



A Full Comprehensive Marketing Plan

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An Introduction

In his posthumous memoir, *A Moveable Feast*, Ernest Hemingway recounts his time living as a young and broke writer in 1920's Paris. Hemingway, along with other "lost generation" writers such as James Joyce, F. Scott Fitzgerald, Ezra Pound, Gertrude Stein, and more would gather at the famous Shakespeare and Company bookstore in the left bank. For the writers, Shakespeare and Company "was a warm, cheerful place with a big stove in winter, tables and shelves of books, new books in the window, and photographs on the wall of famous writers both dead and living," (41). While not known as the literary and artistic giants they are hailed as in retrospect, writers and artists would congregate at the store, borrow and discuss books they could find nowhere else, and discuss the ideas that would turn into some of the most important works of the 20th century. They would often do so over a drink --- liquor, sometimes coffee --- and almost always cigarettes.

Decades later, long after Shakespeare and Company had been lost to the Nazi occupation of Paris in the 1940s, a new generation of writers and artists would pop up in New York's Greenwich Village neighborhood. "The beat generation", made up of great poets like Allen Ginsberg, novelist like Jack Kerouac, and more, would gather at the various bars and coffeeshops on MacDougal street, brewing up the forward-thinking ideas that gave their movement speed. One such place was The Gaslight Cafe, a coffeehouse where not only beat poets performed, but folk singers as well, including most notably, American legend Bob Dylan.

Where there are great artists and great movements, so are there places where these greats gather, and no matter how much humanity advances, we tend to fall back to the oldest gathering place our species knows: the watering hole.

Coffee shops are already these kind of places to so many people, but what Intelligentsia has is an opportunity to take full advantage of this ideal and brand themselves as *the* place. The next Shakespeare and Company, the Next Gaslight. That If you go to an Intelligentsia right now you will see our next great minds around a table, sipping coffee and chatting. You just don't recognize them. At least not yet.

This strategy aims not to just let people know that Intelligentsia not only brews the best coffee, but that they also **brew brilliance**. And this is how we're going to do it.

Background

The company:

Intelligentsia is a Chicago-based coffee roasting and brewing company founded in 1994. Since its opening, Intelligentsia has opened several shops in Chicago, as well as branching out to New York City and Los Angeles. They are known for their dedication to creating perfectly brewed coffee, from the harvest of beans, roasting, and final in-shop brewing. They are one of the frontrunners of the third-wave coffee movement that has sprouted in the US post-Starbucks.

Business problem:

While in no financial peril, Intelligentsia needs to expand its business outside of its small-but-loyal Chicago market so that they become a nationally-known brand, with successful pop ups in major cities, starting with New York and LA.

Marketing Challenge:

Intelligentsia is trying to establish in a saturated caffeinated beverage market. To establish in this market, Intelligentsia will have to raise brand awareness without losing the quality of their name with their current clientele. Not only are they competing with titan-brands like Starbucks and Dunkin Donuts, they are also competing with other third-wave coffee upstarts that are trying to expand outside of their home cities, such as Blue Bottle and Stumptown.

Short Term Goals:

- Create a new social buzz for Intelligentsia that taps into consumers that are either not aware of the brand or have yet to have a taste.
- Brand Intelligentsia as a place that not only serves perfect coffee, but is a breeding ground for great minds, great ideas, and great opportunities.
- Increase sales by 25%.

Long Term Goals:

- Make Intelligentsia a nationally-recognizable brand, one that stands out as “top tier” compared to Starbucks or Dunkin Donuts.
- Turn LA and NYC into booming markets for Intelligentsia that prompts enough demand for new locations in other major cities.

Our Message

Implementation Strategy: By boiling down the current status of the brand and brewing it with what our research found from the current market, we've decided to present our target audience with the idea that Intelligentsia coffee is the best coffee to get work done. To do this, we're introducing the "Brew Brilliance" campaign. By using this phrase we hope to;

1. Nurture the already set dependence that many have on coffee to help them stay focused on their work
2. Introduce Intelligentsia Coffee as the only coffee that can truly inspire something great in each individual

To do these two things we're going to use a series of events, partnerships, and promotions that benefit the customer to get their work done. By using renowned artists to sponsor our brand, we're demonstrating that Intelligentsia is used by great minds. If Intelligentsia coffee is consumed regularly in creative and educational spaces, such as a museum or gallery, our coffee will be associated with stimulation. Lastly, we hope to offer Intelligentsia cafe as the space to get your work done by rewarding guests who have been logged onto our wifi for more than two hours with a free pastry.

Potential Problems: We may not get the suspected instant reaction from our promotional events. There may be issues with wifi or development of the systems.

Projected Success: High. We believe that Intelligentsia's major problem is that they have low brand recognition. If Intelligentsia can place itself on enough surfaces as the smarter choice, sales will raise, and more cups of coffee will be sold to each individual.

Closing: If this project succeeds, we hope to see that Intelligentsia's annual revenue will continue to grow as it has in the past. The campaign itself will open many opportunities for experiential marketing which could benefit not only short term sales goals, but create lasting impressions of what exactly Intelligentsia Coffee is.

Brand Development

Strategy + Positioning:

We are not rebranding Intelligentsia. We are retooling their marketing to further deepen the brand image they've built over the last twenty years. It's all in their name.

Intelligentsia: intellectuals or highly educated people as a group, especially when regarded as possessing culture and political influence. This is the audience Intelligentsia seeks to both serve and employ, and want the public at large to know that's truly what the brand stands for. People at the forefront of greatness. These are the people who get their coffee at Intelligentsia.

Branding at a glance:

Through the use of creating a branding map and a mood board, we've boiled the brand down to its most basic elements to further analyze and employ in our marketing plan.

Product Development Strategy

The product marketing strategy is to maintain the current coffee, tea, and food products that Intelligentsia already has. Also we won't be changing their current manufacturing processing and sourcing of product. However, part of the product offering is the types of blends Intelligentsia offers, we are going to add a new coffee blend in each city for the week the artist is in residency.



Sales & Promotion Strategy

To kick off our campaign, Intelligentsia will schedule a series of events in their coffee shops in LA, NYC, and Chicago. Each event will feature one artist in residency at one location. At the beginning of the third week in August, the artist will be announced. With this, each artist will have a special coffee blend that will be sold in stores within the designated cities. Signage within the stores and website will state that the designated artist will be playing a surprise show sometime that week and in order to find out when and where they will be around, the customer should follow the tag "BrewBrilliance" on Twitter, Instagram, and FaceBook. At the events, the artist will be in residence for a designated time slot and film crews will be hired to follow the progression of the events, and that footage will later be used for pre-roll and radio ads.

Furthermore, after the events, Intelligentsia will encourage more customers to use their cafes as their work station by offering a free pastry to those who have been logged into their wifi for two or more hours. In order to receive the coupon

code, guests need to login to the wifi with an email address where they can also opt into our newsletter. By getting people to stay longer in the coffee shop, they'll not only create an attachment with the location, but hopefully order a second cup of coffee and try a pastry that they wouldn't have tried otherwise.

Another road to be taken to spread the word of Intelligentsia as the smart choice in coffee, is a partnership with local creative locations. In Chicago, for instance, a partnership with the Art Institute or the Gene Siskel Film Center. With these, we're closing relating Intelligentsia coffee with smart and creative people and services.

Target

The ideal customer:

- “The Urban Yuppie”
 - Male and female, age 28-35
 - College educated, white collar urban dwellers
 - Employed with pretty good income (\$40,000-\$80,000)
 - Single or married without children
 - **Key point:** lots of newly disposable income.
 - Liberal, artistic, cultured, and socially active.
 - Looking for new experiences that will further expand their intellectual, cultural, and artistic palette.

Behavior:

This is a market of idealists. They have big ideas and big inspirations, and they are willing to try anything that can bring out those big ideas. They emulate the greats. The writers want to be Hemingway, the scientists want to be Einstein, the business people want to be Steve Jobs. And they know enough about their idols to that they are looking for the same kind of creative spaces that were breeding grounds so much of their great work.

They're looking for their Shakespeare & Company Bookstore, a la *A Moveable Feast*. And our plan is to turn Intelligentsia into exactly that kind of space they're looking for.

They also like knowing that what they're paying top dollar for is treated with the same kind of integrity and sophistication as their own work. It inspires them, and they're excited to learn more. They don't want to feel pity for their barista, they want to be in awe of them.

Creative Strategy

We will create an ad campaign that focuses around the idea that Intelligentsia not only brews great coffee, but they also *brew brilliance*. This is our tagline. We will create advertising across media that aims to correlate the process of Intelligentsia coffee --- the brewing process, the shop, etc --- with the process of creating great art and great work, with the intention being that viewers will Intelligentsia as a place where they will be inspired to create similarly great things.

Print example:

jackson pollock



Tools:
10 buckets paint, brush, canvas.

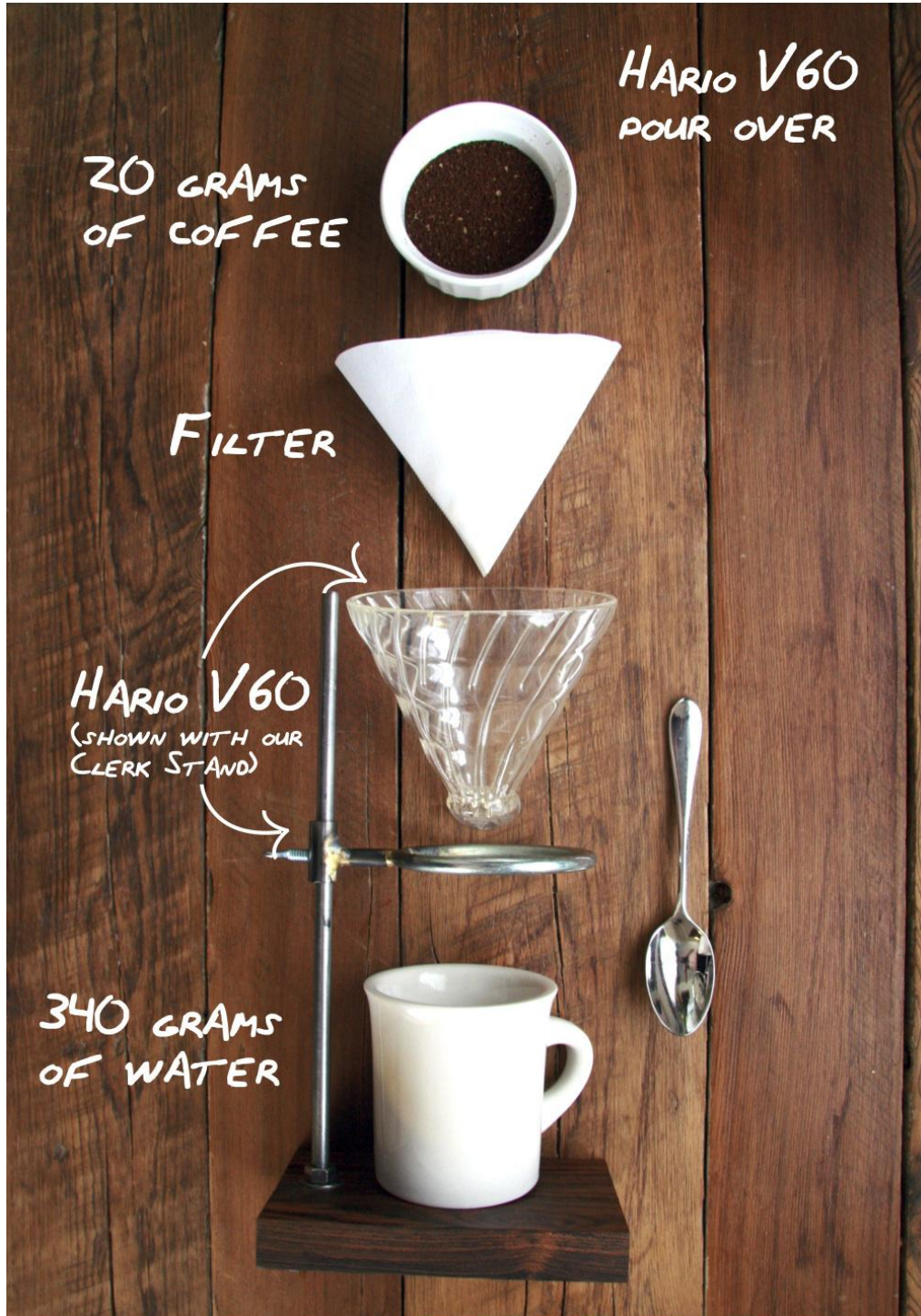
intelligentsia coffee



Tools:
25g coffee, 40g water, hario v60.



brew brilliance



brew brilliance



the gaslight cafe, NYC, 1960.
home to bob dylan, allen ginsberg,
jack keauroac



Intelligentsia coffee, LA, 2015.
home to the next.



brew brilliance

Media Mix Breakdown

Primary Media

- Promotional Events

Our target audience is plugged in through the internet and we're hoping to engage them with surprise artist in residency events. With these events being the kick start to our campaign, there will be little to no announcement. Each event will take place in one cafe within each major city, New York, Chicago, and L.A., where we'll bring in a renowned artist of some media for a few hours. With linking the tag on Twitter, Brew Brilliance, we hope to gain some hype around the name intelligentsia as well as bring in a surge of higher foot traffic.

- Digital/Online

Being hopeful for foot traffic is one thing, but in order to really utilize these promotional events, we want to hire film crews to document the events for future ads to be used in pre-roll videos on YouTube and Vimeo videos and channels that our audience watches.

Furthermore, we'll place banner ads within websites relevant to the brand, such as

- Wired
- Food Network
- Pitchfork

We hope to start with our online media a little later into the campaign as this is more of a method to spread the word of Intelligentsia to masses, and people who aren't directly in the cities we inhabit.

- Print

Using a similar strategy to our digital and online presence, we feel that print is still a viable option to Intelligentsia as a critically renowned brand. The approach for ad space in print magazines will share some names with our digital media route, utilizing Food Network and Pitchfork.

Print will be the last of our media to start and end, bringing the brand to new individuals as well as reminding others who may have seen our ads elsewhere.

Secondary Media

- Radio

We found that nearly 50% of our target audience drives to work, so we've planned to take some of the audio recorded from promotional events

to create small radio ads for stations like NPR and other local broadcasting stations within our demographics.

Radio will be kicked off right after the ents, to keep any sort of buzz flowing through our target audience, in our inhabited cities.

- Out of home

To emphasize the 50% who drive to work and the other 30% who bike, we want to use natural ad space within the bustling cities that Intelligentsia cafe inhabits. As well as Radio, Out-of-Home will be launched right after the promotional events to drive home any interest there is about Intelligentsia Coffee.

TIME LINE

weeks	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Promo	PO													
Online	OL	OL	OL	OL	OL	OL	OL	OL	OL	OL	OL	OL		
Print						PR	PR	PR	PR	PR	PR	PR	PR	PR
O-o-H*		O	O	O	O	O	O	O	O					
Radio		R	R	R	R	R	R	R	R					

* Out-of-Home

Timeline for our media plan.

We'll start with week one being the 3rd week in August, revving up towards the colder months. Our most dense media moments will be in the last week of September into most of October to call the attention to Intelligentsia as the weather begins to change. The end of the campaign will be at the end of December so as not to compete, and get lost in any Holiday advertisements.

Budget and ROI Analysis

Based on 700 coffee cups sold per day at a single store and with the average price per drink at \$3.50 combined with their 11 stores nationwide, Intelligentsia would make \$26,950 per day. With the total of \$26,950 multiplied with the amount of days the campaign will run, 90, the total gross will be \$2,425,500.

Our proposed marketing budget is \$450,000 for all stores. Future marketing costs will decline once the program has kicked off, so the return on the investment will continue to increase over time.

\$100,000 --- Events & Remodeling
\$100,000 --- Print advertising
\$100,000 --- Online Promotion & Advertising
\$50,000 --- Radio
\$100,000 --- Outdoor

\$450,000 --- Total

Intelligentsia sells about 700 drinks a day on average
\$3.50 average price for a drink

ROI

Average cups sold per day at a single store: 700
Average price of drink: \$3.50
Number of stores nationwide: 11

$700 \times 3.50 \times 11 = 26,950$ on average a day
 $26,950 \times 90$ (amount of days in campaign) = \$2,425,500 total gross
 $\$2,425,500 - 450,000$ (cost of investment) = \$1,975,500 profit
 $\$1,975,500 / 450,000 = 4.39$

ROI = 439%