culturally hybrid lifestyle
- They code-switch at family dinners
- They scroll diaspora TikTok to better understand their own culture through recipes and humour

They carry their parents' sacrifices like a second spine, and they always look for opportunities to honour the roots they can feel but can't fully touch.



A close-up photograph of a woman with curly hair, smiling broadly. She is wearing a brown jacket over a patterned top. In her hands, she holds a white cup and saucer. The background is blurred, showing what appears to be a festive or social gathering.

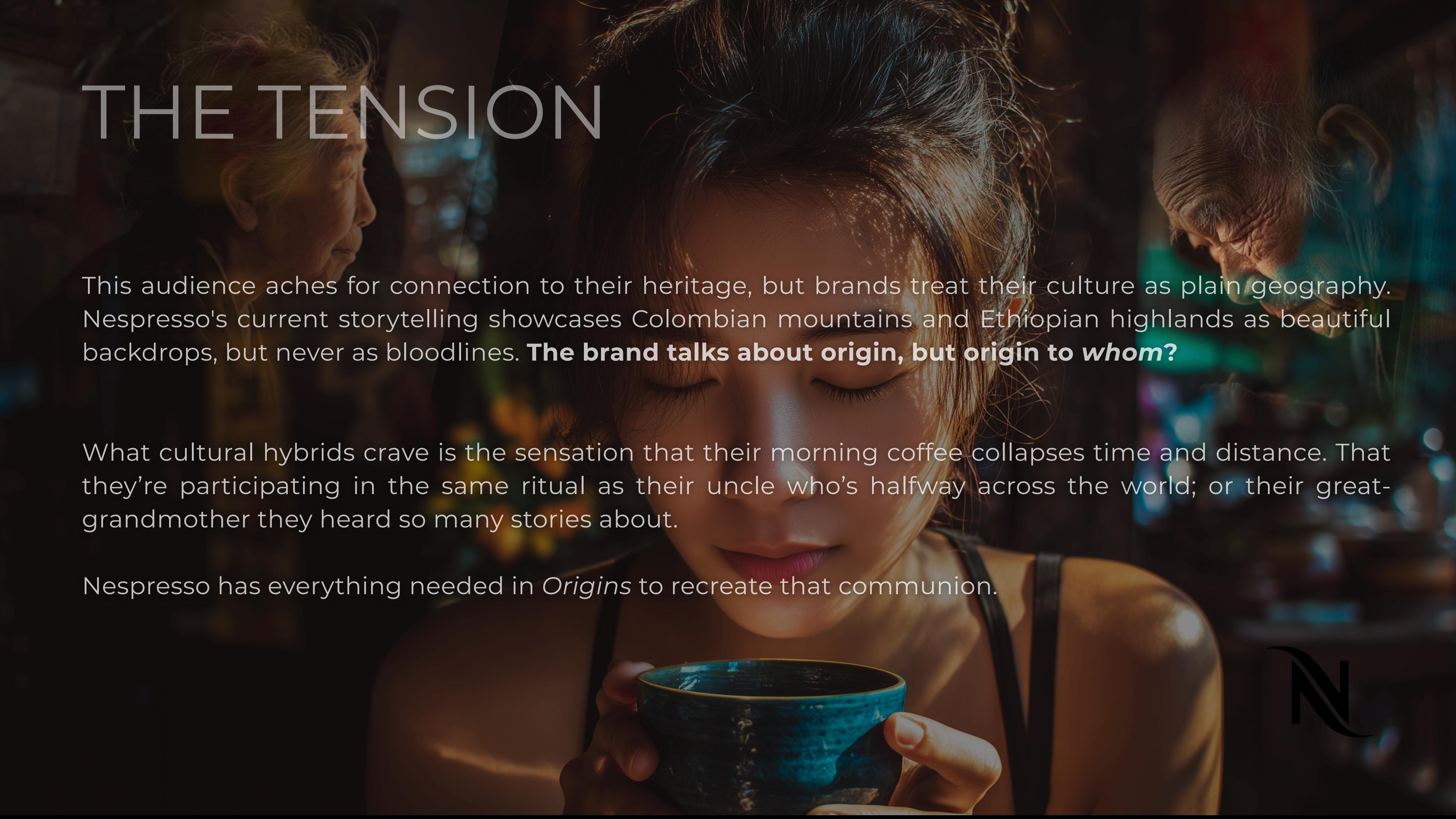
THE CONSUMER INSIGHT

Cultural hybrids feel as though they're not doing enough to preserve, prove, or live up to their heritage. They think that if they don't work hard enough, the traditions, language, and sacrifices of their parents will be lost. To compensate for this anxiety, ***they search for small practices to still feel engaged*** – attending festivals, trying restaurants, celebrating traditional holidays, ***looking for things that can pay homage to their origin story.***

The **rituals of food and drink are their symbolic lifeline** – because when their mother brews coffee from the place her mother did, and her mother before that, it serves as proof that the chain hasn't broken. That they still belong to something older than themselves.



THE TENSION

A close-up photograph of a woman's face. She has long, dark hair and is looking down at a blue and gold Nespresso coffee cup she is holding in her hands. Her expression is contemplative. In the background, there are blurred images of other people, suggesting a social gathering or event.

This audience aches for connection to their heritage, but brands treat their culture as plain geography. Nespresso's current storytelling showcases Colombian mountains and Ethiopian highlands as beautiful backdrops, but never as bloodlines. **The brand talks about origin, but origin to whom?**

What cultural hybrids crave is the sensation that their morning coffee collapses time and distance. That they're participating in the same ritual as their uncle who's halfway across the world; or their great-grandmother they heard so many stories about.

Nespresso has everything needed in *Origins* to recreate that communion.





THE KEY MESSAGE

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RTB

A woman with curly grey hair, wearing a brown textured shawl, is smiling and holding a light-colored ceramic cup of coffee. She is positioned on the left side of the frame, looking towards the right.

Nespresso sources from the exact regions where these consumers' families built their lives — Ethiopia's highlands, Colombia's mountains, Vietnam's central plateaus.

A young woman with long dark hair, wearing a green denim jacket, is smiling and holding a light-colored ceramic cup of coffee. She is positioned on the right side of the frame, looking towards the left.

The brand already understands coffee as being infused with culture: their "Samra" collaboration with The Weeknd transformed Ethiopian coffee into a meditation on creativity, identity, and roots — proof Nespresso can make the "personal" universal.

By choosing Nespresso, coffee rituals become more than about beans, it becomes about the roots behind the cup, too.

