Caribou Coffee Group One Campaign Proposal Book

Patrick Unterberger
Katie Casey
Katie Andrews
Cassie Roman
Cat Sprague
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Executive Summary about our Campaign

Caribou Coffee is one of the nation’s leaders in gourmet coffee production and sales. In Minnesota, the company did over $22.4 million in sales in 2007 alone, and has much potential for growth. This is where this advertising campaign proposal comes in. We believe that we can provide the company with great insight on how to reach their target market and bring more consumers into Caribou Coffee shops.

Because Caribou Coffee is the leading gourmet coffee provider in terms of locations in the state of Minnesota, we feel that there is much untapped potential for accessing this market. According to www.uscollegesearch.com, there are currently 158 colleges in the state, which means a lot of young, new consumers of which to target; and that is exactly what we aim to do. By getting to people in this age demographic early, we have a great chance to turn them into loyal Caribou Coffee consumers.

Throughout our proposal we will outline key ways that we feel this target market can be reached, be it through billboards, viral marketing, or print ads in campus newspapers. We have also supplied some examples of advertisements that correlate with our objectives and campaign message strategies.

Thank you for your time.

Company History, Identity, and Values

Caribou Coffee was founded in 1992. The idea came to the two founders when they hiked to the top of Sable Mountain in Alaska. After they got to the top they saw a beautiful view of the blue sky and saw a herd of caribou running through the valley below. “The breathtaking panoramic view became the entrepreneurial vision for Caribou Coffee - a company that believes excellence is a product of hard work, and that life is too short for anything else. This vision
serves as a guide as we strive to create a special experience for you here at Caribou Coffee” (cariboucoffee.com).

Their mission is “to provide a total experience that makes the day better”.

Caribou Coffee’s Core Values include:

- Blaze new trails
- Be excellent, not average
- Enjoy what you do
- Respect diversity
- Teamwork builds diversity
- Success and profit create opportunities
- Make a difference in our community

Caribou Coffee’s headquarters is in Minneapolis, Minnesota. With over 6,000 employees in more than 500 company owned locations and a revenue of $236 million in 2006 Caribou Coffee prides itself in serving the highest quality coffee along with unparalleled customer service.

Caribou Coffee also gives back to the communities where their coffee comes from and communities around their locations. The company does this by collecting funds from every pound of coffee sold to support coffee-producing communities. With the money they collect they work to better the lives of people in the communities. Some ways that they do this are through the following:

- Build clinics
• Finance schools
• Invest in reforestation efforts
• Support water-cleaning programs

“Caribou Coffee has helped sponsor the construction of a medical clinic in the Huehuetenango region of Guatemala. We chose this project as part of our commitment to the farmers in this region and the excellent coffees they produce.”(cariboucoffee.com)

In communities around their locations in the U.S. and British Columbia Caribou also supports:
We choose to focus our charitable efforts on the following causes:

• Breast cancer
• Children’s literacy
• The environment

**Product and Service Key Features**

Caribou Coffee can be found in several states throughout the mid-west. Caribou Coffee was founded in December 1992 and due to its great atmosphere and quality of products, it has become very popular and has exceeded to several locations. Caribou Coffee’s store atmosphere is very inviting. It gives people the impression that they are in a cabin in the woods. It’s a place where people can come and relax and be able to escape from all the chaos in their lives. Caribou Coffee supplies free wireless internet service to those who want to work or study while they drink their coffee. It’s also an environment where a lot of people come to socialize.

Some of Caribou Coffee’s key features is that it offers gourmet coffee and it supplies a large variety of it. People may be able to find a large variety of coffee at other coffee shops but,
the taste may not be as good. Not only does Caribou offer a large variety of coffee, but it also always brings in new promotional drinks. Some drinks are seasonal. For example around December Caribou has Fa La Lattes and in the summer they offer more chilled, fruiter drinks. Caribou Coffee not only makes coffee for their costumers, they also allow them to have the choice of buying their own coffee grounds to make Caribou’s coffee at home.

Caribou coffee also offers items from their bakery which entails:

- Doughnuts
- Muffins
- Fruit parfaits
- Sandwiches
- Cookies

Lastly Caribou also sells small gifts and household items such as:

- Gift cards
- Candy
- Promotional CDs
- Coffee makers,
- Coffee mugs
- Cards

**Key Features in terms of Value Propositions**

Some of Caribou’s Functional benefits include:

- Coffee is gourmet
- Localized
- There is a large variety of drink choices
  - Coffee coolers
  - Northern lite coolers
  - Mocha
  - Tea
  - Cappuccino
  - Smoothies
- Drinks are served fast
- Good customer service
- Great atmosphere
- Wireless internet
- Bakery

Some of Caribou’s emotional benefits include:

- It’s a great place to sit down and do school work
- It’s a good place to socialize with friends
• Caribou donates to breast cancer
• People who work there are friendly
• Caribou coffees environment is very welcoming

Some of Caribous Self-expressive benefits:
• When you drink Caribou’s coffee it shows that you are a serious coffee drinker
• Drinks can correlate to you mood
• You can get the same thing everyday
• Some people are into helping the environment and Caribou supports the environment

**Competition and Market Data**

In order to give a general overview as to where Caribou Coffee stands on a national level in comparison to other coffee chains, the following is market data taken 2006, 2007, and 2008 reports. Currently, as of a 2008 report (“The 10 largest coffee chains in the US?”. 2006), Caribou Coffee is the third leading coffee chain in the United States with 414 company owned coffeehouses and 97 franchised locations in 16 states and the District of Columbia. Caribou Coffee is beat only by Starbucks (ringing in 10,295 coffeehouses as of a 2007 report), which has “87 percent of the U.S. specialty coffee-shop market” (Burritt. 2007), and Dunkin nuts (ringing in 5,800 coffeehouses as of a 2007 report). In general, Starbucks and Dunkin nuts are currently reigning supreme by a tremendous amount of coffeehouses. After Caribou Coffee, the 4th to 11th nationally leading coffee chains are (in this order) (“The 10 largest coffee chains in the US?”. 2006): Tim Horton’s (292 coffeehouses), Coffee Bean & Tea Leaf (213), Coffee Beanery (200), Seattle’s Best (160), Peet’s Coffee (112), Tully’s (100), Dunn Bros. Coffee (85), and Port City Java (55). McCafe is also a competitor on both a national and state level.

For our campaign, however, we are looking at competition within Minnesota specifically, as that is where we will be advertising. In Minnesota, Caribou Coffee is the minant coffee chain; this is most likely due to the fact that Caribou Coffee’s headquarters resides in Minnesota. Nevertheless, the three leading coffee chains in Minnesota as of a 2007 report (“Minnesota
Coffee Shops.” (2007) (Appendix 1-A) are Caribou Coffee with 132 coffeehouses (23.7% percent of the total Minnesota coffee market), Starbucks with 54 coffeehouses (9.48% of the total Minnesota coffee market), and Dunn Bros. Coffee with 36 coffeehouses (6.32% of the total Minnesota coffee market). These three coffee chains together comprise of 39.5% of the Minnesota coffee market (Appendix 1-B). The remaining 60.5% is made up of local and independent coffee shops or chains. In the University of Minnesota-Twin Cities other competing coffee stores are Starbucks, Dunn Bros. Coffee, Espresso Expose, Espresso Royale, Bordertown, McCafe, Mapps, Hard Café, and other local cafes.

**SWOT Analysis**

Caribou Coffee has many strengths. They sell free-trade coffee, have free wi-fi and a calm and unique environment/atmosphere, are fast, have friendly employees, are localized, sell a variety of drinks as well as food and novelty gifts, are number one in Minnesota, and have a positive brand image.

Some of Caribou Coffee weaknesses are that they have very strong competition, expensive drinks, and long lines at times.

Fortunately, Caribou Coffee has many opportunities to expand, enhance brand image, and expand customer base.

Unfortunately, Caribou Coffee also has threats as any company does. Currently, the economy is very poor and in a terrible recession; people are spending less and watching their money more. They spend less money on luxuries such as store coffee. They also have extremely strong competition in the form of Starbucks, Dunn Bros. Coffee, Dunkin Donuts (on a national level), and McCafe.
Competitor’s Ads

An integral part of our advertising research involved analyzing existing coffee ads, both from ourselves as well as from our competitors. For this exercise we focused on what market data indicated as the three major competitor’s of Caribou Coffee in Minnesota: McDonalds, Starbucks, and DunnBros.

Note: Advertisements in this section can be seen in appendix 3.

McDonalds (Appendix 3-A)

McDonalds has been able to market itself not only as the most well-known fast food chains in the country, but also as a major threat to coffee shops due to their new McCafe drinks. This is a direct result of their extensive advertising campaign, which primarily uses television and billboards on a nationwide scale in order to effectively reach their clients. These ads emphasize the fact that McDonald’s drinks are cheap, taste good, and are not pretentious. As a result, their advertisements tend to use both competitive and benefit positioning strategies in order to directly compare themselves to the competition, while also taking jabs as them, as well as to discuss the positives that McDonalds Coffee has to offer. As a result, McDonalds uses three main message strategies.

The first, and perhaps most important is their attempt to situate the brand socially. In order to do so they tend to use slice of life ads with a bit of humor thrown in. Take for example their newest ad campaign on television, the ‘intellectual’ women. In this ad two women as sitting at a coffee shop having a conversation until it is mentioned that McDonalds is now serving coffee. As a result the woman begin to make confessions about themselves, revealing that they are not actually intellectuals, but rather a ‘common man’ or woman in this case.
Another message strategy employed by McDonalds is brand recall. They use their slogan, “I’m Lovin’ it,” as a way to ensure that people remember them. Finally, McDonalds also uses affective association through their humor ads. They attempt to make themselves be the ‘fun’ and normal coffee chain.

**Starbucks (Appendix 3-B)**

Another main competitor of Caribou Coffee is Starbucks. They traditionally have not employed big budget or national advertising campaigns in the past, but the present marks a huge difference. However, instead of generating advertisements for the store itself they instead tend to advertise their products, which can be purchased at any local grocery store. For example, it was recently announced that they would be launching an extensive campaign in support of their new instant coffee line that would include youtube videos, commercials, and several promotions. For now however, their main advertisements are for their frappachino drinks. In these ads their target market are business people who need a break from their stressful day. These ads are benefit positioning as they attempt to demonstrate the benefits of drinking Starbucks. They are also attempts to both situate the brand socially as well as to use affective association. This is accomplished through slice-of-life ads (Hank and Stacy’s time both show their ‘hero’ going about their day facing ordinary challenges) as well as affective association since these ads are also feel good ads. They make people feel good since drinking Starbucks coffee allows them to take a break from the stressful work environment, as well a from everyday challenges. It is also important to note that Starbucks also occasionally airs a ‘public service’ advertisement trying to make themselves seem like the good guys as they help the community. They also have a few ‘feel good’ ads such as the ‘Heaven Sent’ ad in the appendix.
**Dunn Bros (Appendix 3-C)**

Dunn Bros coffee has yet to launch a large-scale national campaign. Instead their advertisements are localized and as a result tend to appear in localized forms of media. This is especially true because their main goal is to expand into more markets, particularly in Minnesota. In 2003 they hired the small Dalton Ad Agency to aid them in this expenditure. So far the advertisements generated by this agency have used competitive positioning as their main positioning strategy. As a result, the advertisements, especially the one from Rochester Magazine, use key attribute advertisements in order to get their message across. In this case the main focus of the ad is that Dunn Bros coffee was voted the best coffee of 2009.

**Caribou’s Advertisements**

At the moment the results of Caribou Coffee’s switch to the Colle + McVoy ad agency in 2009 has yielded no new advertisements or even a campaign direction. However, by looking at old Caribou ads, one can understand possible directions their new campaign may take. In the past Caribou has used benefit and competitive positioning strategies. They did so by using key attribute ads to say that their coffee is fresh while simultaneously taking a jab at Starbucks who is notorious for their burnt and bitter tasting coffee. Caribou has also attempted to situate the Brand socially by partnering with other companies. In the case of the Wake up and Smell the Music Campaign, that company was itunes. As a result, Caribou was able to make itself seem young and hip by taping into a youthful music phenomenon.

It is important to note that while researching these advertisements, our group noticed a significant gap in the image of the major companies. They promoted their products in stores, they also promoted the quality and price of their coffee, however, none of them promoted the actual store itself.
Target Market for our Campaign

For the purposes of our campaign we have decided to narrow down the target audience we wish to reach from that of Caribou Coffee’s current target. The main target audience that we are looking to market towards for the duration of our campaign will be traditional college students, ages 18-25, that go to college on one of Minnesota’s many college campuses.

The reasoning behind this is quite simple. First off, we are looking at a huge amount of potential consumers in this target audience. Looking at some simple facts from even just Minneapolis colleges such as The University of Minnesota, Twin Cities, The University of St. Thomas, and Augsburg College, we can see that we have about 65,000 undergraduate and graduate students to aim our campaign towards (50,883 at the U of M, 10,963 at St. Thomas, and 3,785 at Augsburg).

Even more than just numbers this group is marked by another important quality - they are new coffee drinkers who are more likely to be variety seekers without a brand they are loyal to. We are basing this off the results of our survey which asked respondents to identify at which age they began consuming coffee on a regular basis. In the survey 65% of respondents listed when they were in the 18-25 age, which means that we have a great opportunity ahead of us by targeting this segment. If we can transform these variety coffee drinkers into Caribou Coffee brand loyal consumers, we have great potential for growth within this market.

Another great thing about this target audience is that especially being on college campuses we have a great opportunity for viral and buzz marketing through different events. With many college students now on different social networking sites such as Facebook and
Myspace, we have an opportunity to reach a mass audience through things such as events and fan pages for a relatively cheap, and possibly free, price.

**Research Methods**

*Note: Survey results will be analyzed more closely in those sections which they apply. Survey can be found in Appendix 2.*

The primary research that we conducted for our survey was a survey on www.Surveymonkey.com which was administered through e-mail and through Facebook. The design of the survey was a disguised one with a structured format to it. There are a few reasons why we chose to do a survey versus other such types of research, the first being the convenience of doing a survey. Having the format being one of a disguised survey also lent to us what we felt was a great advantage – people tend to be more candid and have less of a bias when doing a disguised survey. The data collection for a structured survey is also much easier than it is for an unstructured type, which is also another reason why we decided on this type of a questionnaire.

We had considered doing focus groups as another instrument for primary research, but had decided against it. We felt that even though we can get a lot of good qualitative data from focus groups, the resources required (cost, time) were a little too high for us to consider employing them, especially when looking at the scope of our campaign.

The secondary research which we did for our campaign focused mainly on doing a lot of database searches using things such as DataMonitor, company Websites, and the Lifestyle Analyst, which gave us a lot of good insight into customer profiles in the different Minnesota DMA’s. We preferred database searching for our primary way of collecting secondary data because the data that we needed was mainly just market data with sales numbers and figures and also we needed to do research on Caribou Coffee’s core values and services. These are all types of information that were readily available to us through the use of databases.
Positioning Strategy for our Campaign

The positioning strategy is one of the most important aspects of any type of advertising campaign, and thus should be considered with much time and thought. This was an area where we worked extremely hard to make sure that our positioning would fit in best with not only Caribou Coffee’s traditions and values, but also with the information gained from our primary research.

Going back to our target market for the campaign, we had noted that people in this population tend to be more variety consumers without any established brand loyalty. This is very important to the positioning of our campaign. We can relate this idea to another question on the survey which asked respondents where they were most likely to drink gourmet coffee. It was a ‘check all that apply’ type question, and still the most-oft mentioned response was “while driving” which received over 50% of the responses.

Combining these two results leads to one of our main positioning strategies – a benefit position based on Caribou Coffee’s great amount of locations within the state. With over 144 locations, well more than double the next leading competitor, the one thing that Caribou Coffee can offer to Minnesotans is convenience. Since many people in our target market have not developed any brand loyalty yet, then they are more likely to be the kind of person who might be driving down I-35 and get a craving for coffee. Statistics show that there is a better chance that there will be a Caribou Coffee in a town instead of one of our competitors, which is something that we are going to focus on.
Another positioning strategy for us to focus on is another benefit positioning, based on the idea that Caribou Coffee shops are a good place to study. When asked in our survey if they often study at coffee shops, a great majority (82.8%) answered with one of the disagree options on our Lickert scale. This is where we will focus another portion of our advertising, to get people in our target audience to feel that Caribou Coffee has not only great coffee and customer service, but is also a great place to come in and study at.

The last position that we would like to take is a competition position. Through our research we discovered that our respondents were more likely to purchase coffee from a coffee shop that has good customer service and both from a producer that is environmentally conscious. Based on the fact that Caribou Coffee gives back to coffee producing communities and cares about the environment, we can easily address these two ideas and preferences of our target consumers.

**Campaign Objectives and Related Message Strategies**

**Note: For this section we have decided to outline our objectives and which message strategies we feel would work best with each one.**

**Objective #1**

**Situate the brand socially.** We want to show Caribou as a brand that fits with the lifestyles of our target market and promote the social atmosphere it provides. We want to show college students that caribou is the perfect place for them to study alone or with a group, or relax and enjoy some coffee.

**Related Message Strategy**

The message strategy we would use for this objective would be a **slice of life ad.** We placed the brand in a social context that helps give our brand, Caribou, meaning. The social setting we want
to show our ads would be a fun, relaxing atmosphere where college students can study. The best way to show this would be to show an ad that shows a college student drinking a coffee and studying while enjoying the welcoming atmosphere that caribou has to offer.

Objective #2
Another objective would be to define and promote the Caribou Coffee brand image. In our campaign we really wanted to run with promoting the atmosphere in caribou. We want to promote the coffee that is offered at caribou as well as the coffee shop itself. We also wanted to show that Caribou has something for everyone, whether you like straight black coffee or a white chocolate mocha with extra espresso.

Message Strategy
The message strategy we will use to fulfill this objective would be to use image ads. These ads would be composed of mostly images to show the consumer what we want them to see from caribou. We would show the atmosphere of coffee shop which is a big selling point we want to promote. Also by using images of new coffee drinks available it would help spark interest and to show the versatility that Caribou has to offer.

Objective #3
Transform consumption experiences. We wanted to instill positive feelings by creating a “feel good” ad. That way the consumer can then relate these good feelings with consuming Caribou Coffee, and turn first time users or occasional users into brand loyal consumers. People typically start drinking coffee regularly around college age, and we wanted to start to transform this large consumer base into brand loyal coffee drinkers.

Message Strategy
To achieve the goal of transforming consumption experiences for coffee drinkers, the message strategy for this particular objective is **transformation ads**. We wanted to show Caribou as not just a coffee shop but also as a place where someone can go just to get away. We did this by creating an ad that shows a student studying but in the background are mountains to create the illusion of getting away from it all. When students feel they need a break from the library or their room we wanted them to think of caribou as the place to go and relax.

**Media Strategy**

Our goal for our media strategy is to conveniently place advertisements where our target market (college students) will be able to have access to. Some of the places that we found that would be the most beneficial to use is, campus newspapers, Billboards, and internet (facebook). We felt that some of the pros to putting our ads in campus newspapers would be:

- Reaching a narrow and specific geographic area such as college campuses.
- Timeliness, newspapers are distributed on a daily basis, so our ad has several chances to be seen if not seen the first time around.
- Audience interests, college students are interested in reading the school papers and finding out what is going on in their community.
- Cost, it will be cheap to run our ads in the papers.

Some of the cons would be:

- Clutter, newspapers are a cluttered environment. There are a lot of ads posted in campus newspapers. College students are going to avoid a majority of the ads and just focus on what they want to read.
- Level of interest, not all college students read the school papers and are more interested in
reading about their schools on the internet.

- Newspapers have a short life. The campus newspapers probably get thrown away after it is read, so if our ad isn’t read the day the paper is received, it will probably never be acknowledged.

Some of the pros for putting our ad on the internet using Facebook are:

- Target market selectivity, we know that a majority of people using Facebook share a similar target market to ours. So our ad can reach the correct audience.
- Delivery and flexibility, it is really easy to access the internet and there are multiple ways of doing it such as computers, cell phones, and iPods. Students usually own one or all of these technologies and are exploring Facebook on them on a daily basis.
- Cost, is usually reasonable also for running an ad online.

Some of the cons are:

- The internet is cluttered; a lot of other advertisements are run on Facebook.
- Limited reach, not all students hold a Facebook account.

Some pros for putting our ads on billboards are:

- Creative opportunities, we can create an ad that is appealing, memorable, or eye catching to catch the attention of people driving by.
- Target market selectivity, we can place our ads on billboards close to college campuses.
- Easy to see when you drive by them.

Some of the cons are:

- Billboards can only be viewed if people own a car or take a bus
- They can be missed if people are not paying attention
- People only have a short time to view billboards, before they pass them.
**Media Plan**

Please refer to Appendix 4 for a visual representation of Caribou Coffee’s media schedule.

For this campaign we will only advertise from August 10th until December 23rd—in other words, around three weeks before fall semester starts until the end of when most college finals end. We will not be running advertisements throughout the rest of the year; because we want to run our campaign when school is in session, taking advantage of certain times of during the semester.

For this campaign will we be using billboards in and around campuses. In this way commuters will have multiple and repeated exposures to the billboards, and students on campus will also see them frequently. We will also use bus stop advertisements, which will cause repeated exposure to those would ride the bus daily or weekly (this is perfect for campuses in bigger cities such as the University of Minnesota-Twin Cities). Coupons and ads will also be promoted in campus newspapers, as they are marketed to the students of the campus and/or are frequently read by students. They are also usually free, so students are not discouraged from picking them up. We will also advertise and promotions in campus libraries where students often study throughout the semester and on Facebook where we will create events and groups. Facebook is perfect for this campaign, because the majority of Facebook users are college students who frequent the site often. We will not be using TV or radio because many college students not have cable or even TVs, and many students not listen to the radio.

Overall, we plan on executing a pulsing schedule, increasing advertising before the semester starts and continuing a week into the semester (in order to advertise back-to-school
specials and promotions), during midterms, and during and two weeks prior to finals. We will run ads in billboards and bus stops continuously, as they will have continuous, returning, and frequent viewers on a daily or weekly basis. We will run ads, promotions, and coupons in campus newspapers, libraries, and Facebook during the last three weeks of August and first two weeks of September, during midterms (speculatively the first 3½ weeks of October), and the last week of November until the 23rd of December during finals. We will advertise during these times, because it is during these times that we want to advertise for our back-to-school, midterms, and finals promotions.

**Execution of Our Advertisement**

*Note: Ads can be found in Appendix 5*

We decided to take advantage of their gap, and fit ourselves into the niche. As a result we decided to alter Caribou’s image from just another coffee shop into a place for people, in this case college students, to relax and study while enjoying their coffee. As a result we decided to use primarily affective association, and situating the brand socially. Our first advertisement, the girl studying in the Alaskan wilderness leads people to associate the wild beauty and calm with the atmosphere of Caribou coffee. This ad can be turned into a campaign by using several different Alaskan landscapes to appeal to every taste. We also generate an advertisement of a Caribou on a bus to ensure that people understand that Caribou has a huge influence and is part of every individual’s daily life. As a result, we are hoping that Caribou becomes known as the great place to study and as an integral part of every individual’s life. In other words, as our creative brief states, after this campaign we would like people to think, “The great tasting coffee from Caribou gives me the energy boost I need to get my work done while the atmosphere allows me to relax and not get stressed out. Caribou Coffee is the perfect place for me to spend my time.”
Promotions

Note: Promotion Ad can be found in Appendix 6

Since we are targeting college students and trying to situate Caribou as the place to study, it is only natural that we create promotions to go along with this campaign. We would plan on handing out coupons for discounted cups of coffee or a free bakery item during the beginning and middle of the semester. However, our main promotional activity would take place during finals week. We would have a day, creating a facebook event for it in order to generate discussion about it, during which Caribou would hand out a free cup of coffee to anyone with a student I.D. in order to truly demonstrate support for the student body and position itself as the study place that cares about academics and hard work.

Budget

We will use percentage of sales for our advertising budget. We will 15% of our total sales in Minnesota and put it towards future campaigns. 7% of that will go towards events and promotions, and 8% will go towards current and future advertising. For example, we estimate that we will make about $22.4 million in the state of Minnesota (based on previous sales). $1,568,000 of that will go towards events and promotions, and $1,792,000 of that will go towards current and future advertising.

Campaign Evaluation

The evaluation of our campaign is one that will have a timeline somewhere around a month after the completion of the campaign. The reason that we hope to have a quick evaluation of our campaign is so if we do see that we have had some bit of success, we may be able to start another campaign in time for the spring semester at those same colleges.
For each of our different objectives the final outcome we hope to obtain is obviously an increase in sales numbers at Minnesota Caribou Coffee locations. There is much more to it than that, however. The first step of our evaluation will be to do another survey similar to our first one. The first question of the questionnaire asked respondents to list the first three coffee shops that come to their mind. The results of this can not only indicate top-of-mind awareness, but also a small bit of brand loyalty. The results were not as we had expected or hoped, with Starbucks still receiving more than half of the first responses, with Caribou most often second. Through a similar survey we can figure out if we had succeeded in converting variety consumers into brand loyal customers.

Through the survey we can also see if our benefit positioning based on Caribou Coffee shops being good places to study worked. If more respondents say there would be more likely to study at a coffee shop in our second survey than they did the first time around, then we might be able to say that we were successful.
Works Cited Page


Augsburg College Quick Facts. http://www.augsburg.edu/about/facts.html

University of Minnesota Facts and Figures.

http://www1.umn.edu/twincities/assets/pdf/eFacts08.pdf
Caribou Coffee Campaign Appendices

Appendix 1-A

Percentage of coffee chains in Minnesota

- Caribou Coffee: 23.7%
- Starbucks: 9.48%
- Dunn Brothers: 6.32%
- Local/Independent stores: 60.5%

2007 report
Appendix 1-B

Top 39.5% of coffee chains in Minnesota

- Caribou Coffee: 60
- Starbucks: 24
- Dunn Brothers: 16

2007 report
Appendix 2

1. Please list the first three gourmet coffee chains that come to your mind.

Please list the first three gourmet coffee chains that come to your mind.

2. How often do you purchase coffee from a coffee shop?

If you answered "never" to the previous question, please skip to question 4.

3. How old were you when you began drinking coffee regularly?

- Less than 18
- 18-21
- 22-25
- 26-30
- Older than 30

4. In which of the following places do you typically drink gourmet coffee? (Choose all that apply)

- At home
- At work
- At a coffee shop
- At school
- While Driving
- While walking to school or work
- At a museum/art show
- At a sporting event
- At a concert
5. I do a lot of school work at coffee shops.

- Strongly Disagree
- Disagree
- Somewhat Disagree
- Somewhat Agree
- Agree
- Strongly Agree

6. Customer service can be a determining factor when deciding where to buy my coffee from.

- Strongly Disagree
- Disagree
- Somewhat Disagree
- Somewhat Agree
- Agree
- Strongly Agree

7. I would be more likely to purchase coffee from a producer that is environmentally conscious.

- Strongly Disagree
- Disagree
- Somewhat Disagree
- Somewhat Agree
- Agree
- Strongly Agree

8. Please answer the following demographic questions. All information will be confidential.

City/Town: 
State: 

[25]
9. How old are you currently?

- 18 or younger
- 19 - 25
- 26 - 35
- 36 or older
Appendix 3-A

Appendix 3-B

Of the earth, but heaven sent.

Mahalo for thinking so too.
Appendix 3-C

Appendix 4

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There’s Caribou everywhere!

With over 140 locations state wide, you can find a Caribou Coffee wherever you are.
Appendix 5-B

Run with the Caribou
Escape into the wild

Appendix 5-C

Get away from it all
Appendix 6

$1.00 OFF
Any drink, Any size
Valid through 02/18/2009

To redeem this coupon, simply present this coupon at a participating Caribou Coffee.

Team Member ring under coupon 571.

Not valid with any other offer. Coupon may not be duplicated and is not for resale under any circumstance. Not valid on any bottled beverages. Coupon must be presented to receive offer.