

# Creative Brief

**Client:** Death Wish Coffee Co.

**Team:** Luminary

10/13/2020

## Communication Objective

We want to increase awareness of how Death Wish Coffee Co. can boost daily performance by emphasizing the intense strength and freshness that consumers seek from their coffee roast. Within a vast market of coffee beverages, Death Wish Coffee is the perfect blend of uniquely roasted beans that people trust to wake them up and keep them going every day.

## Industry Trends

- According to an [article](#) published by Webstaurant Store, consumers have been growingly attentive to social justice in recent years, which has increased the demand for fair trade coffee when purchasing coffee grounds and beverages.
- With concerns for warming temperatures on Earth, customers have continued to seek out coffee beans that have been [sustainably grown](#), or grown organically without causing deforestation, land erosion, or water erosion.
- In the 2020 National Coffee Data Trends (NCDT) [report](#) from the National Coffee Association, 62% of Americans said that they drink coffee daily.
- Consumption of “gourmet” coffee, or coffee brewed from premium beans, is up 25% since 2015, according to the NCDT [report](#).
- [Coffee consumption](#) increases with age, although since 2015, consumption is up 40% among drinkers age 18-24, and nearly 25% for drinkers age 25-39.
- With ready-to-drink (RTD) coffee being the fastest growing segment of the \$13.6 billion retail coffee market, [Mintel](#) projects the RTD coffee segment will experience 67% growth from 2017-22.
- With the rise in people working from home in 2020, consumers seek to have a cafe-quality experience in their own kitchens by utilizing coffee [subscription services](#) that provide coffee beans right at their doorstep.
- Based upon lab [tests](#), coffee companies such as Black Insomnia Coffee, Banned Coffee, and Biohazard Coffee, utilize both Robusta and Arabica coffee

beans, and they practice brewing methods that aid in the development of highly caffeinated content.

- The United States ranks 11<sup>th</sup> among the countries with the highest caffeine consumption, with a rate of 200 mg per person per day.

## **Target Audience**

The target audience is men and women located in the United States, ages 20 to 30 years old, who drink coffee daily and purchase coffee weekly. The average household income of the target is \$20,000 to \$50,000 a year. This target will have obtained either a high school diploma or higher education degree. They have a high appreciation for coffee, valuing specialty coffee beans and beverages. The target audience views coffee as a source of energy needed during their mornings and work hours in order to seize the day.

## **Key Insights**

This audience is familiar enough with coffee to search for products that contain specialty coffee beans and emphasize the importance of caffeine. They tend to live busy lifestyles that involve building a career or working on personal projects, and they need a boost of energy to accomplish their goals. In a study conducted by Amerisleep's Early Bird, about 49.8% of coffee drinkers say that they feel moderately more productive in the hour after drinking caffeine. They are also likely to enjoy coffee shop environments and take part in clubs or organizations that pique their interests. They regularly associate themselves within the subculture of a coffee addict by joining online forums to discuss their likes and dislikes of brewing methods, specialty coffee beans, or drinks.

## **Points of Differentiation**

- The company branding identifies with both consumers' emotional and functional needs for a source of caffeine, especially in regards to the coffee packaging.
- Death Wish Coffee is made from both Arabica and Robusta coffee beans that are found to have higher levels of caffeine than those that are commonly used in commercial coffees and coffee houses.
- The company uses a secret roasting method with a dark roast that intensifies flavor and caffeine content.

- Death Wish Coffee guarantees full refunds for customers that are not completely satisfied with products.
- The company allows consumers to create an automatic subscription that ships weekly, bi-weekly, monthly, or bi-monthly to save money on orders.
- In addition to coffee beans, the company sells apparel, mugs, and K-cup style coffee pods.
- The company has two featured podcasts, Fueled by Death and We're Grounded, for consumers to subscribe to on Apple Podcasts, Spotify, Stitcher, iHeartRadio, and YouTube.
- Death Wish Coffee has a variety of recipes for consumers to try while using their coffee beans.
- Death Wish Coffee contains 728 mg per 12 fluid ounces brewed, while a typical cup of coffee is measured at 5-6 ounces.

## **Main Idea**

Death Wish Coffee Co. will provide a bold, highly caffeinated coffee blend made with premium quality beans to ensure that you are undoubtedly fueled wherever you go.

## **Supporting Facts**

- The founder has a background in the making of coffee recipes as a fellow coffee lover.
- All coffee products are USDA Certified organic and fair trade to ensure consumers receive the highest quality beans available.
- The coffee has a smooth, never-bitter taste with subtle notes of cherry and chocolate.
- The coffee is low in acidity, while still retaining intense strength and flavor.
- All coffee products are 100% natural with no artificial additives or ingredients.
- The coffee is available in ground or whole bean for varying convenience preferences and experiences.

## **Mandatories**

- Logo, website, newsletter, social media hashtag/campaign, tagline, TV/print ad
- Brand characteristics: grit, humor, bold

