

NESCAFE White Coffee Campaign



NESCAFÉ White Coffee

In the past 1 – 2 years, NESCAFÉ brings to customers a new product offering, **NESCAFÉ White Coffee**. It is a well-balanced cup of creamy, authentic and aromatic coffee with a rich layer of foam. Also, it is an easy to prepare beverage where you just dissolve it in hot water, stir and it is ready to drink!



In the Out Of Home (OOH) channels, NESCAFÉ White Coffee was launched into kopitiam and hawker centres with the target audience as the older generation of uncles and aunties. NESCAFÉ White Coffee is available as both a hot and cold drink. However, most of the time, people (especially the elders) prefer it warm.

Hot: \$1.00 - \$1.20

Cold: \$ 1.30 - \$1.50

What's the problem?

NESCAFÉ White Coffee is facing low consumer demand in the OOH channel.

The two main reasons are:

1. The older generation are fixated on their taste buds therefore they still prefer their kopi-o and kopi without ongoing promotions or aided recall.
1. Young people see NESCAFÉ White Coffee as a beverage for older generation therefore are not inclined to purchase it.

The opportunity

In Singapore, there is a huge opportunity for COLD COFFEE, and 79% of the cold coffee drinkers are young adults, ranging from the age of 18 to 34 years old.

Therefore, we would like to capture this group of target audience by introducing NESCAFÉ Iced White Coffee to them – in the OOH channels. For example: Western cafes/restaurants such as Swensen's, Pasta Mania, Mad Jack, Jack's Place, Astons, Fish & Co and so on.

Marketing objective

OBJECTIVE

To encourage younger people to purchase and consume NESCAFÉ Iced White Coffee

HOW

1. By positioning NESCAFÉ Iced White Coffee as a hip and cool drink for young people
2. Changing the perception of White Coffee; it isn't just for old people



The target audience

- Age group between 18 to 34 years old
- Ranging from university students to **PMEBs (Professionals, Managers, Executives and Businessmen)**, we want to capture this target group when they are consuming coffee out of home.
- These people are often on the go, and mobile is a huge part of their lives. They are often logging onto the latest food review apps to help them make a dining choice.

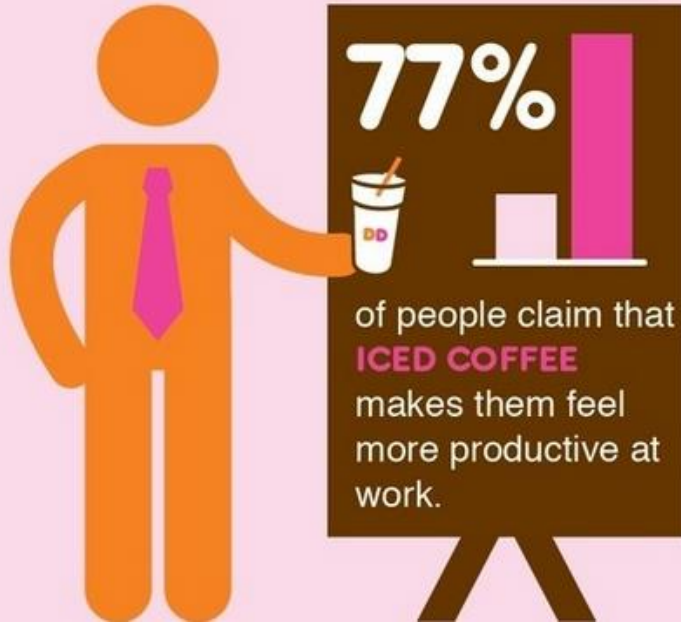


Features Advantages Benefits

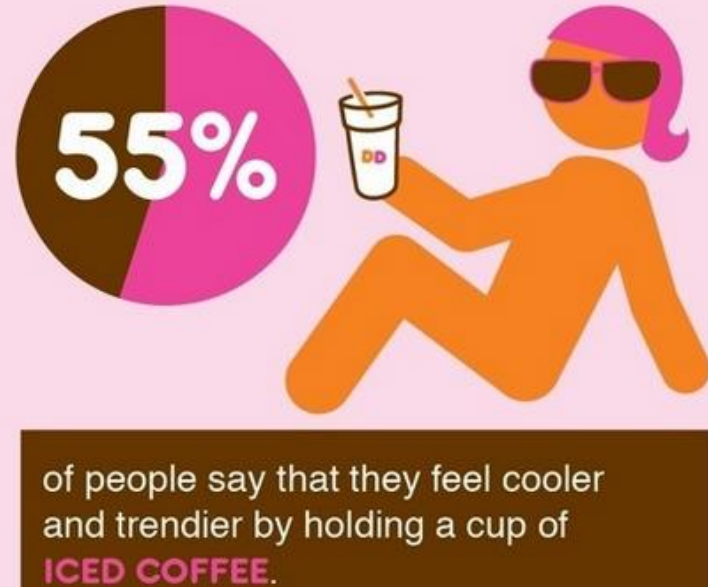
Features	<ul style="list-style-type: none">❖ Aromatic❖ Creamy, rich layer of foam❖ Can be drank as a hot/cold beverage❖ Easy to prepare - Just dissolve and stir!
Advantages	<ul style="list-style-type: none">❖ Full and richer mouth-feel❖ Versatile beverage, can be suited to different preferences❖ Fast and convenient to prepare
Benefits	<ul style="list-style-type: none">❖ Refreshing → Feel young again, ready to face and overcome all challenges and achieve anything❖ Relief from Singapore's hot weather❖ Relax and comforting

Iced Coffee benefits

PRODUCTIVITY



TRENDY



The BIG idea

NESCAFE Iced White Coffee

*You can achieve anything you
set your mind to.*

Artworks/Storyboard

Headline: Achieve

Tagline: It all starts with a NESCAFE



Achieve

It all starts with a NESCAFÉ



Achieve

It all starts with a NESCAFÉ



NESCAFÉ
iced
WHITE
COFFEE
传统白咖啡

NESCAFÉ
WHITE COFFEE

Guerilla marketing

Ambient

Nescafe Iced White Coffee Dispensers

- Around CBD/Central/Town area
- Dispenser machine at the MRT stations
- Lets the audience try the product.
- Hand out flyers to inform them on where they can find NESCAFE Iced White Coffee





NESCAFE Coffee Compass App

Visit at least 5 outlets which sell NESCAFE White Coffee at least once

1. When you purchase NESCAFE Iced White Coffee, keep the receipts
1. Each receipt will contain a special code number, which the consumer will key into the app > Like a checklist
1. Once the checklist is completed, they can proceed to Shaw cineplexes to redeem a prize. (e.g. movie tickets)



Front

Locate a **NESCAFÉ Iced White Coffee** near you today!

North

South

East

West

Get yours today!

Back



The top 5 locations nearest to
you!

1. xxxxxxxxxxxxxx
2. xxxxxxxxxxxxxx
3. xxxxxxxxxxxxxx
4. xxxxxxxxxxxxxx
5. xxxxxxxxxxxxxx

Social media idea

Create a QR code scanner

1. Scan the code on the ad.
1. Locate the nearest locations where NESCAFé Iced White Coffee is available.
1. Redeem coupon number for a cup of free iced coffee
1. Head down to the nearest location.

