Creative Strategy – Planning & Development. Message appeals, positioning, and campaign objectives

Ugly mug coffee

New York Times www.nyt.com
Small Coffee Roaster Gets 'Ugly' to Gain Recognition
By STUART ELLIOTT
Published: February 25, 2008
New York Times



Polyxeni (Jenny) Palla

Creative Strategy – Planning & Development. Message appeals, positioning, and campaign objectives

- for a small coffee roaster in Memphis
- Young & Laramore, an agency in Indianapolis, creates a brand for a coffee

- **<u>Main & Better Known Competitors:</u>**

✓**Procter & Gamble** => **Folgers**
✓**Kraft Foods** => **Maxwell House , Yuban** **agreement for Starbucks distribution at super markets s/m.**
✓**Nestle** => **Nescafe, Taster's choice**

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Το σχέδιο Μάρκετινγκ
case study

Ugly mug coffee

- ***positioning of*** **competitive brands**

- **Folgers:** , the personas of other brands in the category range from self-congratulatory ("The best part of waking up is Folgers in your cup")

- **Starbucks: πολύ απαιτητικό concept: νομίζεις ότι μερικές φορές χρειάζεται να μάθεις καινούρια γλώσσα για να παραγγείλεις στα Starbucks**

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The best part of waking up, is Folgers in your cup!
Paul Stanley
quotefancy


THE BEST PART OF WAKING UP IS FOLGERS IN YOUR CUP
RICH. PURE TASTE
270
Folgers
CLASSIC ROAST
THEN WHY THE HELL I STILL FEEL SLEEPY?
imgflip.com


Folgers
THE BEST PART
OF WAKIN' UP
— SINCE 1850 —


Here's to the best part of your day.
Cocoa Cappuccino
& Iced Cocoa Cappuccino
STARBUCKS®
© 2011 Starbucks Coffee Company. All rights reserved.


IT'S COFFEE O'CLOCK
it's no secret around here that we love good coffee!
Starbucks is a coffee shop that comes with a wide range & variety of coffee products.
enjoy the feeling of your favourite beverge.
Fresh Starbucks coffee every time
STARBUCKS
COFFEE


LIFT UP THE EVERYDAY
ESPRESSO + MILK
STARBUCKS
DOUBLESHOT
ESPRESSO
CREAMY
MOCHA
DELIGHT
STARBUCKS
Frappuccino
STARBUCKS
CAFFÈ LATTE
Starbucks Chilled Coffee. Find us in the chilled aisle.


NESCAFÉ
Taster's Choice
Flavors
COLLECTION
HAZELNUT
SMOOTH TASTE & AROMATIC
100% ARABICA
7
INTENSIDAD
CAFÉ SOLUBLE CON AROMA A AVELLANA
CONT. NET. 100 g


NUEVA IMAGEN
NESCAFÉ
Taster's Choice
GOURMET BLEND
RICH AROMA & ROASTY TASTE
100 % ARABICA
INTENSITY
7
NESCAFÉ


NESCAFÉ
Taster's Choice

Ugly mug coffee

The goal of the campaign is

to differentiate Ugly Mug from its larger, far-better-known competitors by having some fun with the product, which is, after all, meant to be a refreshing beverage



Ugly mug coffee

Ugly mug

- *Buying organic coffee beans at fair-trade prices*
- *Donating money to causes*

Ugly mug coffee

"Ultimately, the biggest problem for us is getting shelf space" in stores

Tim Burleson,
partner and chief operating officer at Ugly Mug

The company traces its roots to what he describes as

"a lowly, hole-in-the-wall coffee shop" opened in 1998 in Memphis, where customers' cups were hung on a wall ☐ eliciting a comment about "a bunch of ugly mugs."

Ugly mug coffee

The coffee aisle/ market is dominated by three main competitors

- **Procter**, with its Folgers and new Dunkin' Donuts brands;
- **Kraft Foods**, with brands like Maxwell House and Yuban as well as an agreement to distribute Starbucks in supermarkets; and
- **Nestlé**, with brands like Nescafé and Taster's Choice.

Ugly mug coffee

- "At the end of the day, only 10 percent of the shelf space is available to independents and small roasters,"
- hence the need to ***find a way to stand out enough*** to cajole grocers into stocking Ugly Mug.



Ugly mug coffee

Is our brand as strong as it needs to be?



Ugly mug coffee

- Main Question

"We can make the coffee taste good,

but how do we get it in people's mouths?"



Ugly mug coffee

Advertising Agency: Young & Laramore (https://yandl.com/)

- "we never once felt they were trying to change us or make us something we're not."
- "They took us through a process called the 'unlearning curve,' " he adds, "and the information that came out of that was phenomenal."

Mr. Burleson for Young & Laramore AA

Ugly mug coffee

the research found that

"people have an loyalty to their coffee almost as much as to their church,"

"It's part of their morning ritual, so don't mess it up."



Ugly mug coffee

Because so many shoppers choose which brand to buy "while standing in front of the product,"

the decision was made to change the Ugly Mug packaging from a design centered on coffee growers to something that would stress the brand's "modest" nature.

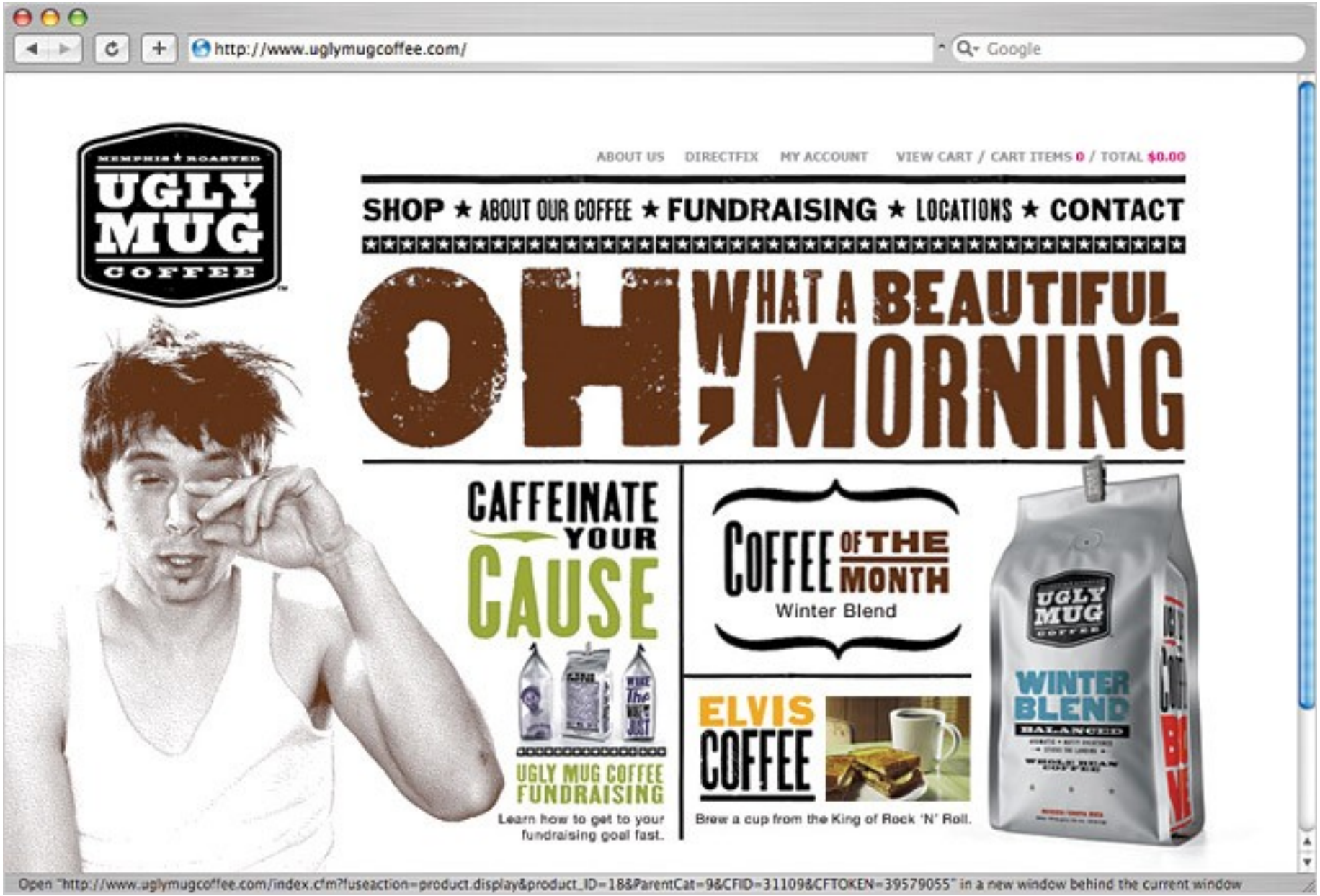


Ugly mug coffee

The packages, in addition to the photographs of

people who look as if they just woke up or were just awakened to be photographed,

and are none too thrilled about it also feature wry comments.


http://www.uglymugcoffee.com/
Google
MEMPHIS ★ ROASTED
UGLY MUG COFFEE
ABOUT US
DIRECTFIX
MY ACCOUNT
VIEW CART / CART ITEMS 0 / TOTAL $0.00
SHOP ★ ABOUT OUR COFFEE ★ FUNDRAISING ★ LOCATIONS ★ CONTACT
OH, WHAT A BEAUTIFUL MORNING
CAFFEINATE YOUR CAUSE
UGLY MUG COFFEE FUNDRAISING
Learn how to get to your fundraising goal fast.
COFFEE OF THE MONTH
Winter Blend
ELVIS COFFEE
Brew a cup from the King of Rock 'N' Roll.
UGLY MUG COFFEE
WINTER BLEND
BALANCED
Open "http://www.uglymugcoffee.com/index.cfm?fuseaction=product.display&product_ID=18&ParentCat=9&CFID=31109&CFTOKEN=39579055" in a new window behind the current window


UGLY MUG COFFEE
FIRST CUP
EASY
WHOLE BEAN COFFEE
OH, WHAT A BEAU- TIFUL MORNING
THIS COFFEE...
HAILS FROM MEMPHIS. THE SEATTLE OF SOUTHWESTERN TENNESSEE • IS PURCHASED, ROASTED AND PACKAGED WITH A LITTLE SOMETHING WE LIKE TO CALL INTEGRITY • REMINDS US OF A TIME BEFORE THE DOUBLE MINT MOCHA DECAF SKIM LATTE RULED THE EARTH • KNOWS GOOD LOOKS YOU ONLY GET YOU SO FAR • SPEAKS ALMOST RESORTING TO FAUX EUROPEAN WORDS. EXCEPT FAUX • UNDERSTANDS YOU. MAYBE TOO WELL • WORKS BEST WITH ONE OR TWO TABLESPOONS OF GROUND COFFEE PER OUNCES OF WATER • IS THE LATEST BUNDLE OF JOY FROM UGLY MUG COFFEE.

Ugly mug coffee

"We had to think about this from the consumer's point of view,"

"In talking to consumers, one thing that became evident to us was that packaging is a big determinant if someone would try something new," particularly in a category like coffee with such "habitual" behavior.

"It was the thin edge of the wedge," …"How you most easily appeal to the consumer is through the packaging."

- The campaign presents Ugly Mug as a brand that "does know who it is," …"not taking itself too seriously, but also passionate, passionate about coffee."
- "It says, 'We understand why coffee is so important to you, why you like it so much,'"

Tom Denari, president at Young & Laramore



Ugly mug coffee

"The campaign, by Young & Laramore, an agency in Indianapolis, creates for the brand a playful personality that is expressed everywhere:

- in print ads,
- on the Ugly Mug Web site (**uglymugcoffee.com**),
- on packages and
- shipping cartons in stores,
- on posters and
- in a public relations effort.

IMC

Tom Denari, president at Young & Laramore

Ugly mug coffee

"When we started working with Ugly Mug, nobody had heard of them. Micro-roasting wasn't a buzzword yet, and customers needed a good reason to give an unfamiliar brand a try. So we gave them a new identity and packaging with a pull-no-punches attitude that didn't just speak to customers, it shouted to them.

Purchasing managers were explicit: it was the packaging that helped Ugly Mug onto shelves from Maine to Florida. Simultaneously, we courted influential bloggers to spread the word. The result? A healthy curve up in sales and some new loyal customers. Apparently, the world was as ready for an unpretentious premium coffee as we were."

https://www.createid.com/branding/ugly-mug-coffee

Tom Denari, president at Young & Laramore

Ugly mug coffee

- Memphis's popular Ugly Mug Coffee has a new brand identity, including completely redesigned packaging for its 23 varieties, all featuring photos of people captured in their ugliest, pre-coffee moments.
- To help the packaging stand out among other premium coffees, Indianapolis-based advertising agency Young & Laramore partnered with traditional letterpress and design company,
- Yee-Haw Industries to create the hand-crafted, unpretentious graphic tone for the packaging.
- Then to increase attention for the decade-old brand, the agency also created this series of print ads with the same graphic approach, irreverence, good humor and brilliantly-astute commentary on the harsh realities of alarm clocks, office coffee and "morning" people.

https://www.commarts.com/exhibit/ugly-mug-coffee-print-campaign

http://yandl.com/work/ugly-mug-coffee#ugly-mug-coffee

http://www.nytimes.com/2008/02/25/business/media/25adnewsletter1.html?_r=1&scp=1&sq=ugly+mug+coffee&st=nyt&oref=slogin

