

COSTA COFFEE

ANALYSIS

JOANA SANCHES	20221841
MARGARIDA SARDINHA	20221959
MARIA SANTOS	20221843
MARTA ALVES	20221890
VIDHI RAJANIKANTE	20221982
YEHOR MALAKHOV	20221691



Key Metrics in Focus



Channel:
Instagram

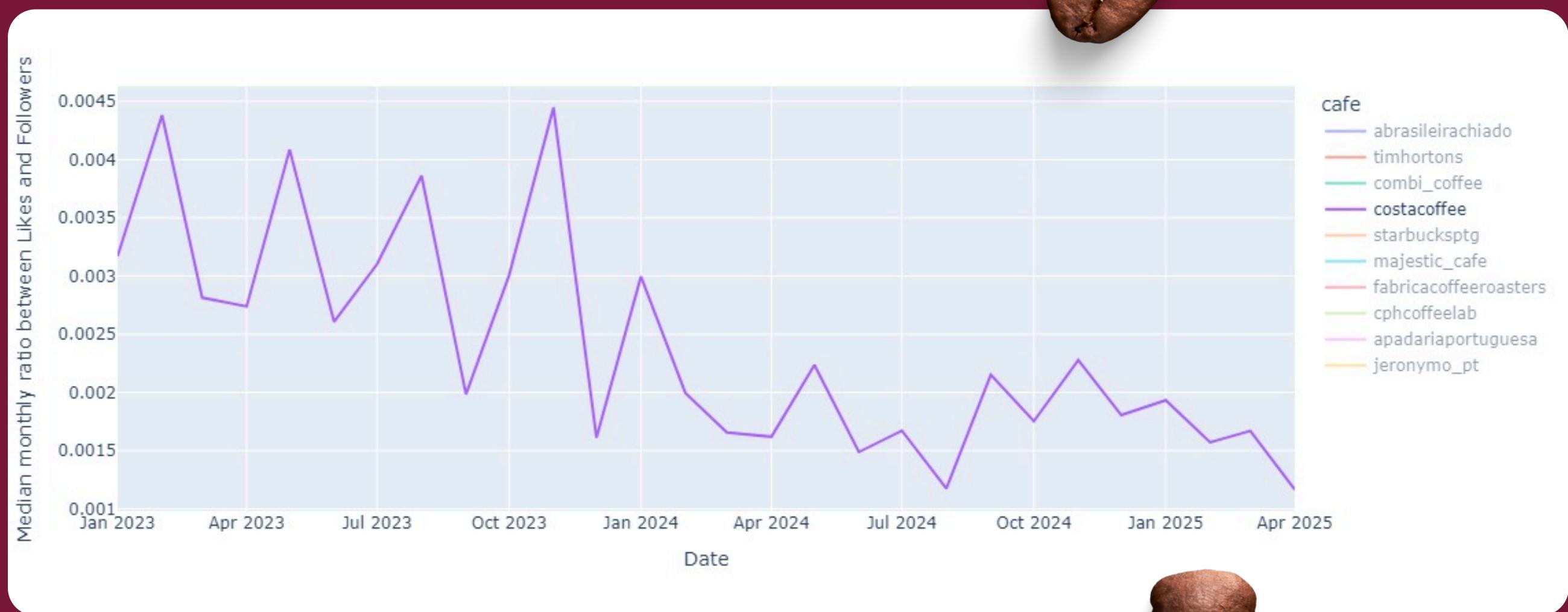


Key Metrics:
Engagement,
Engagement Rate



Audit: Costa Coffee

*Current Situation of Costa Coffee
on Social Media*





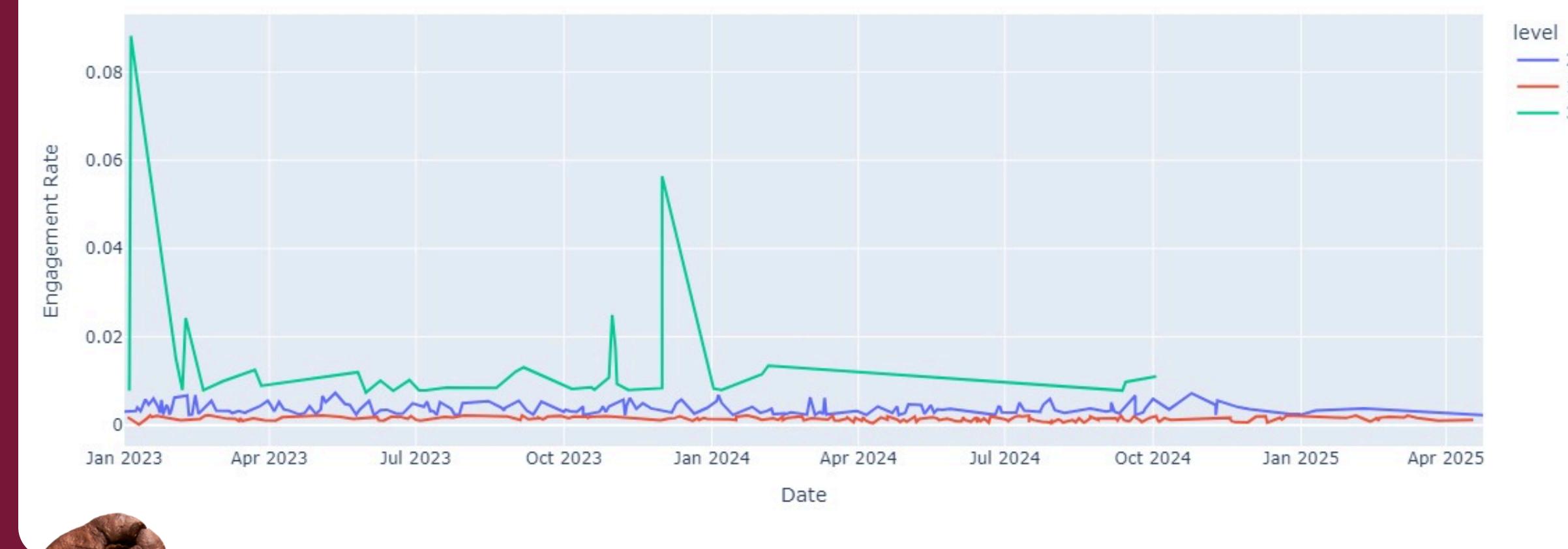
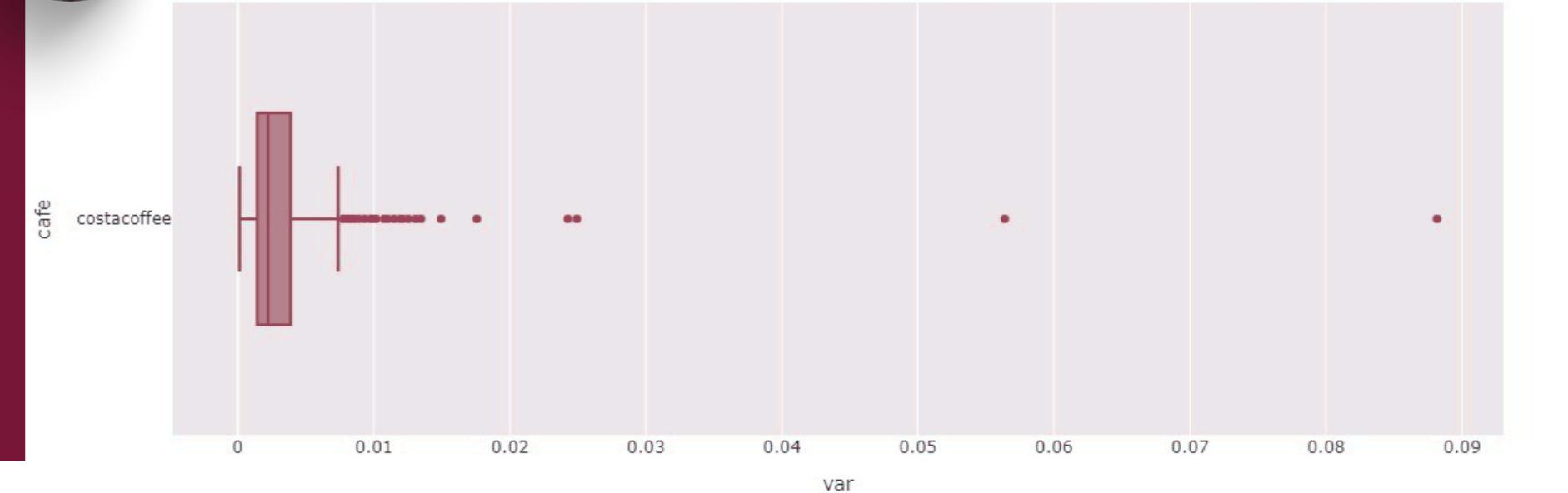
GOAL 1

**IN A YEAR, RETURN
TO THE ENGAGEMENT
RATE OF 2023**



Audit

Current Challenges Faced by Costa Coffee on Social Media



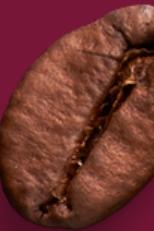
Engagement Rate Analysis

Especially starting Oct 2024:

- Disappearance of Q3+ ER posts
- Severe decline of Q2-Q3 ER posts



Underperforming Posts Analysis



1

COSTA BOTTLE



2

MILK SUPPLIER

tokoa89 7w

*have you ever

Reply

funereal_fog 7w

Costa Coffee's supply chain is plagued with cruelty: broken bones and dirty cages. They promised change but haven't delivered. Let's push for action. [#CostaCruelty](#)

Reply

bellamiaibeyou2 6w

@costacoffee have you increased your prices?

Reply

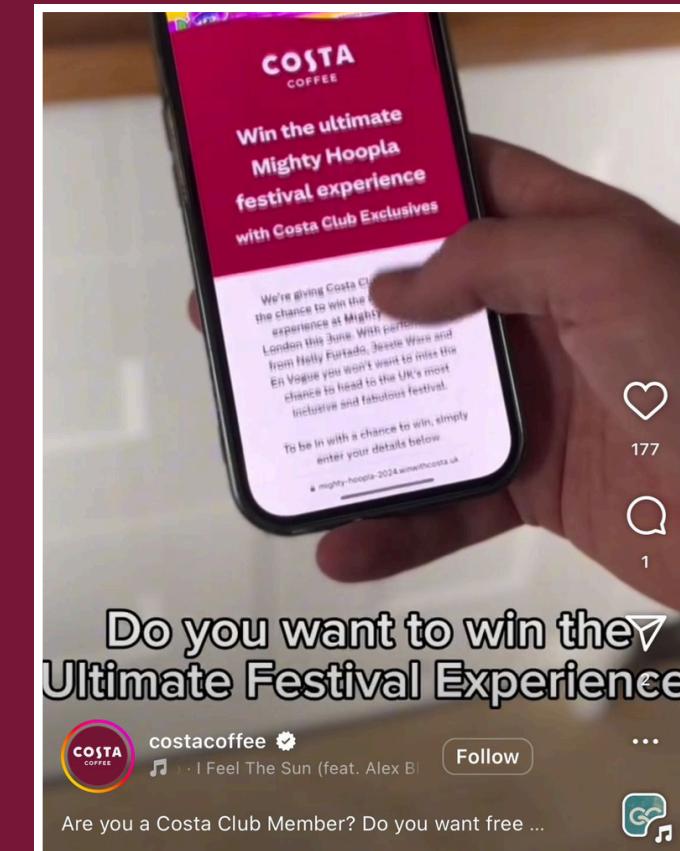
fmhzero 7w

CEO Philippe Schaillee is paid millions while hens suffer in wire cages to save a few cents per egg. Costa Coffee: this isn't sustainable, it's shameful. 😡 [#CageFreeNow](#)

Reply

3

COSTA CLUB & APP



High-Performing Posts Analysis



1

LIMITED EDITION



Available in stores now for a limited time only.
23 March 2023

2

DOGS



3

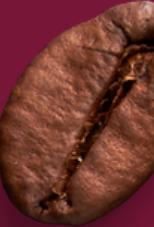
SEASONAL



costacoffee Christmas at Costa is here, let the festivities begin! 🎄 ☕
2 November 2023

4

GIVEAWAYS



Competitive Analysis

Benchmarking Against Other
Coffee Brands



Why Costa Coffee and Tim Hortons?

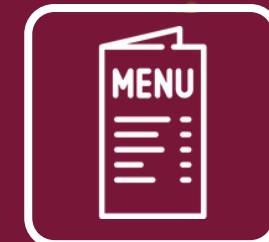
GLOBAL EXPANSION



SEASONAL PROMOTIONS & LIMITED-EDITION DRINKS



LOYALTY PROGRAMS



WIDE MENU OFFERINGS

ACTIVE SOCIAL MEDIA PRESENCE

TARGET AUDIENCE OVERLAP

Audit: Tim Hortons

*Current Situation of Tim Hortons
on Social Media*



Situation

Has recovered from a
decline in Engagement
Rate before



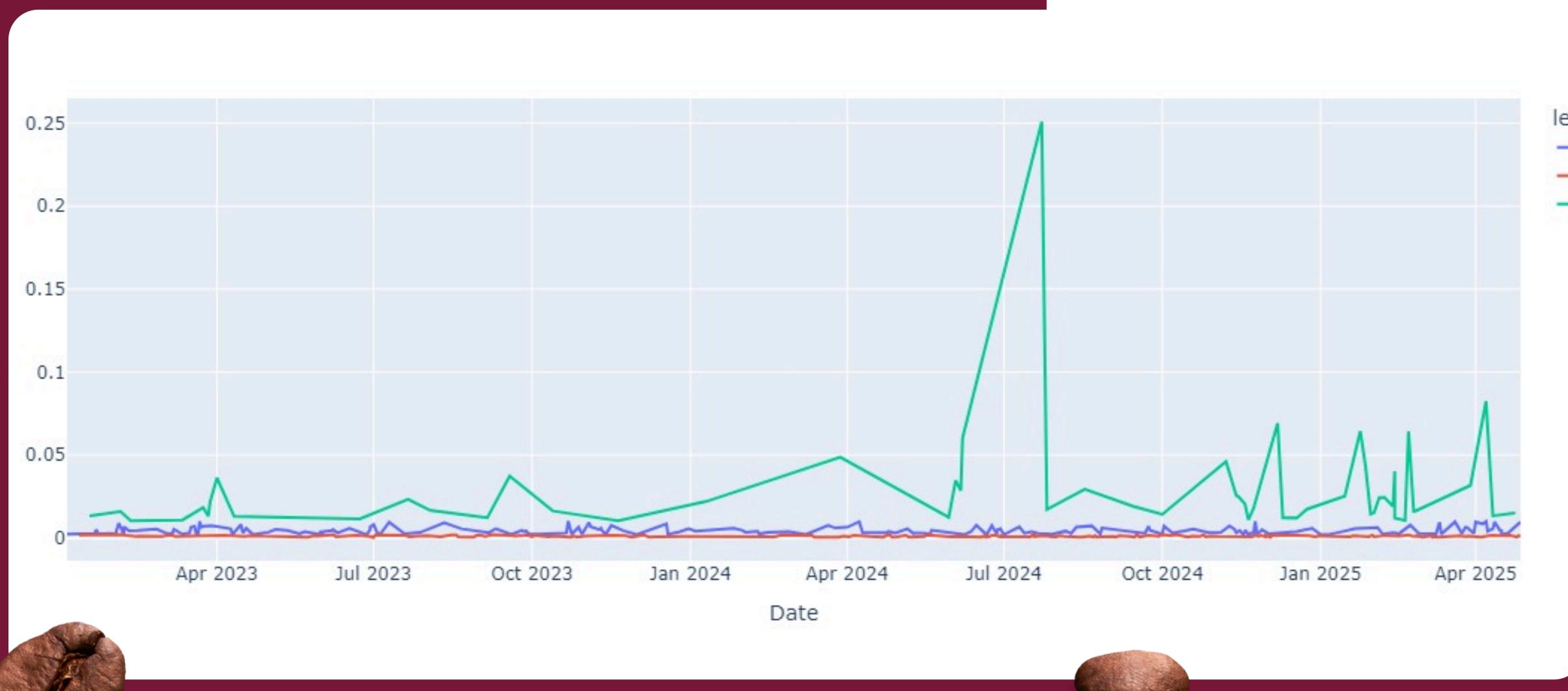
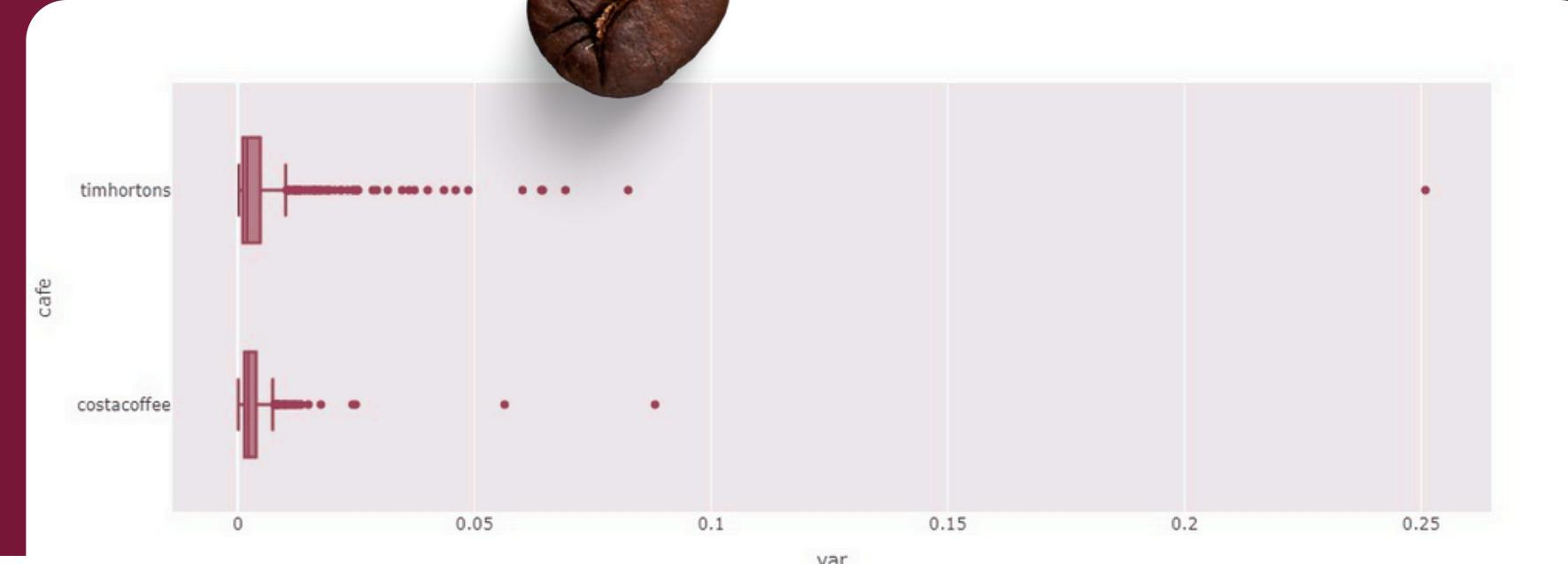
GOAL 2

IN 2 YEARS, OUTRUN
TIM HORTONS'S
ENGAGEMENT RATE



Audit

How Tim Horton's compares to Costa Coffee on Social Media



Engagement Rate Analysis

After a spike in mid-2024:

- Sharp increase of Q3+ ER posts
- Seasonally high ER posts

Best Practices from Tims

What works for Tims and could work for Costa



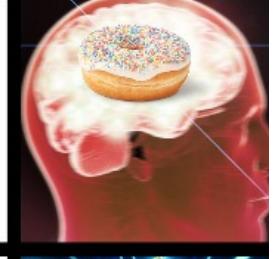
1

MEMES

Eating
Mini Eggs.



Eating a
Tims Donut.



Eating a
Tims Mini Eggs
Dream Donut.



2

EVENTS



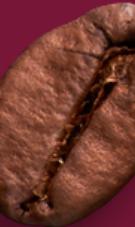
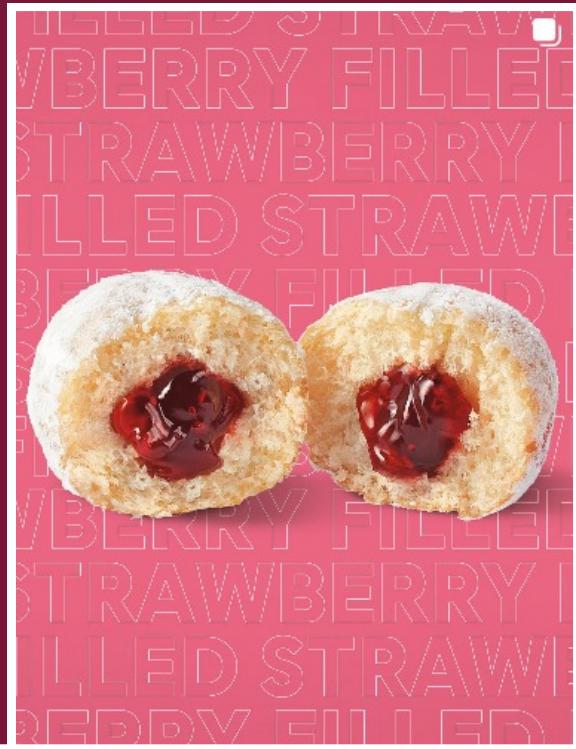
3

CELEBRITIES



4

PERSONALIZED NAMES: TIMBITS



Strategic Action Plan

Steps to Boost Costa Coffee's Social Media Presence



Phase 1

Stabilize & Optimize

- Content Strategy Optimization
- Pet-Driven Engagement
- Brand Positioning

Goal: Stop engagement decline

Phase 2

Revitalize with Culture

- Giveaways & Limited Editions
- Celebrity & Pop Culture Tie-ins
- Event Integration
- Personalization & Playfulness

Goal: Regain engagement and cultural relevance

NOW

6 M

12 M



Strategic Action Plan

*Steps to Boost Costa Coffee's
Social Media Presence*



Phase 3

Overtake & Innovate

- Community-Driven Content
- Influencer + Celebrity Campaigns
- Interactive Campaigns
- New series

Goal: Surpass Tim Hortons' engagement rate and set Costa as the top coffee community on Instagram.

12 M

24 M



Thank You

