Promotion and Market Development Committee

2nd meeting
30 September 2011
London, United Kingdom

Report on the ICO CoffeeClub Network

Background

This document contains a report received from the consultants, P&A International Marketing, on the ICO CoffeeClub Network for the period June 2010 to June 2011.

Action

The Promotion and Market Development Committee is requested to take note of this document.
1. STATUS REPORT

This report contains the latest information on the progress of the new platform development and general statistical data about the CoffeeClub network operation from June 2010 to June 2011.

2. GENERAL OVERVIEW

P&A continued with its activities of mediating the CoffeeClub while a new platform was being developed by an outsourced programming team and its associated advertising agency.

As result of mediation, a better balance among the source of visitors was achieved. The referring sites accounted for 42% of the visits, 28% came from search engines and 28% from direct traffic in June 2010 compared to 23%, 60% and 17% in June 2009.

The pictures below show a general overview of visits to the CoffeeClub from June 2010 to June 2011.

PICTURE 1 – VISITS OVERVIEW

![Visits Overview Graph]

- Total Visits: 49,867
- Pageviews: 140,652
- Pages/Visit: 2.82
- Bounce Rate: 66.38%
- Average Time on Site: 00:03:18
- % New Visits: 54.30%
A closer view shows that the interaction between the ICO website and the CoffeeClub is a great success, since the ICO website is now one of the most important referring sites for the CoffeeClub, followed by LinkedIn, Google, Twitter and Facebook.

Google search engine is still the top source of visitors to the CoffeeClub. The quality and the amount of information posted by our members in the platform is the main reason why the network is well ranked in the search engines.

The weekly newsletters sent by P&A were responsible for an increase in direct traffic, showing the importance of mediation.

A total of 49,867 visitors came from 167 different countries and were responsible for 140,652 page views. The average number of pages visited per person is 2.82.

The “bounce rate” is 66.38%, and occurs when a visitor only views a single page on a website, that is, the visitor leaves the site without visiting any other page before a specified session-timeout occurs (30 minutes). The bounce rate is high because many visitors just stop by to see a piece of
news, linked by an external link, and then leave the site, which is normal behaviour for sporadic viewers coming from search engines.

We have now 1,378 members spread over 83 communities. The top 10 countries where visitors came from are:

1. United States
2. Brazil
3. India
4. United Kingdom
5. Canada
6. Colombia
7. Mexico
8. Germany
9. Indonesia
10. Australia

PICTURE 3 – ORIGIN OF VISITORS - COUNTRIES
3. NEW COFFEECLUB PLATFORM

At the Promotion and Market Development Committee meeting on March 2011, P&A presented the new layout of the platform and its graphic concept.

As stated before, technological development is a key issue for the future of the CoffeeClub. A new focused approach completely restructured to implement the “connecting the coffee world” concept was developed.

We started our reformulation taking into account our users’ needs;

- What do they want?
- Why join the CoffeeClub?

The reasons our users gave were:
- to show themselves to the coffee world,
- to find business opportunities,
- to post and to find information about coffee, and
- to find coffee people.

Our members and visitors wanted to develop new “coffee connections”.

That is why the new CoffeeClub is being developed to be more user-friendly, to highlight our members and their posts and to provide connections and interaction among major players in the social marketing scene, like Facebook, Twitter and LinkedIn.

The first step was a new layout, clean and complete, using what programmers call “lightboxes”, an application that displays images and other content in separate windows on the screen. The new layout also has different applications on rectangular spaces (boxes) on the screen, which paves the way for further improvement and changes in the future. This is an important step to enable customization of the community to our members’ needs.

To support the launch of the new structure, a new graphic concept for the CoffeeClub was also needed. Since the new logo should reflect connection, the word network was suppressed, leaving just CoffeeClub. The cup from the original logo remained, adding a double C to emphasize coffee and connections. This icon will also be used to spread CoffeeClub’s content all over the web.

PICTURE 5 – NEW LOGO

![NEW LOGO](image)

The main objective of the CoffeeClub is now highlighted in the home page: “connecting the coffee world”.

The new CoffeeClub structure is based on:
- coffee connections, where all content and people related to coffee, that are spread all over the web (e.g.: in Twitter or Facebook) can be found via CoffeeClub;
- the virtual coffee places will provide the perfect environment for members to say who they are and what they want to do in the network;
- the tools and applications in the platform must be easy to use and to access.

There are three places of interaction: (1) the home page, which will be where visitors and possibly new members will access the platform for the first time; (2) the My CoffeeClub, that is the profile of our members; and (3) the communities that will be now divided in two groups:
- basic and free to use communities; and
- the upgraded “premium communities”.

The layout of the new platform is shown in the pictures below:

**PICTURE 6 – HOME PAGE**
PICTURE 7 – MY COFFEECLUB

PICTURE 8 – COMMUNITY
It was expected to have the new platform already running at this time, but the programmers commissioned to develop the project faced difficulties in migrating the system to a new webhost server. In fact, the new CoffeeClub required more than just a simple migration; a whole new system is being developed. As a result, more programming hours were needed, causing a delay in launching the new platform.

In June/July 2011 the CoffeeClub will be launched in its “Beta” stage, which means that the mediators and programmers will test the platform to find possible bugs and connectivity problems.