



EIGHT O'CLOCK COFFEE

CLIENT ASK: INTERNAL

1. Analyze Google Analytics data to identify the geographic and demographic changes & to understand how effective the customer acquisition currently is.
2. Using Nielsen data:
 - o Analyze pricing
 - o Provide Insights & Analysis



CLIENT ASK: EXTERNAL

1. Analyze overall US coffee market to identify the shift in purchasing behavior between online & in-store
2. Identify potential channels & platforms for EOC to build up brand awareness and customer acquisition strategies
3. Analyze digital marketing strategy for the top 3 category leaders to identify useful & effective tactics on engaging new customers



HOW WE DID THIS?



5 research projects over 6 weeks

1. Google Analytics/SEM
2. Nielsen Sales Data Report
3. Youth Coffee Consumption Report
4. Competitive Retail Analysis + SWOT Analysis
5. Ethnographics/Demographics Study (Survey)



CLIENT ASK #1

Analyze the data from Google Analytics for the past three years to identify the geographic and demographic changes of our audience and see if we are effectively acquiring the new customers & younger generations

NEW VISITORS ACCOUNT FOR THE MAJORITY OF VISITS TO EOC.COM

Visitor Breakdown for
2019 - 2021



Three Year Average for:



BOUNCE RATE

37.18%



NUMBER OF SESSIONS
PER USER

1.46



PAGES PER SESSION

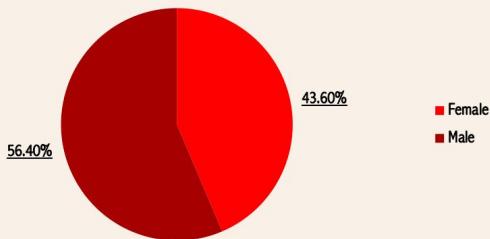
5.67



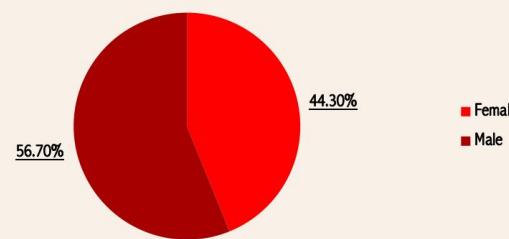
OVER THE PAST THREE YEARS

FEMALE USERS INCREASED BY 2.5%

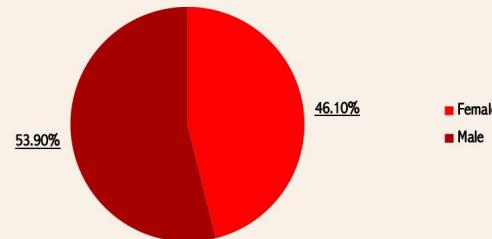
Gender Breakdown for 2019



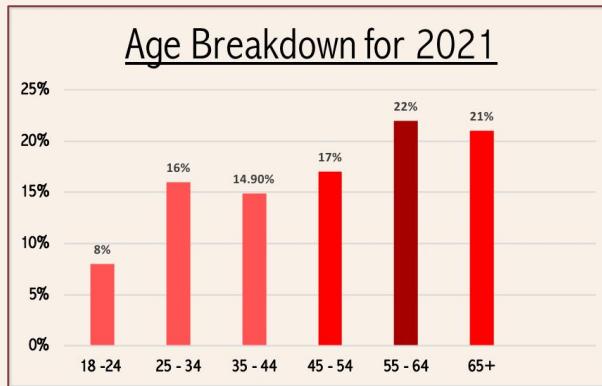
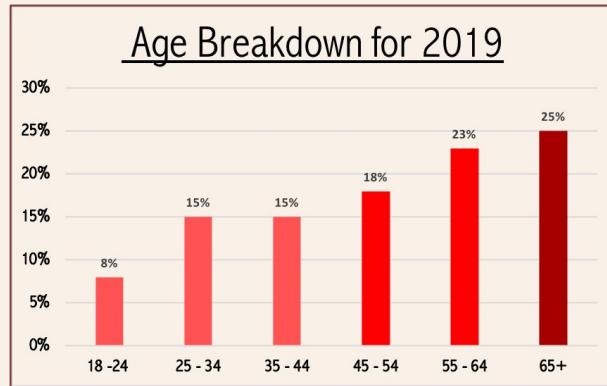
Gender Breakdown for 2020



Gender Breakdown for 2021



VISITORS AGED 55-64 NOW REPRESENT THE LARGEST AGE GROUP TO VISIT EOC.COM



Visits from Gen-Z users had little overall growth in three years

There was a 4% decrease in visits from users age 65+

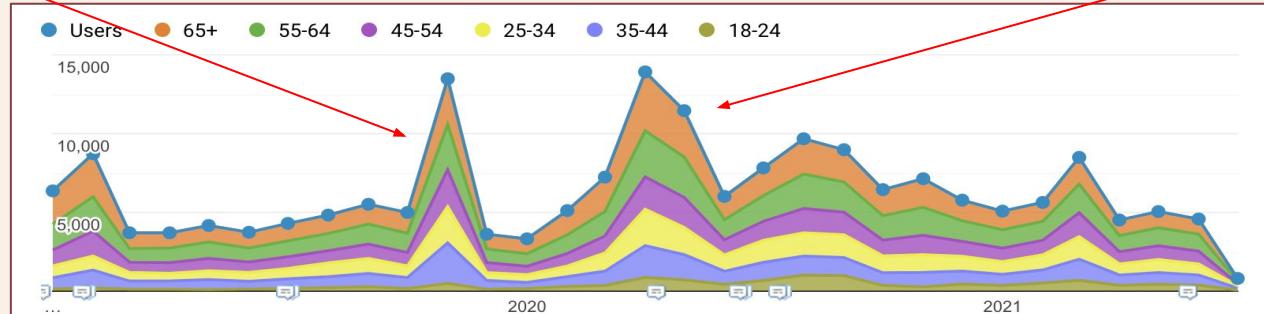
There was a 1% increase in visits from Millenials

PURCHASES & VISITORS ARE RISING POST-COVID

Purchases Over Time Broken down by Age



Visitors Over Time Broken Down by Age



THE MAJORITY OF VISITS TO EOC.COM COME FROM THE EAST SIDE OF THE COUNTRY



New York

Users: 3,040
3.26% of Users



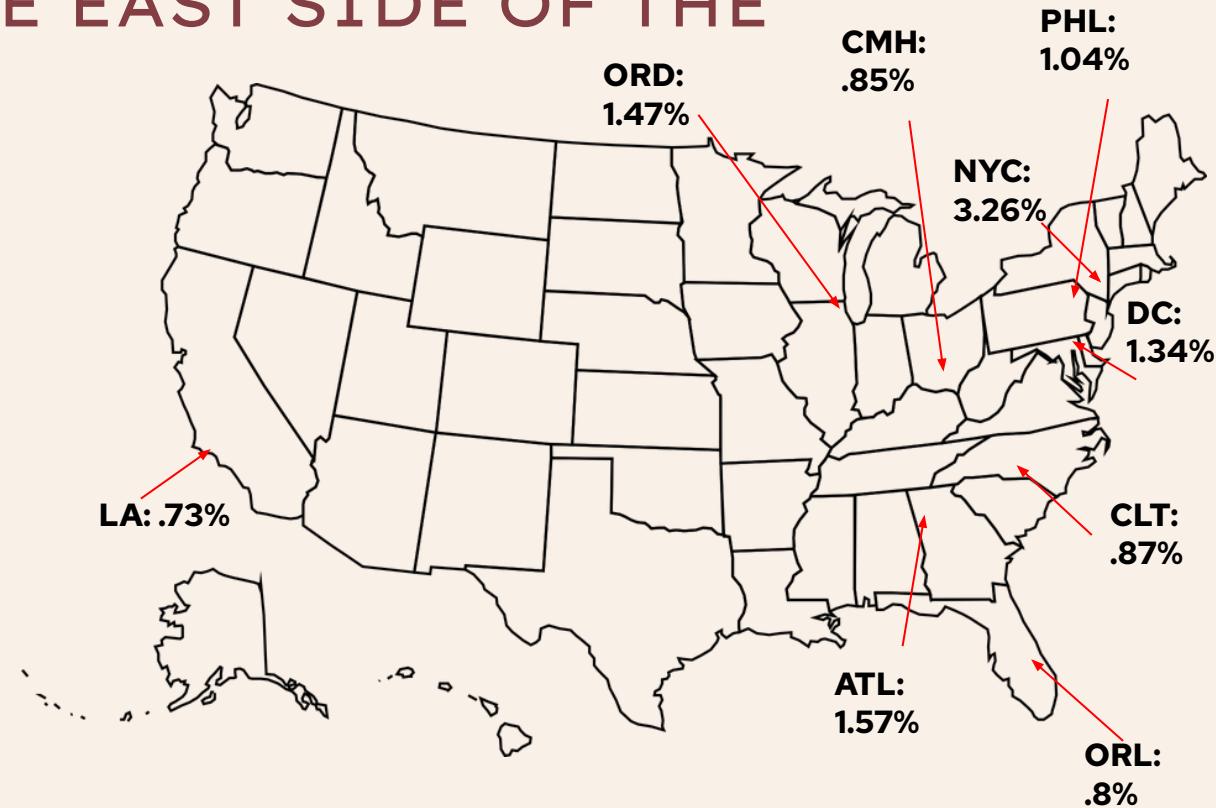
Atlanta

Users: 1,462
1.57% of Users



Chicago

Users: 1,369
1.47% of Users

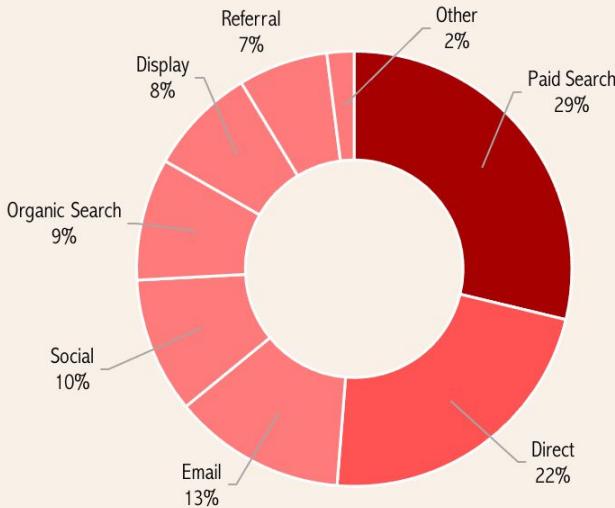


DIRECT ACQUISITION & PAID SEARCH DRIVE ALMOST HALF OF THE VISITS TO EOC.COM



Top Acquisition Channels

According to Google Analytics





CLIENT ASK #2

Review Nielsen scanned data to analyze pricing for different pack sizes (promo groups) for EOC, and key competitive brands by customer & channel. And provide analysis and insights on where gaps are large and recommendations for optimization.

DECREASED PRICE LED TO MORE UNIT SALES AT THESE GROCERY STORES

EOC AVG PRICE BAG COFFEE	2020	2021
WEIS	\$5.36	\$5.35
SHOPRITE	\$6.59	\$6.55
TARGET	\$4.19	\$4.58

Weis, ShopRite, & Target all sell EOC at the lower-end price

Analysis showed a **Negative Pricing Relationship**

Indicates that consumers at these grocery stores are price sensitive

INCREASED PRICE LED TO MORE UNIT SALES AT THESE GROCERY STORES

EOC AVG PRICE BAG COFFEE	2020	2021
MEIJER	\$8.03	\$7.69
GIANT EAGLE	\$8.21	\$9.45
WEGMANS	\$6.94	\$7.02

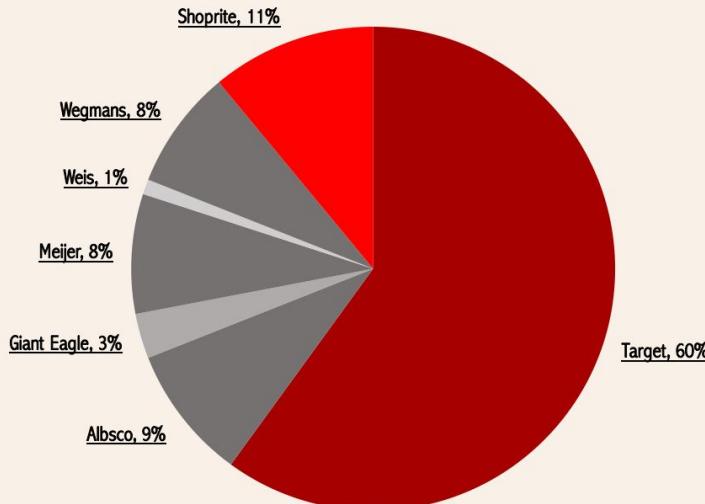
Meijer, Giant Eagle, & Wegmans all sell EOC at the higher-end price

Analysis showed a **Positive Pricing Relationship**

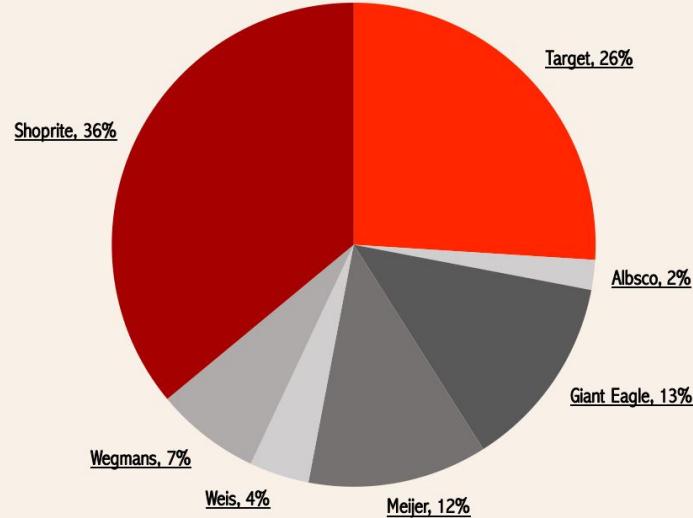
Indicates that consumers at these grocery stores are searching for quality coffee

MARKET SHARE ANALYSIS FROM NIELSEN DATA OF SEVEN GROCERY STORES (2019-2021)

Where All Coffee is Sold

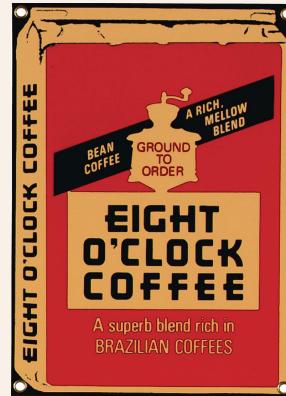


Where Eight O'Clock Coffee is Sold



KEY INSIGHTS FROM NIELSEN DATA

Seasonality has an impact on the coffee market, with consumers preferring to drink coffee in the summer. Across all seven retailers, Q3 had the highest revenue overall.



EOC'S current pricing for each pack size, falls within the average price or below the average price for all seven grocery stores it is sold at

EOC can use the understanding of the positive & negative price relationship outlined before to optimize revenue, by pushing the ideal price point to each retailer





CLIENT ASK #3

Analyze overall category performance to identify the shift of the purchasing behavior between online and instore for the post COVID era

COVID-19 PUSHES CONSUMERS TO EXPERIMENT WITH THEIR COFFEE

25%

Of US Coffee drinkers bought a new coffee machine or new types of coffee for brewing

41%

Of US Coffee Consumers tried a new type of coffee drink during the pandemic

27%

Of US Coffee Consumers tried to replicate their favorite coffee shop drinks at home

According to the National
Coffee Associations, April
2021- National Coffee Data
Trends Report

COVID-19 PUSHES COFFEE SALES ONLINE



15% DECREASE

In overall coffee sales in grocery stores

40% INCREASE

In buying bag coffee from coffee shop brands in their clubs & delivery apps

57% INCREASE

In buying bag coffee online

According to the National Coffee Associations, April 2021- *National Coffee Data Trends Report*

COFFEE PURCHASING BEHAVIOR POST-COVID

■ **Continued use of Subscription Services & Online Ordering**

The Specialty Coffee Association reported a 109% increase in subscriptions in the US

■ **A return to coffee shops**

35% of consumers miss their favorite coffee shop & 48% are already returning

■ **More Curious Consumers**

With consumers making coffee at home, they will have more specialty needs and wants.



"COVID-19 drives record at-home coffee drinking, on-the-go ordering: 2021 National Coffee Data Trends Report". PR Newswire, April 1, 2021 Thursday.



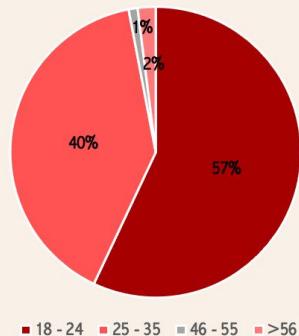
CLIENT ASK #4

Identify the potential channels & platforms for EOC to build up the brand awareness strategy and acquire new customers

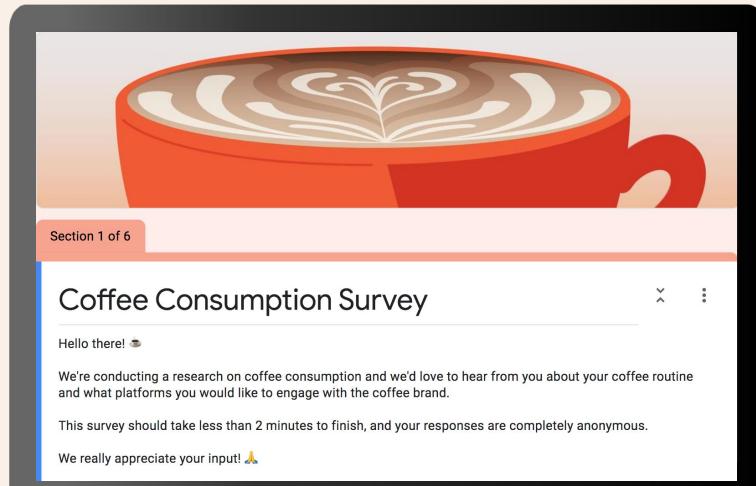
SURVEY CONDUCTED

What is your age group?

Demographic Information



97% of our 108 respondents were ages 18-35

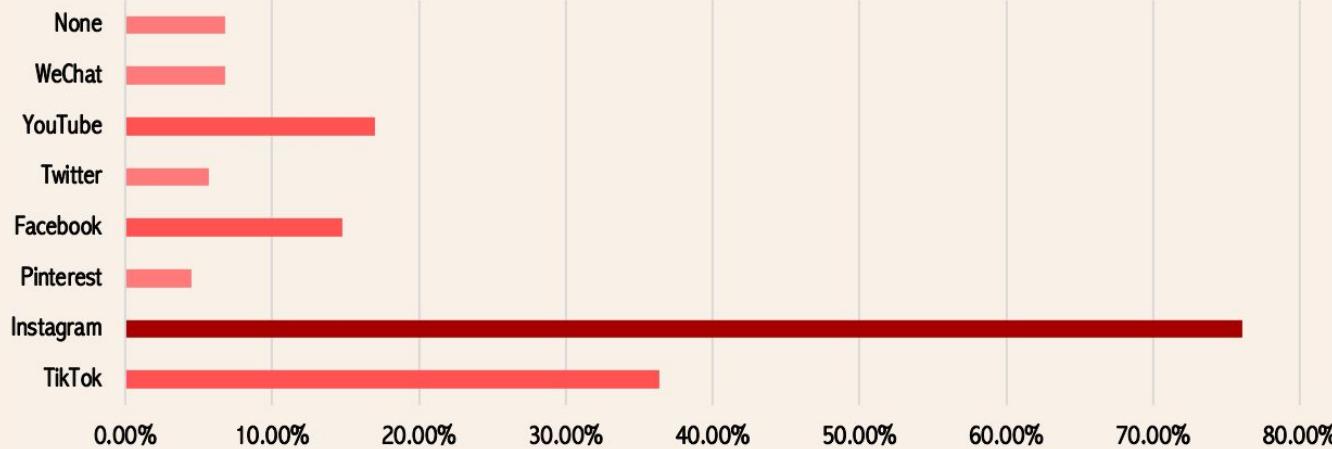


IDENTIFYING POTENTIAL CHANNELS



What channels or platforms do you want to engage with a coffee brand?

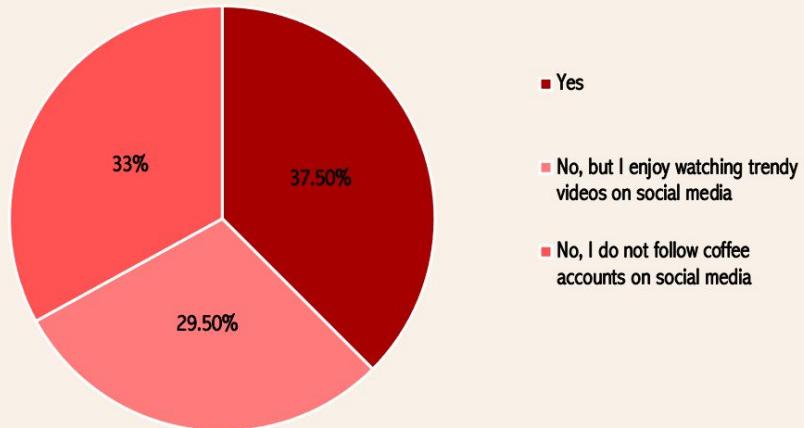
Select all that apply.



TIKTOK INFLUENCES COFFEE TRENDS



Have you ever been influenced by social media to try a coffee trend? For example, TikTok's viral 'Whipped Coffee'?



POTENTIAL CHANNELS, PLATFORMS, & ACQUISITION OPTIMIZATION

Survey data indicated that **Instagram, YouTube, and TikTok** were the best platforms to engage with coffee consumers

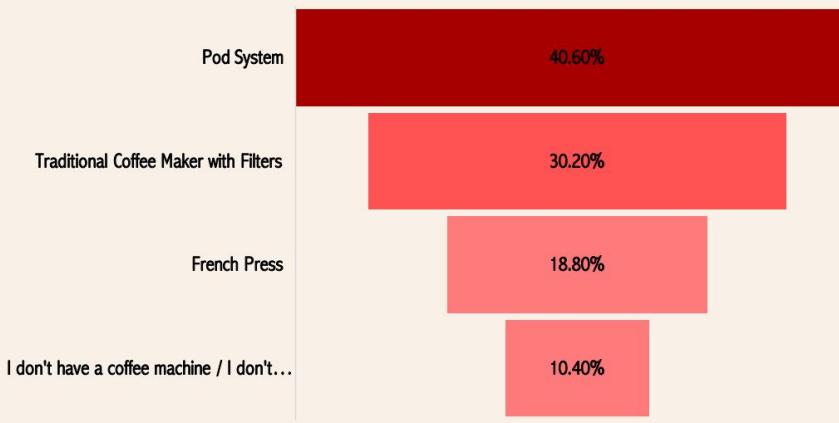
Only 9% of EOC.com web traffic is acquired through an organic search, EOC can benefit from more search engine optimization

EOC could benefit with the use of programmatic advertising

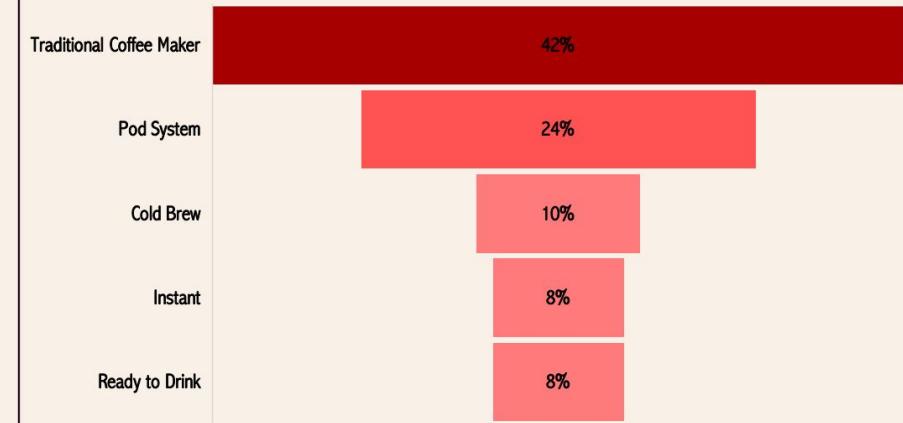


HOW AMERICANS AND RESPONDENTS MAKE COFFEE- THEY VALUE CONVENIENCE

SURVEY: When you make coffee at home,
what type of machine do you use?



NCA: American Home Coffee Drinkers Top
Brewing Methods: April 2021



'CONVENIENT' COFFEE TRENDS TO WATCH



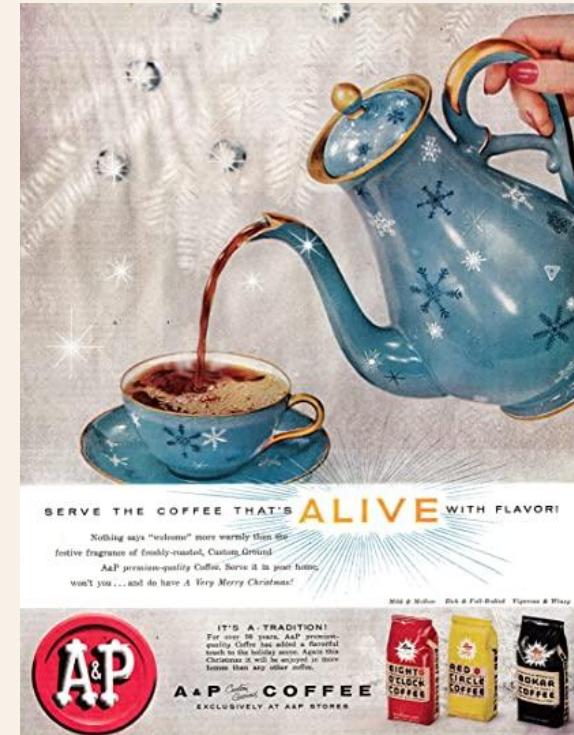
SUSTAINABLE COFFEE PODS

The global coffee pod market is expected to reach \$19.14 billion in 2025 at a CAGR of 10%, & sustainable options will be imperative for the growth.



READY-TO-DRINK COFFEE

The US Ready-to-drink coffee market is projected to register a compound annual growth rate of **4.5%** from 2020-2025



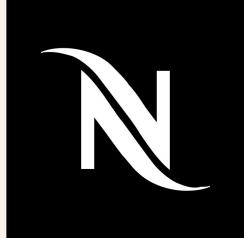
"ResearchAndMarkets.Com Offers Report: Global Coffee Pods Market." Manufacturing Close - Up, Jan 13 2021, ProQuest. Web. 1 July 2021.



CLIENT ASK #5

Analyze digital marketing strategy for the top 3 category leaders to identify useful / effective tactics on engaging new customers as well as sales conversion

COMPETITIVE SOCIAL MEDIA ANALYSIS





STARBUCKS' OVERALL STRATEGY

Geared at creating a greater sense of brand awareness and community.
At the heart of their strategy is their audiences wants and needs.



Product-Based Campaigns



**Corporate Responsibility-Based
Campaigns**



**Community Based
Campaigns**

Source: Iconosquare

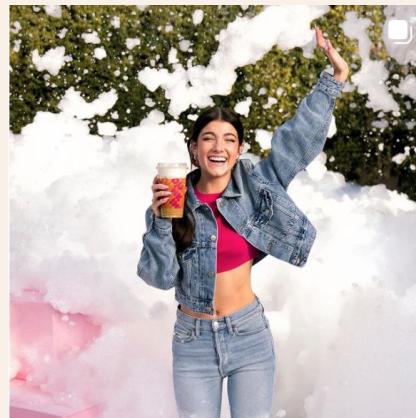


DUNKIN'S OVERALL STRATEGY

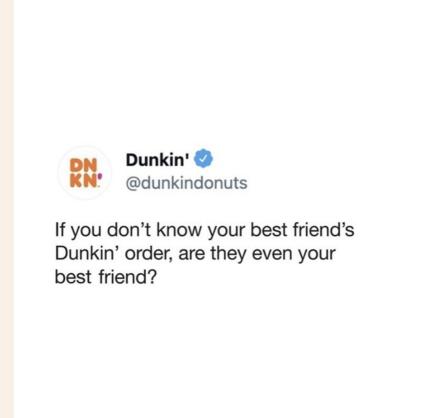
Communicate with customers proactively - brand knows hot topics and utilizes them in their marketing strategy



Meme-Based Campaigns



Influencer-Based Campaigns



Unique Twitter Usage

Source: Iconosquare



NESPRESSO'S OVERALL STRATEGY

Overarching goal has always been to deliver the perfect experience
Luxury as a lifestyle



Aesthetic/Luxury Photos



Sustainability-Based Campaigns



Nespresso Editions

WHAT ABOUT ALLISON?



Allison, 30+

- Active on Social Media
- Coffee lifts her up
- Drinks coffee at home



★ Active on Social Media
★ Worship a better tomorrow

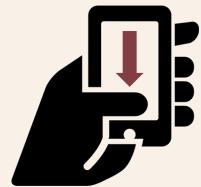


- ❖ Active on Social Media
- ❖ Willing to spend more on luxury products
- ❖ Worships a better tomorrow
- ❖ Drinks gourmet coffee beverages



EOC CURRENT PAIN POINTS

Low interaction
with
target audience



Losing shares
in overall category



Low brand
awareness
for younger
consumers



Heavily focused on
promotions
to drive sales



MAIN PLAYERS SOCIAL MEDIA

OVERVIEW



Visuals
+
Values



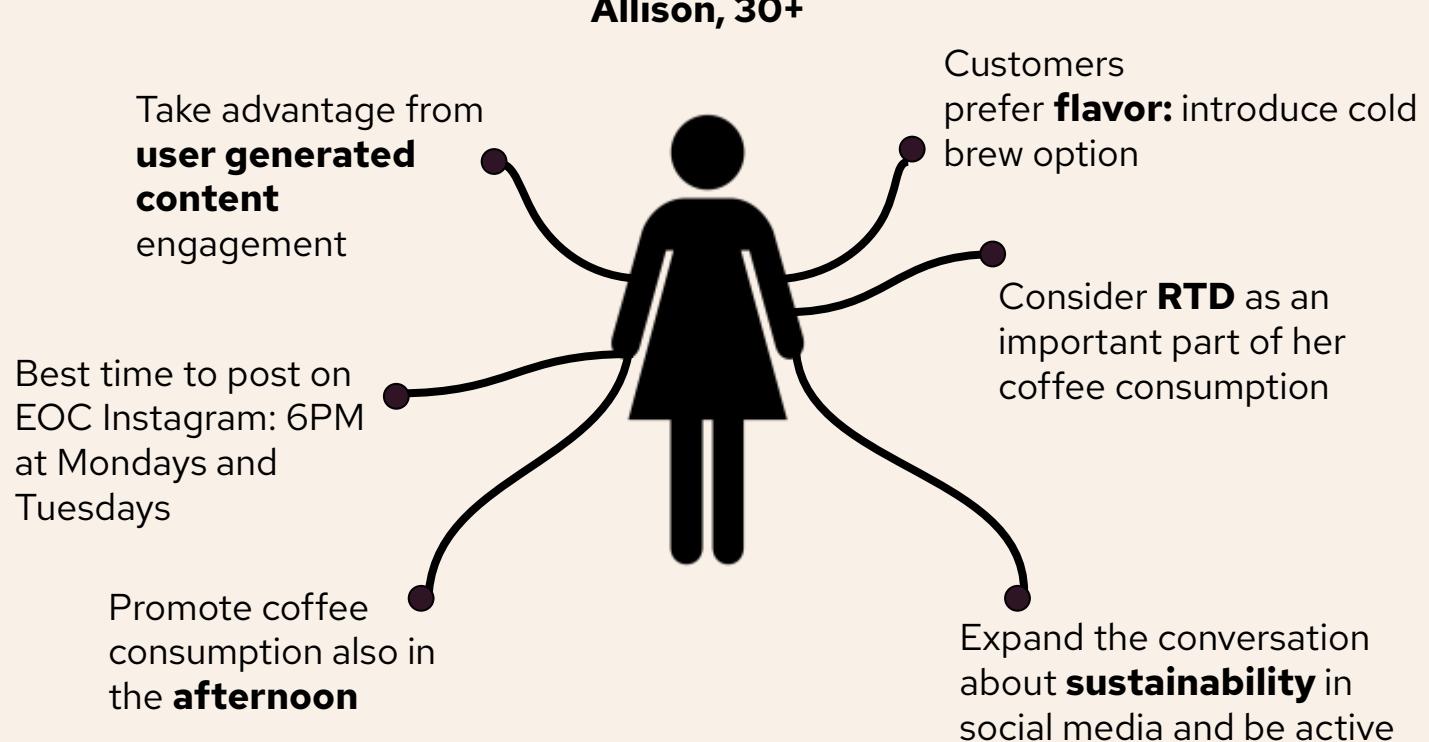
Humour
+
Timing



Creativity
+
Invitation

Source: Iconosquare and Twitonomy

AND HOW CAN EOC REACH HER?



Thank you!
&
Questions?



APPENDIX 1

GOOGLE ANALYTICS

EOC EOC EOC EOC



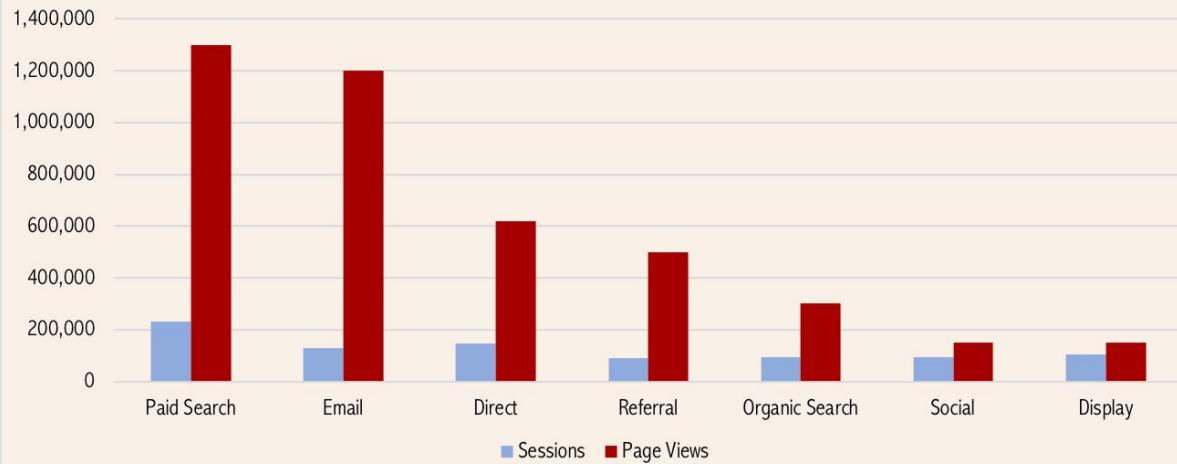
EOC EOC EOC EOC

Paid Search And Email Drive Most Engagement to EOC.com



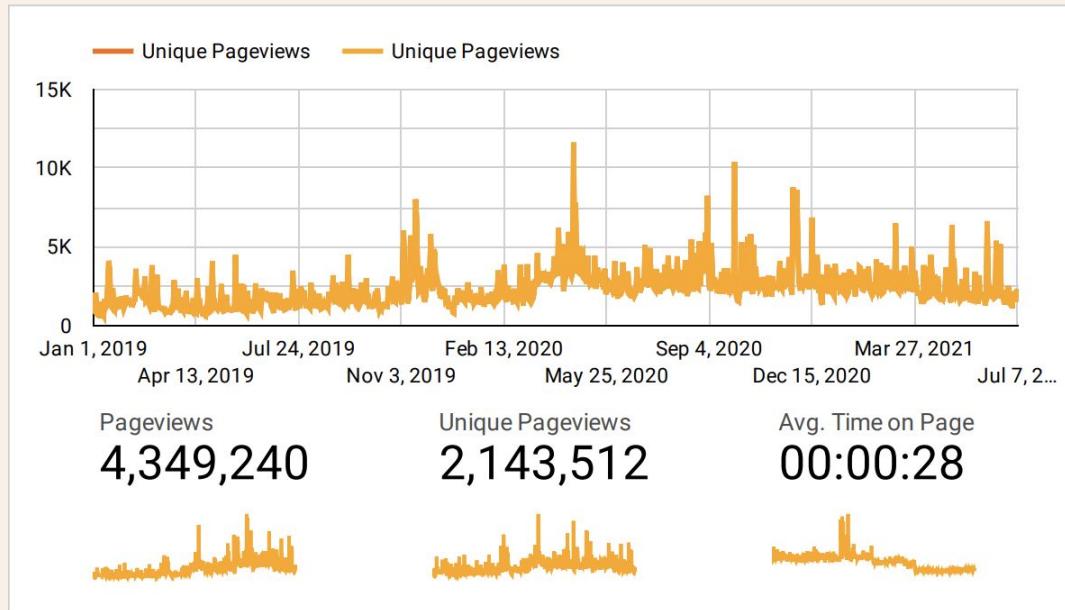
Which Channels are Driving Engagement

Goal: Engaged Users

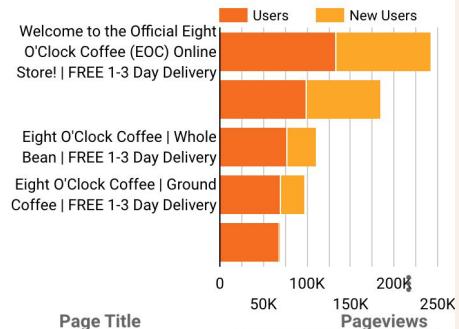


Here Engagement is defined as the number of page views and sessions brought to EOC.com

Page Views In 3 Days

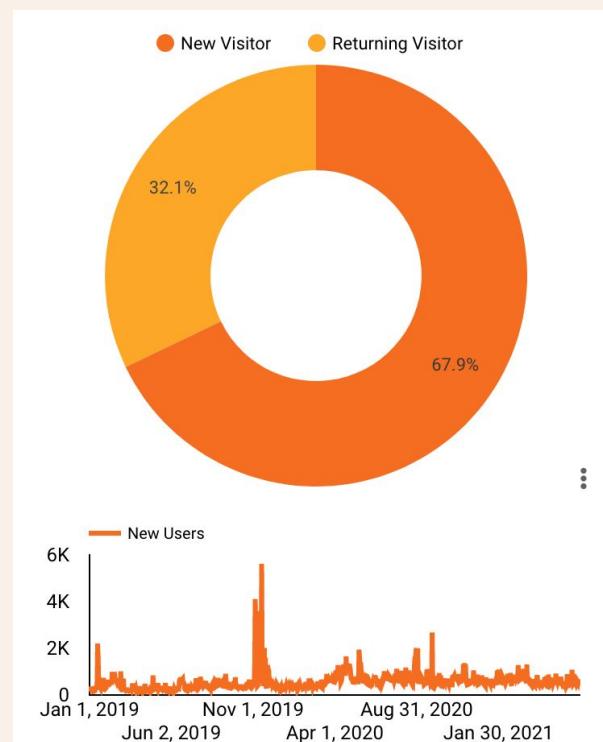
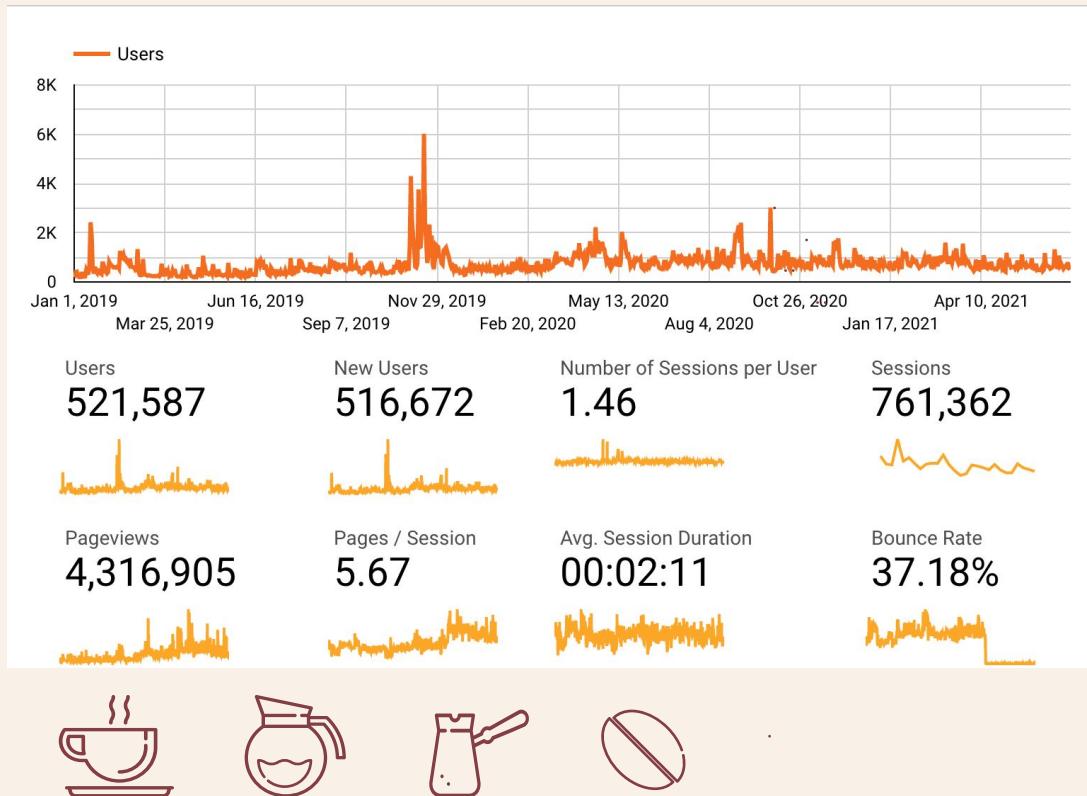


Most popular pages with title breakdown



1.	Welcome to the Official ...	414,253
2.	Eight O'Clock Coffee S...	279,615
3.	Eight O'Clock Coffee S...	249,729
4.	Welcome to the Official ...	203,349
5.	Eight O'Clock Coffee G...	176,451
6.	Eight O'Clock Coffee ...	174,840
7.	Eight O'Clock Coffee Ch...	162,128
8.	Eight O'Clock Coffee T...	140,390
9.	Eight O'Clock Coffee Ch...	136,371
10.	Eight O'Clock Coffee B...	90,894

Users Change in Three years



OUR Top 3 Markets



Americas

Users: 403,923

New Users: 397,187



Asia

Users: 5,922

New Users: 5,893



Europe

Users: 4,299

New Users: 4,249



New Users in Different Age & Gender



18-24

5.8%



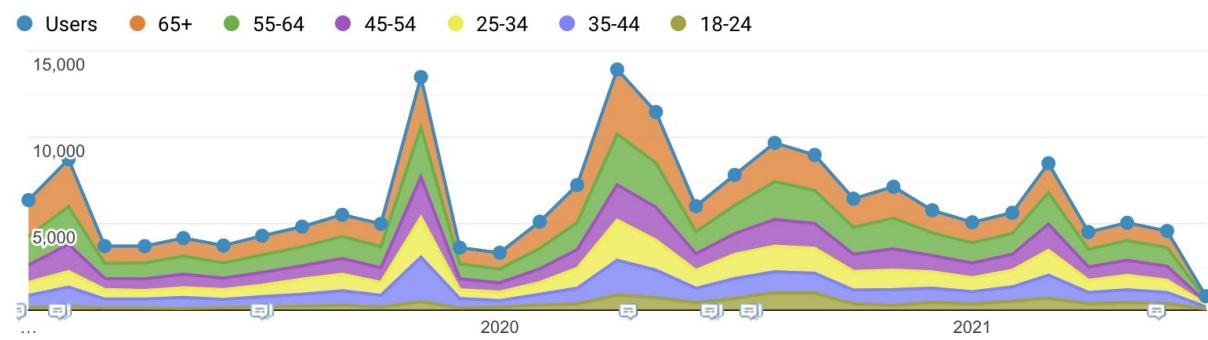
25-34

15.9%



35-44

14.4%



New Users from Google Analytics



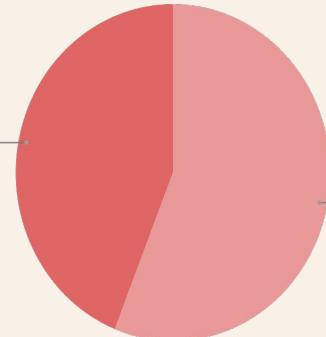
Gender

Male

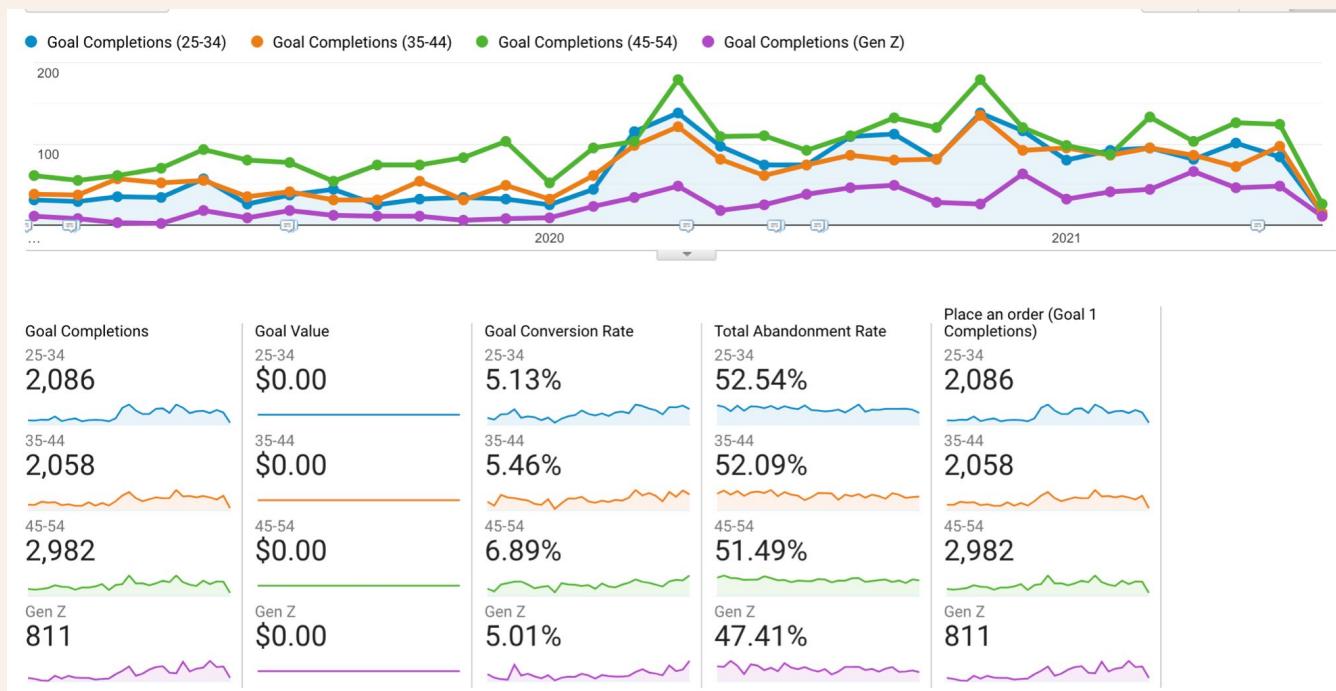
44.0%

Female

56.0%

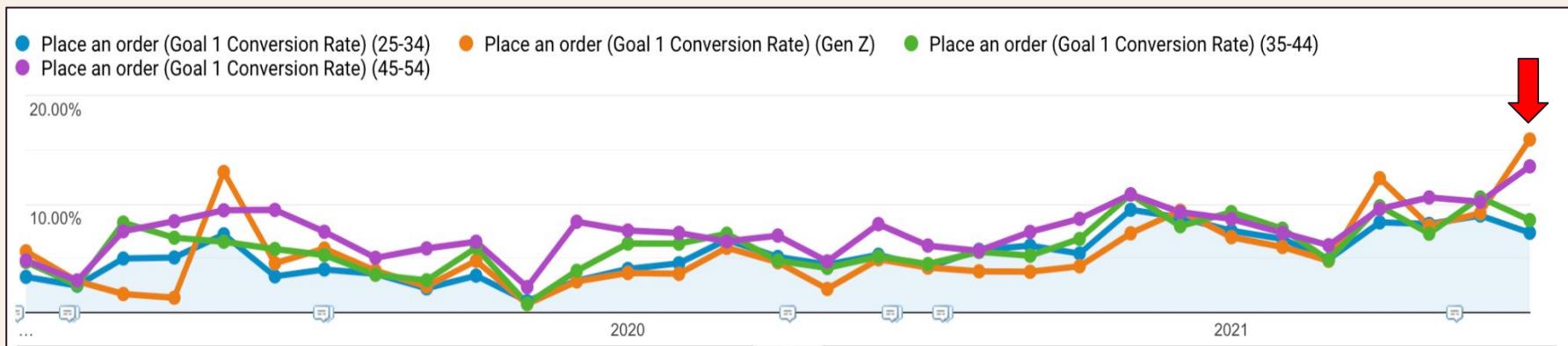


Customer Engagement



FUTURE PREDICTIVE ANALYSIS

Analysis is based of the current conversion rates broken down by age brackets



APPENDIX 2

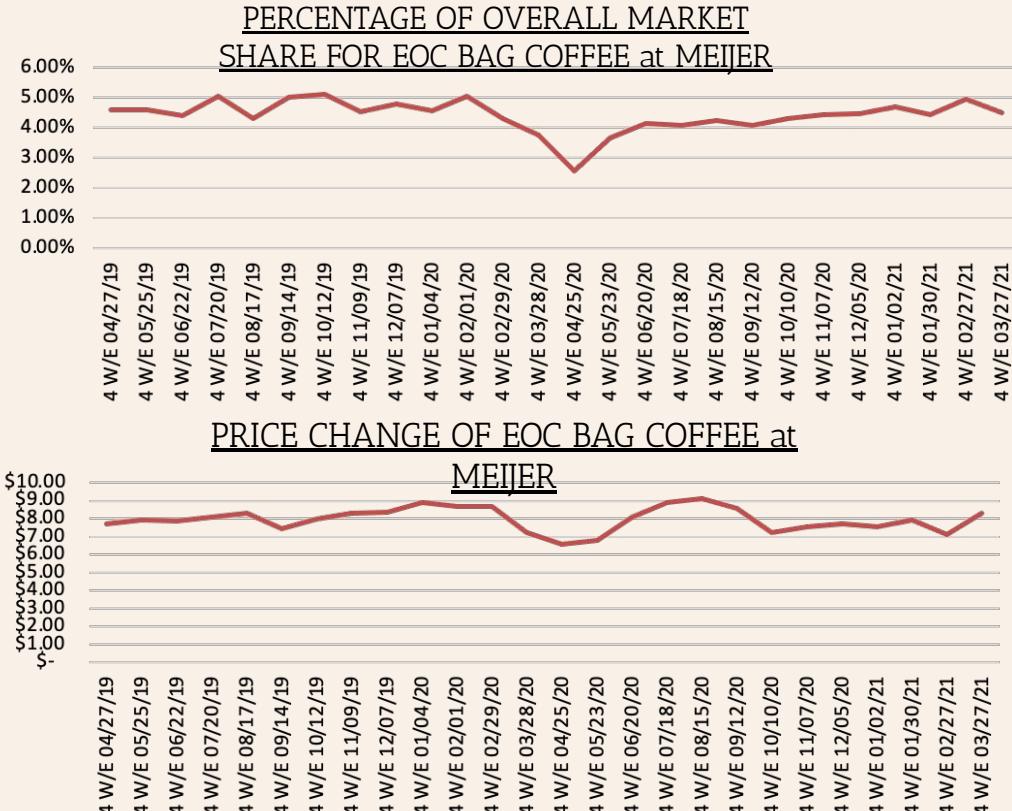
NIELSEN DATA

EOC EOC EOC EOC



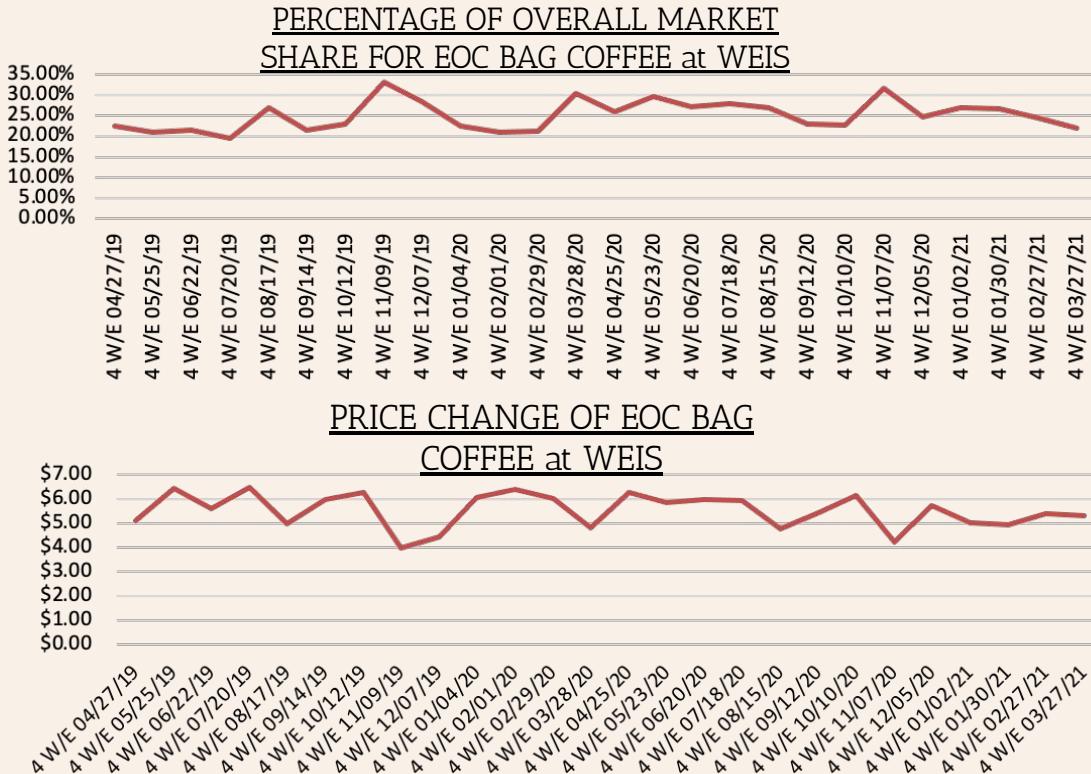
EOC EOC EOC EOC

Prices Increase and Unit Sales Rise



EOC AVG PRICE BAG COFFEE	2020	2021
MEIJER	\$8.03	\$7.69
GIANT EAGLE	\$8.21	\$9.45
WEGMANS	\$6.94	\$7.02

Prices Go Down And Unit Sales Rise



EOC AVG PRICE BAG COFFEE	2020	2021
WEIS	\$5.36	\$5.35
SHOPRITE	\$6.59	\$6.55
TARGET	\$4.19	\$4.58

Appendix 2

Bag of Coffee Price prediction

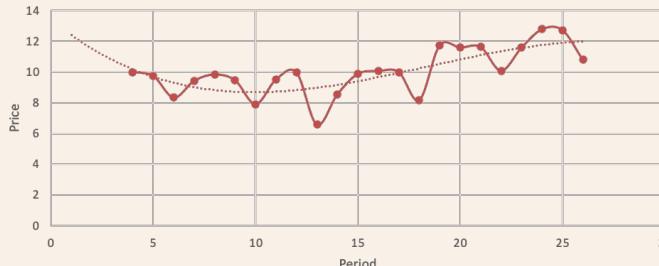
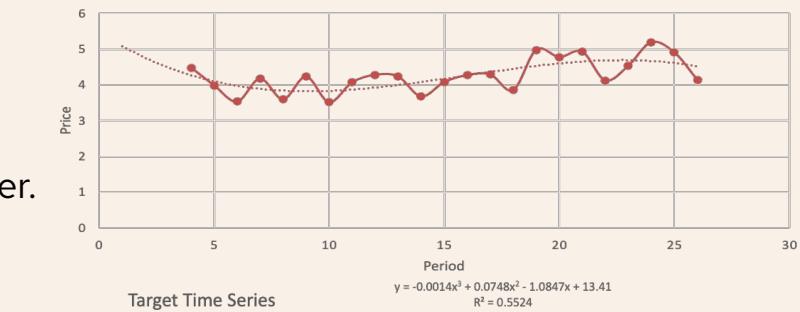
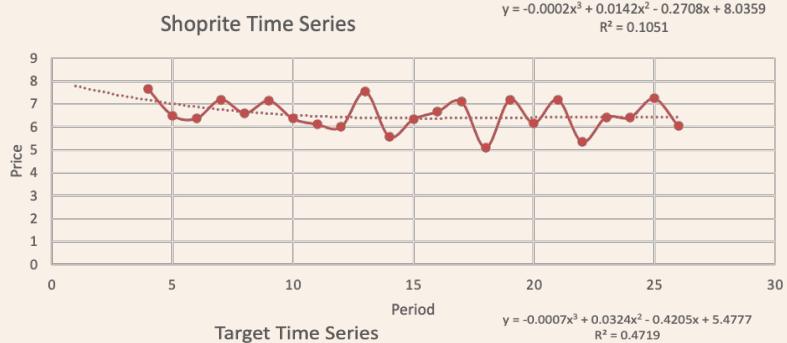
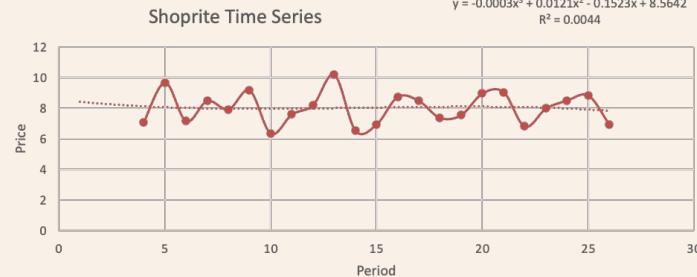
1. Shoprite: R-Square is 0.1051
2. Target: R-Square is 0.4719

Model can explain the Target price trend better.

K-Cup Coffee Price Prediction

1. Shoprite: R-Square is 0.0044
2. Target: R-Square is 0.5524

Model can explain the Target price trend better.



Appendix 2 - Bag Coffee Regression Analysis

Shoprite:

Equation:

$$Sales = -0.3 * Std(EOC\ price) + 35.89 * EOC\ Coffee\ Coffee\ Category\ Ratio - 12.85 * Coffee\ out\ of\ Coffee\ and\ Tea\ Ratio + 8.68 + \varepsilon$$

R-Square: 0.64

Target:

$$Sales = -0.06 * Std(EOC\ price) + 41.3 * EOC\ Coffee\ Coffee\ Category\ Ratio - 15.05 * Coffee\ out\ of\ Coffee\ and\ Tea\ Ratio + 10.2 + \varepsilon$$

R-Square: 0.56

Appendix 2 - K-Cup Coffee Regression Analysis

Shoprite:

Equation:

$Sales = -0.37 * Std(EOC\ price) + 38.09 * EOC\ Coffee\ Coffee\ Category\ Ratio - 7.57 * Coffee\ out\ of\ Coffee\ and\ Tea\ Ratio + 4.28 + \varepsilon$

R-Square: 0.54

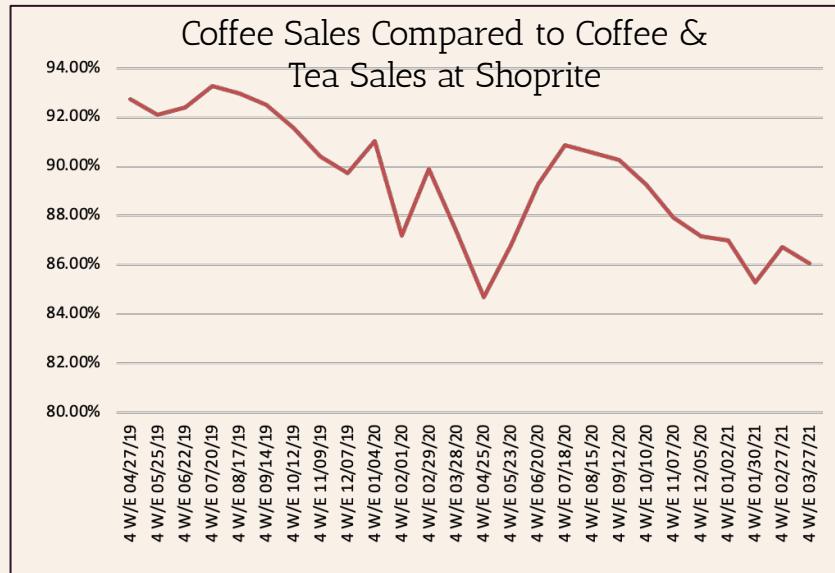
Target:

$Sales = -0.32 * Std(EOC\ price) + 28.05 * EOC\ Coffee\ Coffee\ Category\ Ratio - 16.98 * Coffee\ out\ of\ Coffee\ and\ Tea\ Ratio + 6.49 + \varepsilon$

R-Square: 0.51

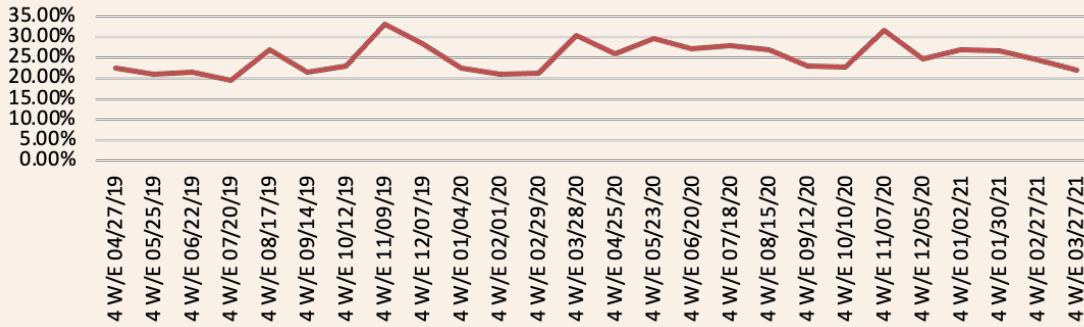
Seasonality Effects Coffee Consumption

Consumers at all seven grocery stores have a preference for coffee in the summer and tea in the winter. Both product categories are growing; however, the tea market is growing at a faster rate.

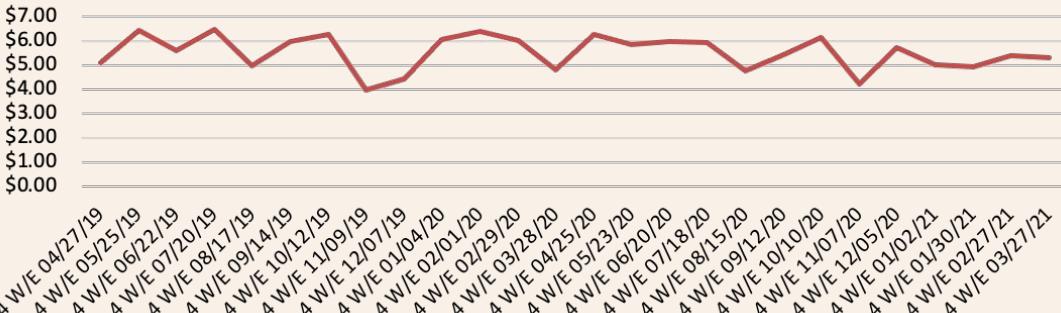


Pricing - Negative Relationship

EOC Bag Coffee Market Share in Weis



EOC Bag Coffee Price in Weis



EOC Bag Coffee Avg Price:

Weis

2021: \$5.35

2020: \$5.36

Shoprite

2021: \$6.55

2020: \$6.59

Target

2021: \$4.58

2020: \$4.19

Pricing - Positive Relationship

EOC Bag Coffe Market Share in Meijer



EOC Bag Coffee Avg Price:

Meijer

2021: \$7.69

2020: \$8.03

Giant Eagle

2021: \$9.45

2020: \$8.21

Wegmans

2021: \$7.02

2020: \$6.94

Conducted Coffee Bag Regression Analysis

PROBLEM

Understand the relationship between EOC Sales and current related factors

DATA

Two Years of Nielsen data from 2019-2021

METHOD

Standardization of data, regression analysis (Polynomial)

FOUR FACTORS EVALUATED

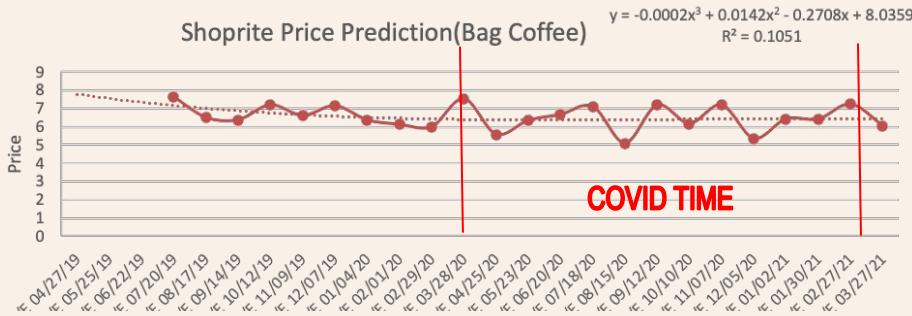
SEASONALITY

EOC COFFEE OUT OF ALL COFFEE PRODUCT RATIO

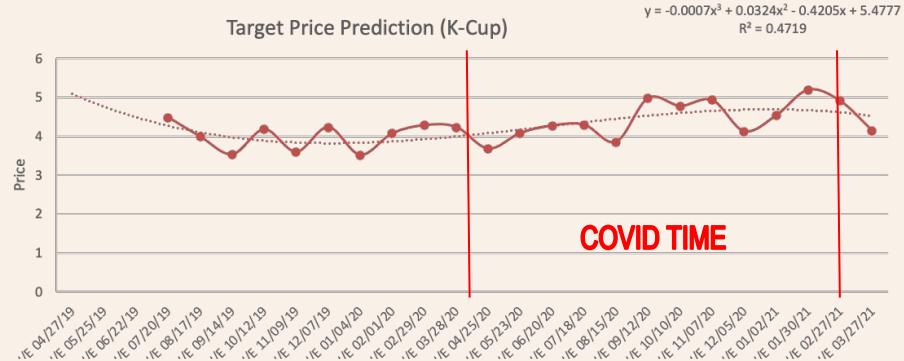
COFFEE PRODUCTS OUT OF ALL COFFEE AND TEA

PRICE

Bag Coffee Pricing Predictions

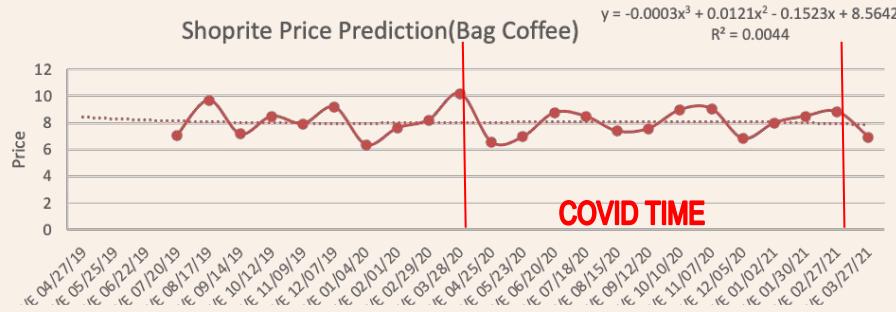


- Bag of coffee future price range is from **\$3.44** and **\$4.08**(Target)
- **COVID** affected the price significantly

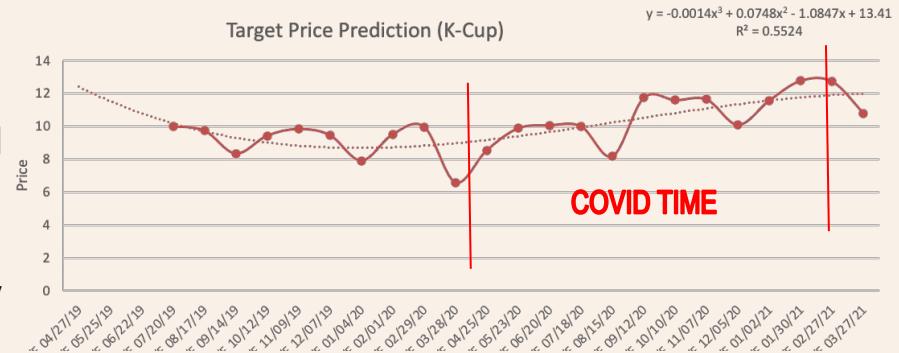


- Problem: Relationship between time and bag of coffee price
- Data: Bag of coffee price data and time period
- Method: Moving Average, Deseasonalize, Regression

K-Cup Pricing Predictions



- K-Cup Price future price range is from **\$9.42** to **\$11.1** over the next few months (Target)



- Problem: Relationship between Time and K-Cup Price
- Data: K-Cup Price data and Period
- Method: Moving Average, Deseasonalize, Regression (Polynomial Order 3)

APPENDIX 3

COFFEE MARKET RESEARCH & SURVEY

EOC EOC EOC EOC



EOC EOC EOC EOC

COVID Coffee Behaviors

Caffeine Consumption unchanged



No affect on overall caffeine consumption because of WFH

Shift from take away coffee to At-Home



6 out 7 Americans that drink coffee daily have had changed their habits

Millennials made coffee at home



40% of millennials experienced more brewing methods and subscription sales increased by 109%

Missing Coffee Shops



1 out of 3 Americans miss visiting coffee shops.



COVID-19: The Boom of Online Packaged coffee

Take away coffee

Restaurants
↓ down 50%
Convenience Stores
↓ down 20%
Gas Stations
↓ down 20%
Coffee Shops
↓ down 13%
Workplace
↓ down 22%

Packaged coffee

Online Coffee service
up 57%
Grocery store
↓ down 15%



COVID-19 Purchasing of Coffee

- Limitations on capacities in stores: Limiting of items allowed to purchase per customer → increase in online grocery shopping
- Ground Coffee Sales on Amazon increased 60% in May 2020 vs. January 2020
- Work From Home culture encouraged drinking more caffeine to stay stimulated
- Buying for grinders, kettles, and other coffee materials were all up around 11%



Coffee purchasing- Post COVID

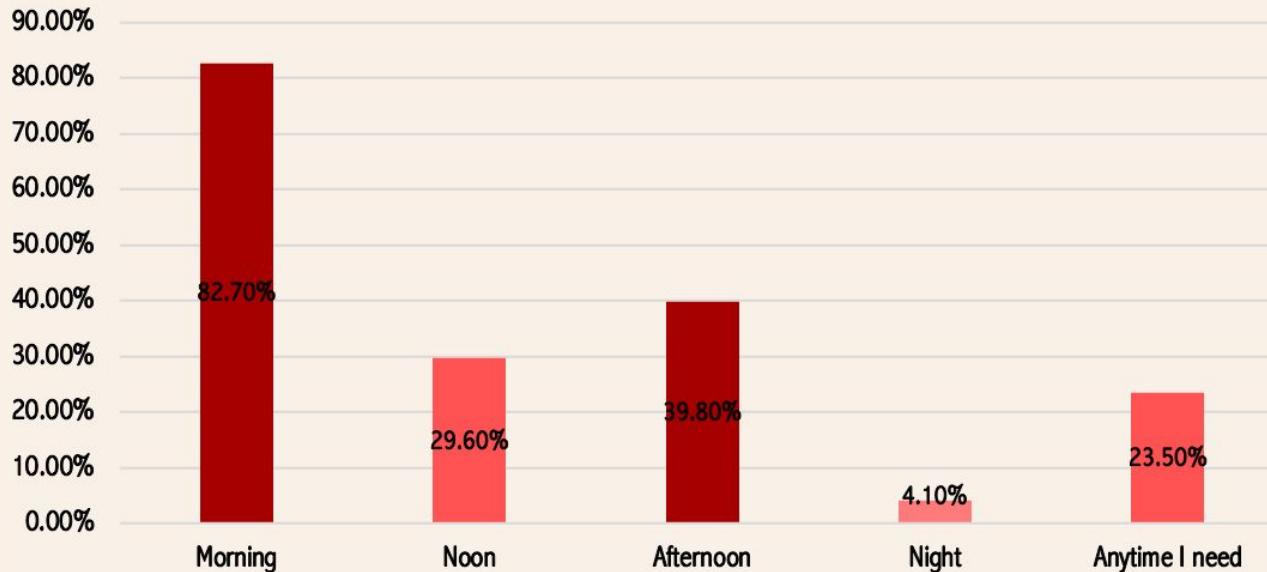
- Increase in consumers purchasing in stores at specialty shops
- General change in consumer knowledge of coffee consumption and creation
- Consumers are excited to leave the house
 - Americans are likely to visit coffee shops again, but will be more cautious about the money they spend on prepared coffee
- E-commerce should still be a focus as consumers have adapted to this lifestyle
- Habit building
- Viral news: Coffee consumption (1 per day) linked to lower risk of COVID-19 infection



When Do Respondents Drink Coffee



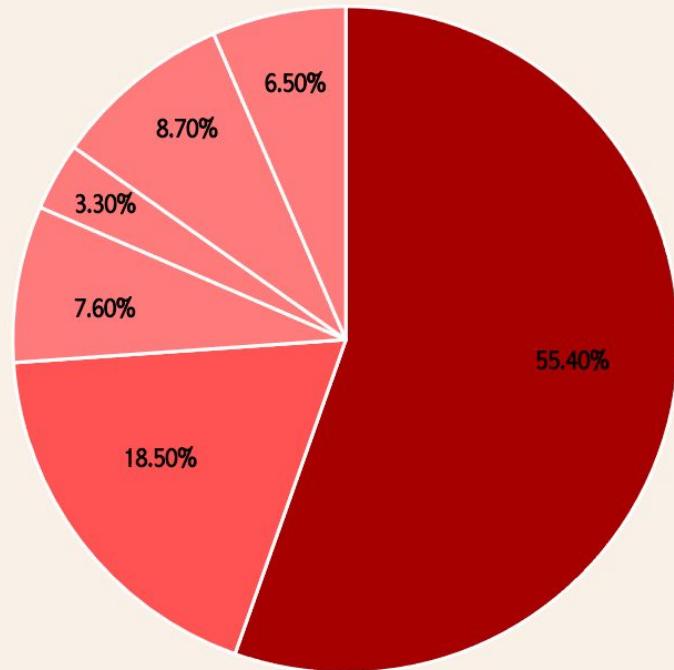
When do you usually drink coffee? Select all that apply.



Survey

Which of the Following statements best describes you?

- I enjoy drinking coffee, but don't depend on it
- My day doesn't start until I have my coffee
- Coffee is my passion, I try to seek out new blends and sometimes even create my own
- I hate drinking coffee and I avoid drinking it at all costs
- Coffee is an unfortunate part of my morning routine
- Other

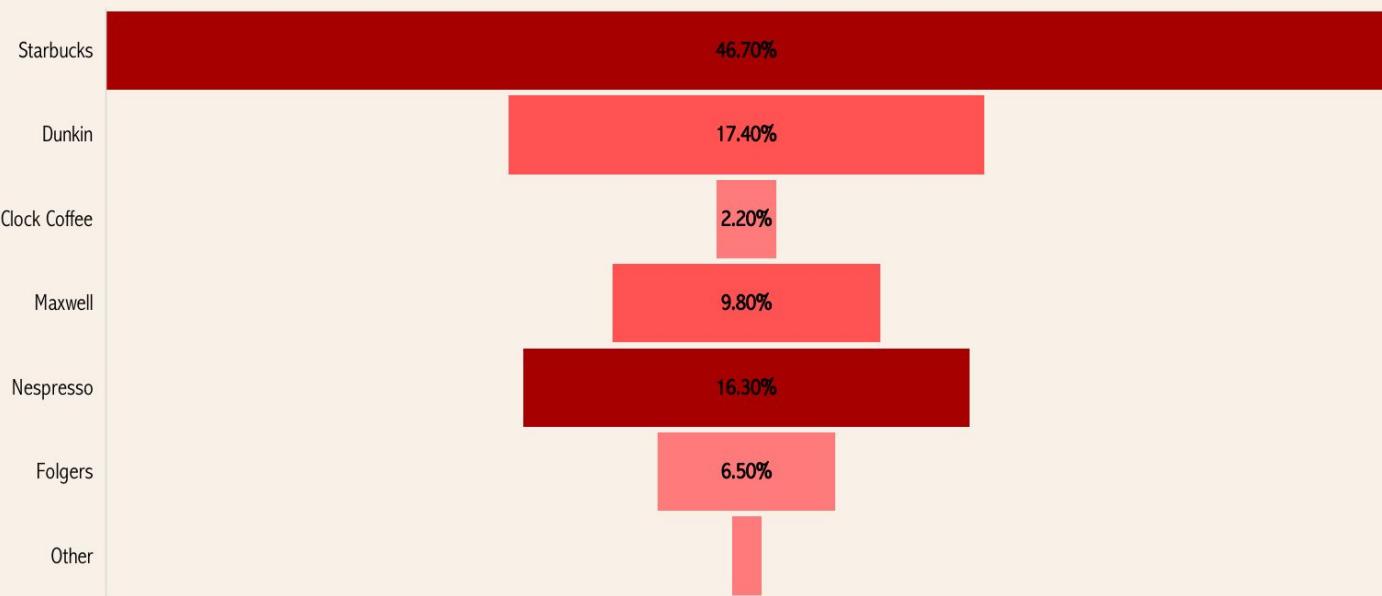


Survey



What coffee brands do you usually buy for at-home coffee making?

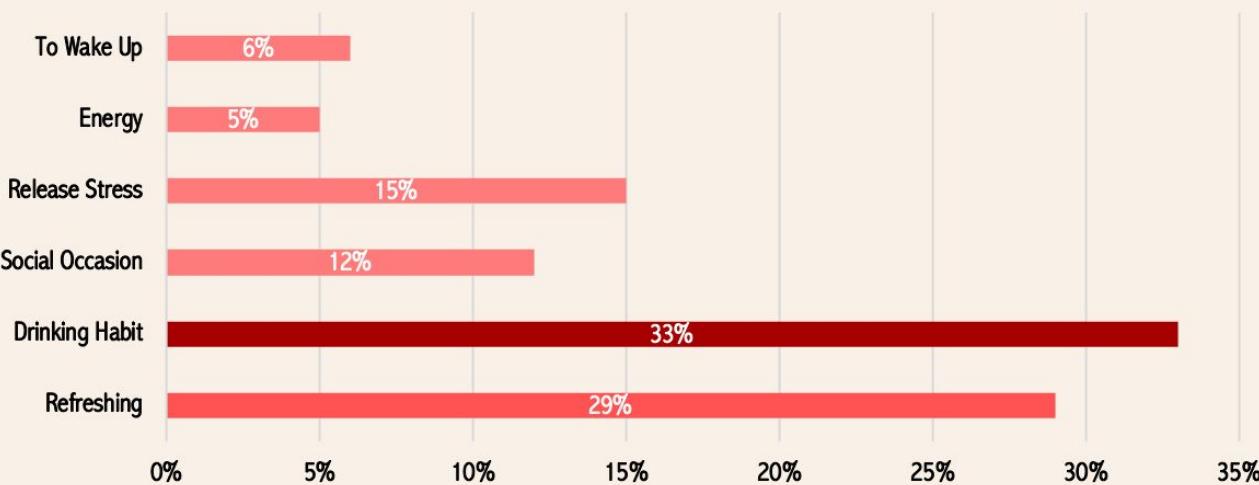
Select all that apply



WHAT MOTIVATES CONSUMERS TO DRINK COFFEE?

For what reason would you drink coffee?

Select all that apply.



I DON'T NEED AN
inspirational quote.

I NEED COFFEE.



@BRITANDCO

Acquire New Customers

In an effort to understand what Gen-Z & Millennials (Allison) want in their coffee, we did some research on the overall coffee market, to understand:

- What is important to Gen-Z & Millennials in their coffee consumption
- Key trends flooding the market
- How EOC can implement these findings

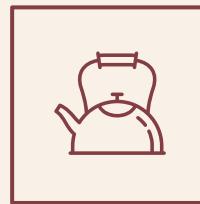


What's Important To Gen Z?



Convenience

RTD Coffee Drinks/Cold Brew Coffee Drinks



Transparency

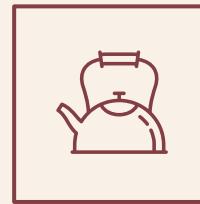
Gen Z value knowing where their coffee is coming from



Instagrammable

Packaging that is worth posting to them - keeps up with trends.

What's Important Millennials/Allison?



Innovation

—
Millennials value staying up to date on current trends – specialty drinks

Sustainability

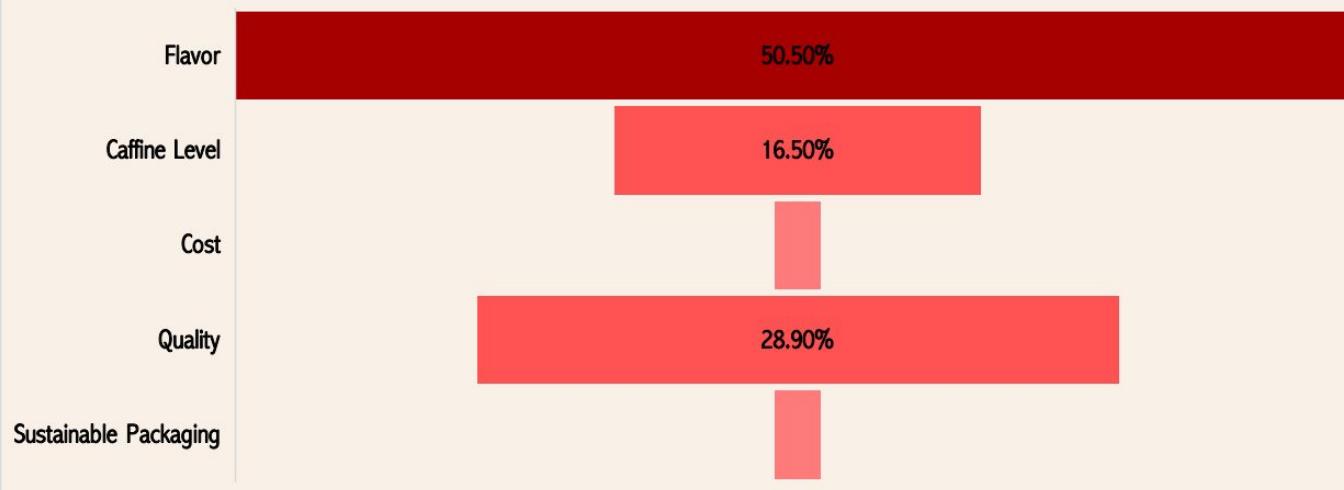
—
Biodegradable packaging/knowing where coffee comes from

Quality

—
Good quality coffee/gourmet coffee

WHAT'S IMPORTANT TO SURVEY RESPONDENTS?

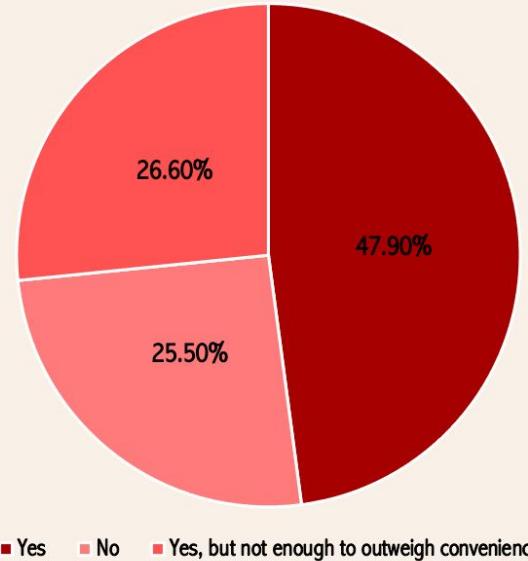
What is the MOST important component of your coffee?



SURVEY RESPONDENTS & ENVIRONMENTAL CONCERNS OF PODS

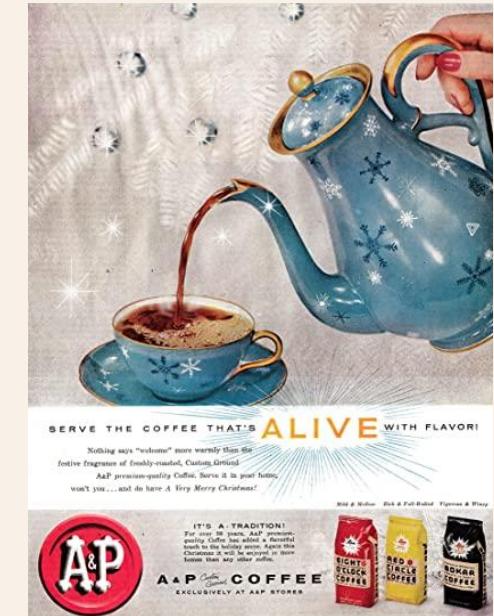


Are you concerned about the environmental impact of using pods?



Key Coffee Market Trends

- The current trend toward **online shopping** for at-home consumption is forcing retailers, roasters, and consumers to adapt to this new reality
- The global **coffee pods market** is expected to grow from \$11.19 billion in 2020 to \$13.22 billion in 2021 at a compound annual growth rate (CAGR) of 18.1%. The market is expected to reach \$19.14 billion in 2025 at a CAGR of 10%.
- Surge in demand for **Certified Coffee Products**: Consumers are getting more aware regarding the manufacturing of the product they are buying and from where their purchases are coming from.
- **Ready-to-drink coffee** is becoming popular among Gen-Z as well the middle-aged working population, as it is a source of energy.



Ready-to-Drink Coffee Market



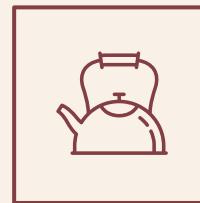
- Growing preferences for RTD beverages driven by variety, convenience, health benefits, sustainability, availability, and continued innovation in flavor and packaging.
- The US Ready-to-drink (RTD) coffee market is projected to register a compound annual growth rate of 4.5% from 2020-2025.
- The survey also noted a growth in caffeinated beverages in the market, with a decline in the sales of carbonated soft drinks.

What Consumers want in RTD Coffee



Low Cal & Natural

Focusing on Natural Ingredients have boosted the sales of RTD Coffee



Packaging

Convenient & attractive packaging



Minimal Processing

Simple list of ingredients

Additional Elements

■ Non Dairy

Increased popularity of non dairy/plant-based products

■ Cost

Gen-Z was found to care more about the cost of their coffee

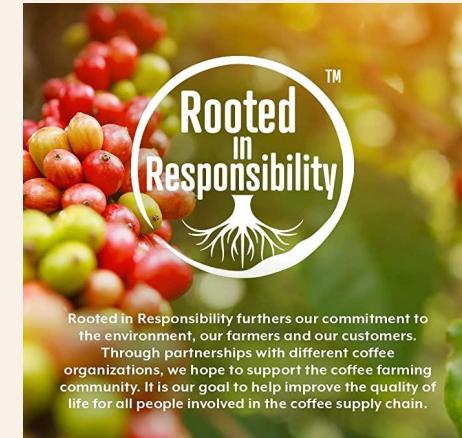
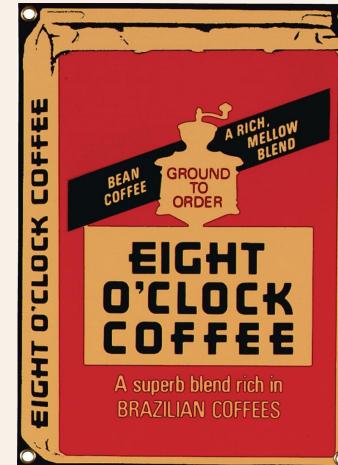
■ Sweetness

Tend to prefer sweeter coffee



How EOC can implement these findings.

1. Introduce a New 'Instagrammable' Packaging
2. Emphasize the Rich History of EOC and the Mission
3. Introduce an RTD Coffee!



APPENDIX 4

SOCIAL MEDIA ANALYSIS

EOC EOC EOC EOC



EOC EOC EOC EOC



Dunkin

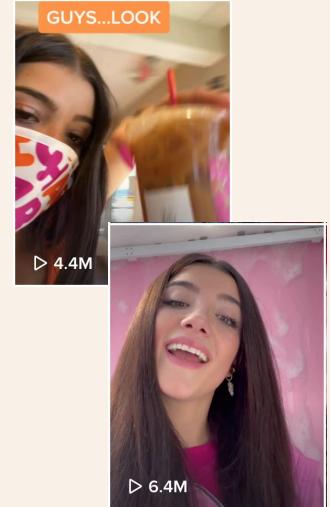
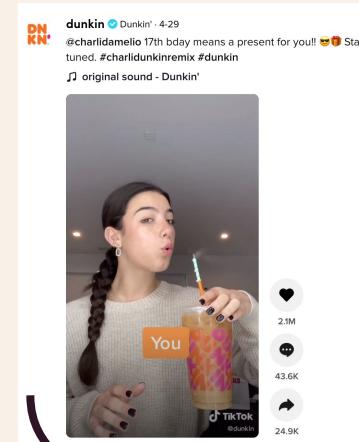
TIKTOK: 2.9 M - 60 videos in the past 6 months

Allison, 30+



dunkin • Two iconic brands. Three new flavors. Look for new Dunkin' bottled iced Coffee in Girl Scout Cookie inspired flavors wherever you buy groceries!

Most liked and played video



Influencers engages more:
Best tiktok engagement features
Charli Damelio's and her official drink "The Charli"

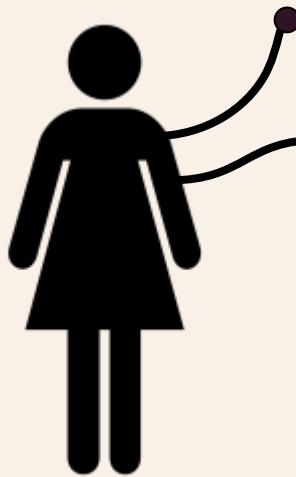
Source: EXOLYT - Social Media Analytics platform



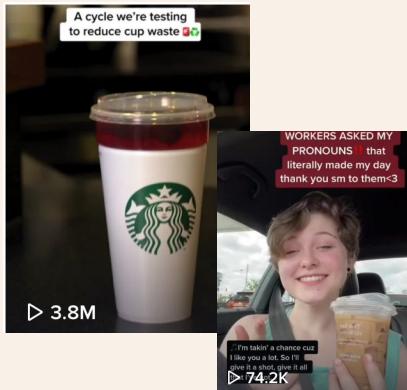
Starbucks

TIKTOK: 1.6 M - 61 videos in the past 6 months

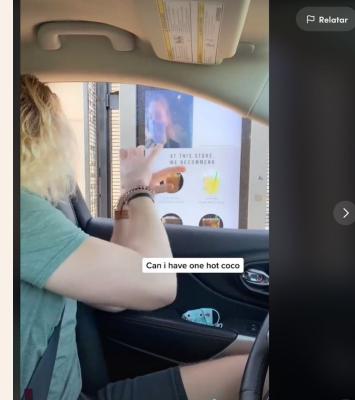
Allison, 30+



Active on Social Media



> 74.2K



starbucks • Starbucks - 2020-11-25
No matter how your order comes in, we've got you. 🌟
@dallinsmuin #Starbucks #ASL #Deaf
Original sound dallinsmuin - Starbucks

2.7M 15.2K Compartilhar Compartilhar com https://www.tiktok.com/@starbucks/video/68991067679... Copiar link

Zee WOAHHH THATS AWESOME! 43 2020-11-26 Responder

TJ She apologized after he said I'm deaf 113 2020-11-25 Responder Visualizar mais respostas (4) corey daniels OMG 21

• **Diversity engages more:**
Best tiktok engagement features a deaf customer ordering hot chocolate in ASL

Source: EXOLYT - Social Media Analytics platform

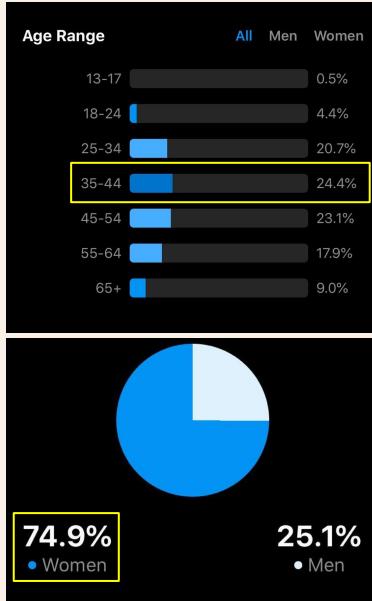


Eight O'clock Coffee

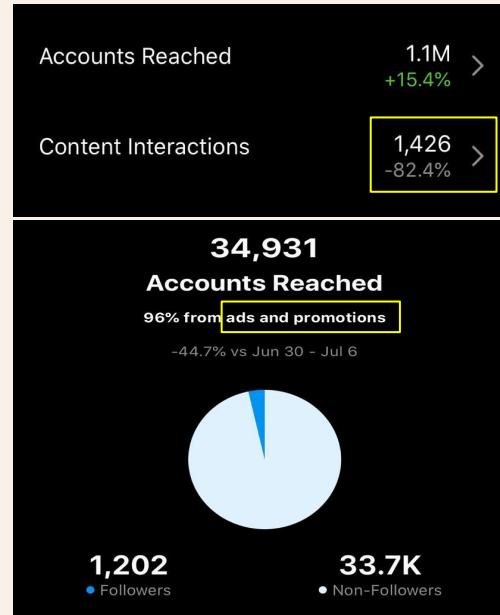
INSTAGRAM: 12,5K followers - 74 posts

TWITTER: 22,6K followers - 64 tweets and retweets
(6 months range)

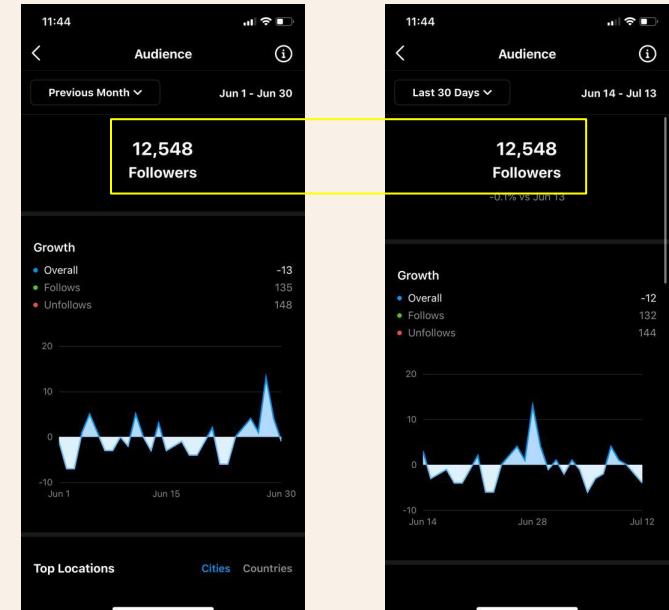
Medium audience are not Millennials



Lack of organic interactions



No followers growth



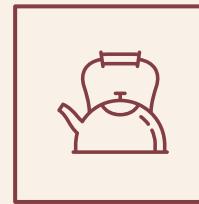


Eight O'clock Coffee



Best Time to Post

6pm on Mondays & Tuesdays



Current Promotions

Are targeting males and Gen-Z, pushing content towards lowest engaged audiences



Top Stories

Are polls or Content that is re-shared by followers



Top Posts from June 14 - July 13



OVERDELIVERY
TIP #98

A TOUCH
OF WHIPPED
CREAM CAN
MAKE YOUR
COFFEE SPECIAL.

**Top Post on Likes: Posted
on June 29, 2021**

Not Promoted



**Top Post Based on Reach:
Posted July 8, 2021**

5 day promotion (spent
\$258.27)

Mobile/Delivery

Starbucks Mobile App



Starbucks 4+

Order, pay, and earn Stars.

Starbucks Coffee Company

#5 in Food & Drink

★★★★★ 4.8 • 3.8M Ratings

Free

Over 30 million users

Mobile Order & Pay

Rewards

Digital Gift Cards

Discover Music

Finding a Location

DD Perks/Loyalty App



Dunkin' 4+

Order ahead and earn rewards

Dunkin' Donuts

#10 in Food & Drink

★★★★★ 4.7 • 401.8K Ratings

Free

Order Ahead

Rewards

Digital Gift Cards

Finding a Location

Free Donut Day

Pay Using App

Nespresso Club



How do I join the Nespresso Club?

Join the Nespresso Club and learn more about the Nespresso product range.

Sign up for the Nespresso Club and learn all about our coffee and espresso ranges.

Should you have any questions, we are for you available 24/7. Call us at our toll free number:

If you have any questions about Nespresso or your Club membership, please click here to contact us.

First Order Gives Membership

24/7 Customer Service Online & Phone

Easy Ordering

Machine Care

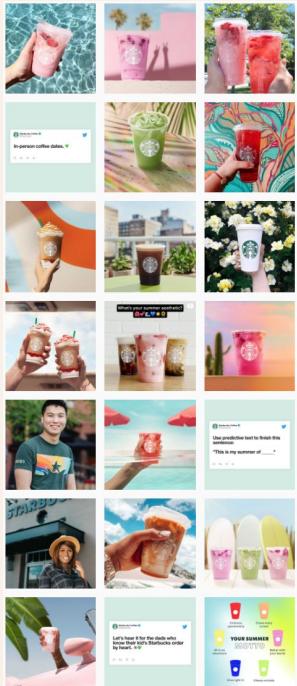
News

Source: Iconosquare



Appendix - INSTAGRAM OVERVIEW: match visuals and values (past 30 days)

Starbucks



17.8M followers

1.32M likes

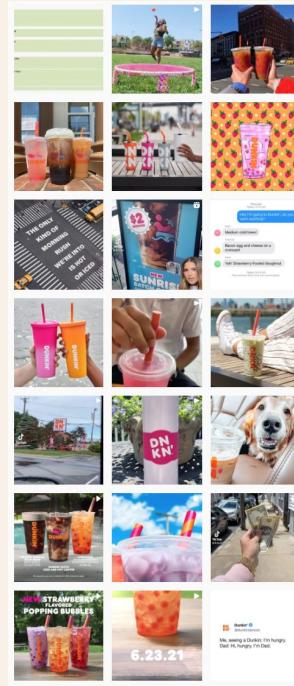
19K comments

17 posts

Lost 40K followers

Main #:
PrideMonth

Dunkin



2.3M followers

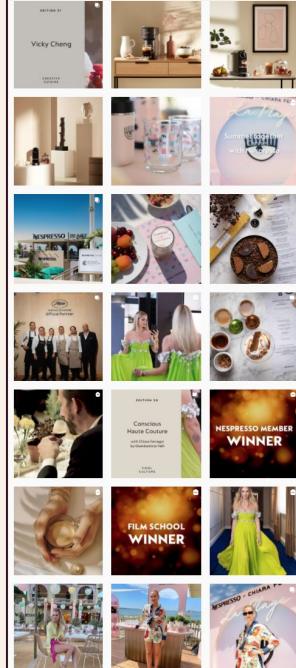
500K likes

8K comments

17 posts

Lost 4K followers

Nespresso



705K followers

108K likes

2K comments

34 posts

Gained 5K followers

Main #:
NespressoX
ChiaraFerragni

All three brands have various accounts to ensure **proper messaging** across the globe

Source: Iconosquare



Appendix - TWITTER OVERVIEW: match humour and timing (Past 60 days)

Starbucks

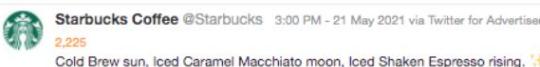
10.8M followers (best engagement: Wed 3pm)

45 tweets a day **3K** mentions **7K** retweets

Most retweeted tweets:



Most liked tweets:



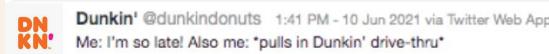
Most used #s: #coldbrew #fathersday
#haikuday #pinkdrink

Dunkin

1.2M followers (best engagement: Mon 1pm)

17.4 tweets a day **1.2K** mentions **6K** retweets

Most retweeted tweets:



Most liked tweets:



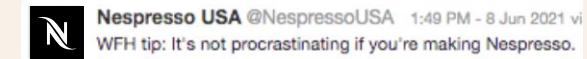
Most used #s: #stanleycup #dunkin
#nationaldonutday

Nespresso

48K followers (best engagement: Wed 2pm)

6 tweets a day **383** mentions **23** retweets

Most retweeted tweets:



Most liked tweets:



Most used #s: #nationaldonutday
#dunkin #stanleycup

Used: Twitonomy 85



Folgers

INSTAGRAM: 12,5K followers - 38 posts

TWITTER: 22,2 followers - 36 tweets and retweets
(6 months range)

Allison, 30+



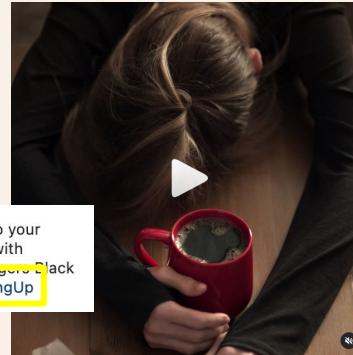
Drinks Coffee from Home

folgers A Nothing like a creamy sweet coffee to start the week. Craft your own. Full recipe in #linkinbio. #TheBestPartOfWakingUp



Drink Gourmet Coffee Beverages

#TheBestPartOfWakingUp



Coffee Lifts Her Up

folgers A bumpy start to your Monday is best balanced with something smooth like Folgers Black Silk. #TheBestPartOfWakingUp



folgers Be your own barista! Brew yourself a refreshing iced cafe latte with #Folgers Black Silk K-Cup pods. Full recipe in our #linkinbio. #TheBestPartOfWakingUp



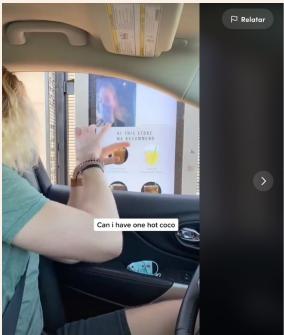


TIKTOK OVERVIEW: match creativity and invite to join the movement (past 6 months)

Starbucks

1.6M followers

61 videos



Diversity engages more:

Best tiktok engagement features a deaf customer ordering hot chocolate in ASL

Dunkin

2.9M followers

66 videos



Influencers engages more:

Best tiktok engagement features **Charli Damelio's** and her official drink "The Charli"

Nespresso

12,9K followers

10 videos
(and whole profile)



Challenges engages more:

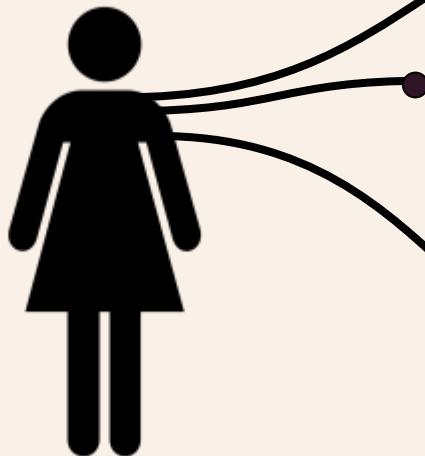
Although the brand has less content, Nespresso **combines sustainability and sophistication** in their videos



Nespresso

TIKTOK: 12,9K - 10 videos in the past 6 months (and whole profile)

Allison, 30+



Active on Social Media

Willing to spend more to afford luxury

Worship a better tomorrow
Drinks Gourmet Coffee Beverages

#ChiaraFerragni



Big Takeaways



- According to the survey, Instagram is the best social media platform to interact with consumers
- EOC should post at 6pm, include fun colors, & post memes and post that are relevant to the time (aka timely memes and Pride/Black History Month)
- EOC should continually emphasize their commitment to sustainable coffee and sustainable coffee pods
- EOC should begin thinking about introducing an RTD coffee into the market



SWOT ANALYSIS



Strengths	Weaknesses
<ul style="list-style-type: none">• Variety - Flavors/type of coffee• Price• History - 160 years old• Availability in online environment (Amazon)	<ul style="list-style-type: none">• Lack of brand awareness• No ice/RTD coffee• Won't talk about target's interests
Opportunities	Threats
<ul style="list-style-type: none">• RTD / cold brew coffee• Social media to increase exposure• Subjects to be talked about that matters to Allison	<ul style="list-style-type: none">• Competition having more awareness and presence online (Dunkin, Starbucks, Folgers)• Lack of popular coffee options such as cold brew / RTD coffee