

The Press

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Brand Identity

Behind our name:

Instead of having a barista prepare your coffee, you tell us the amount and type you want to drink when you pay. In return, we give you a french press to take back to your table. After that, it's all in your hands to make however much coffee you want and any way that you want it.

Behind our logo:

We chose to make our logo with an industrial background to signify our style. We don't want to be your typical coffee house, instead we want to inspire hard work and creativity. A place where you can get work done while you have a nice cup of coffee, or because you are making it yourself, as much coffee as you want. That's why we have a french press and a coffee cup in the middle, because we center our business around this idea.



Brand Persona

Calm: A laid-back, yet structured environment that allows for optimal productivity.

Venturesome: No other average coffee house allows customers a “do-it-yourself” experience. It’s an adventure that will attract customers who are looking for a new, engaging way to explore coffee.

Intelligent: Whether it is for business, education, or just pure enjoyment; the pursuit of knowledge is something that The Press not only admires, but also sustains.



Neil deGrasse Tyson

Brand Positioning

For white-collar professionals ages 30-45, The Press is the coffee house that provides a unique coffee-drinking experience within an environment that promotes productivity.

<i>SWOT Analysis</i>	
Strengths	Weaknesses
• Offers serene environment conducive to productivity • Unique, engaging coffee-drinking experience • Modern take on old-technology • Offers premium products in a category that is “premiumizing”	• Competition with established coffee shops, both franchised and locally-owned • Customers sacrifice some convenience for engaging experience
Opportunities	Threats
• Provide an environment that promotes productivity for busy professionals • Fresh approach to traditional coffee-drinking experience • Use social media to pique curiosity and generate interest	• Other coffee shops that offer “unique” coffee-drinking experiences • Consumers opting for a more convenient competitor where coffee is prepared for them

“Big Idea”

At *The Press*, our innovative revival of centuries-old technology couples with an appreciation of knowledge to bring forth *a new coffee house*.

The driving idea behind our strategy was that our campaign needed to be as *engaging* and *intelligent* as the coffee-drinking experience we offer.

Media

- Facebook Page
 - Target audience's main form of social media
- Radio Station
 - Local Champaign radio station 107.1 FM
- Newspaper
 - The Champaign Gazette
- Word of Mouth
 - Different offices and local businesses within Champaign and Urbana area

Budget Breakdown

Facebook Advertisement- \$3.99 for every 1000 views

Launch Party Budget

	Price
Neil Degrasse Tyson	\$85,000
Accommodations for Neil	\$500
Free Mugs (x100)	\$1,000
Catering	\$1,000
Free Coffee for the Party	\$4,000
Live Soft Jazz Band	\$900
Sampling Marketing (x20)	\$500
Total:	\$92,900

Media Budget

	Price of Ad	Number of Payments	Total Price for Ads
Radio Ads	\$300 per week	11	\$3,300
Newspaper Ads	\$43.50 per day	70	\$3,045
		Total Costs	\$6,345

Total Costs: \$99,245

Campaign Timeline

Dec. 2016- Facebook Page (Introducing The Press) & Ad on Facebook of The Press

Jan. 2017- Radio Advertising (FM107.1) & Newspaper Advertising (Champaign- News Gazette)

Feb. 2017- Sampling Marketing (Sending in coffee and the French Press)

Mar. 2017- Launch Party (Night before opening day)

Launch Party Advertisement

The Press

A new coffee house

Launch Party



When: March 12, 2017 Where: The Press Coffee House

RSVP by liking our Facebook Page
[Facebook.com/ThePressCoffeeHouse](https://www.facebook.com/ThePressCoffeeHouse)