



International Coffee Organization
September 2012

NCA Category Consumption Promotion Campaign

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Theme

***“Coffee is a well-rounded beverage that
improves life in many distinct, yet
complementary ways”***



Goal

Deliver a comprehensive communications campaign to increase coffee consumption on a pre-competitive basis across the category

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Program Elements

- **Message / Concept Testing**
- **Editor Outreach**
- **Interactive Website: “My Virtual Coffeehouse”**
- **Social Media/Mobile**

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Concepts/Messages

- Coffee helps me get things done
- Enjoying a cup with a friend
- Coffee and your health
- Coffee lovers are cool

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Research Objectives / Methodology

OBJECTIVES

- To assess how effective the four concepts are in motivating more coffee drinking
- To provide some understanding of why one or more concepts were more motivating than others to provide guidance for improving the concepts
- To understand how engaging various features of a new website are in order to focus efforts on the features and activities that would do the most to move the needle on engaging consumers with coffee

METHOD

- A total of about 1,500 consumers representing the U.S. population plus an augment of about 240 Hispanics were exposed to one of the four concepts and asked several questions including whether they would be more likely to drink coffee more frequently and why

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Message Testing

1 of 4 concepts were presented to each respondent

Coffee helps me get things done!

- It often feels like there are too many things to do in a day – lots of pressure, responsibilities and choices to make. But I also feel like a cup of coffee can, in a way, help me do more. It improves my ability to focus, gives me extra energy, improves my memory, offers a refreshing break, and even perks up my mood. It can help me start my day on the right foot or give me a second wind in the afternoon. Coffee helps me get things done in my busy life.

Enjoying a cup with a friend

- There's no more natural way to catch up with an old friend or learn more about someone new than by enjoying a cup of coffee together. Many people say having coffee brings people together like no other activity. It's the perfect first date. A tasty treat when studying with friends. And a comfortable way to talk over a business idea. Great things start over a cup of coffee – a friendship, a romance, an idea or even plans for the future that may change your life.



Message Testing

Coffee and your health

- Scientists and medical experts have been studying the link between coffee and health for many decades. Today, new studies show an impressive link between coffee consumption and reduced risk of colon cancer, type 2 diabetes, short-term memory loss, liver disease, Parkinson's disease and even skin cancer. Other studies are showing that coffee reduces fatigue, increases exercise stamina, reduces muscle pain, and even perks up your mood. Who knew! Would you like to know more?

Coffee lovers are cool

- Sure, everyone knows that our parents and even our grandparents have loved coffee for decades. But have you noticed how fashionable it is to enjoy coffee, lattes, frappuccinos, espresso and all the new low-cal coffee drinks becoming available? It's pretty obvious that people who love coffee and find new ways to enjoy it are trendy, positive, confident, successful people. Just like you.



Message Testing

A new, fun website called *My Virtual Coffeehouse* will soon be launched

- It gives you an upbeat online coffeehouse where anyone can go to share the coffeehouse experience – trade stories about your favorite coffee drinks, listen to up-and-coming musicians, take advantage of coffee-related steals and deals, download recipes for cooking with coffee, and take part in games and contests to show off your talent.



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Key Findings

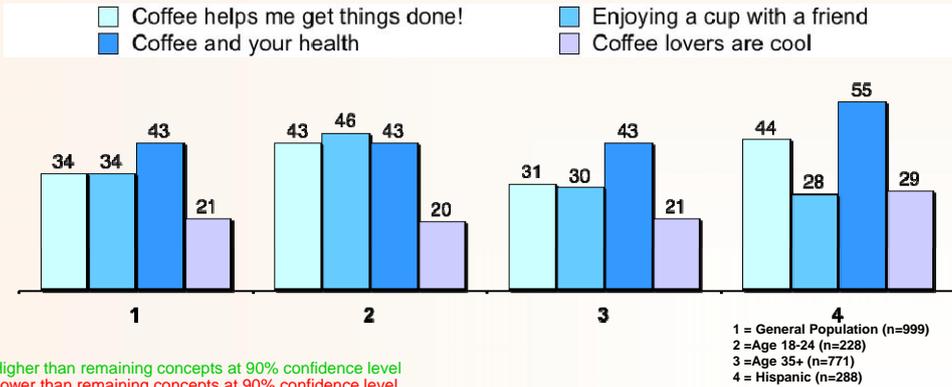
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The “Coffee and your health” concept rates highest on being likely to increase the frequency of drinking coffee.

- This is true for both the general population (specifically those age 35+) and Hispanics.
- Young adults report little differences across the concepts, with the exception of “Coffee lovers are cool” which was the least effective concept across all groups.

Impact of Concept on Coffee Drinking Frequency
- Would Drink Much/Somewhat More Frequently -
- Among Past Month Coffee Drinkers -



Higher than remaining concepts at 90% confidence level

Lower than remaining concepts at 90% confidence level

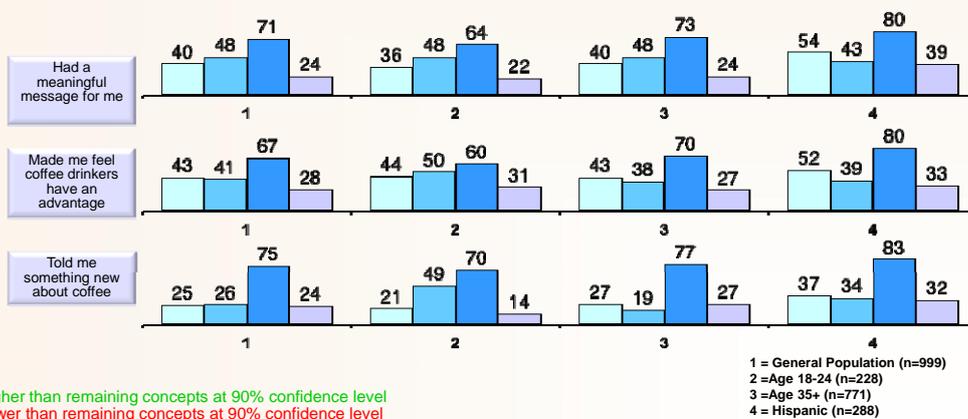
Q604: Please read the following paragraph pertaining to coffee. (SHOW CONCEPT) Based on this information you just read, how would it impact your frequency of drinking coffee?



As with the potential impact of coffee drinking frequency, the “Coffee and your health” concept rates highest on each of the image statements

- This concept also rates highest across each segment (gen pop, age 18-34, age 35+, and Hispanics).
- The concept’s biggest advantage vs. the other concepts is on “told me something new about coffee.”

Statements about Concept – Top 2 Agreement
- Among Past Month Coffee Drinkers -



Higher than remaining concepts at 90% confidence level

Lower than remaining concepts at 90% confidence level

Q606: Please review this paragraph one more time. Based on the paragraph you just read, please rate each statement below on how much you agree or disagree with the statement.



Reasons For Increased Consumption/ No Impact – By Concept

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Cohort Reasoning

- After being asked about the likely impact of the concept on their frequency of consuming coffee, respondents were asked an open-ended question regarding why they felt that way.
- Overall, as would be expected, reasons for projecting increased frequency in each case related directly to the core concept, although there were some different variations within. A key reason for a “no impact” response across all concepts is the power of routine—they have their routines and see no reason to change.
- Due to the emphasis on Hispanics, their responses were reviewed in comparison with non-Hispanics. There were no obvious differences in types of response.

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Summary of Volunteered Responses

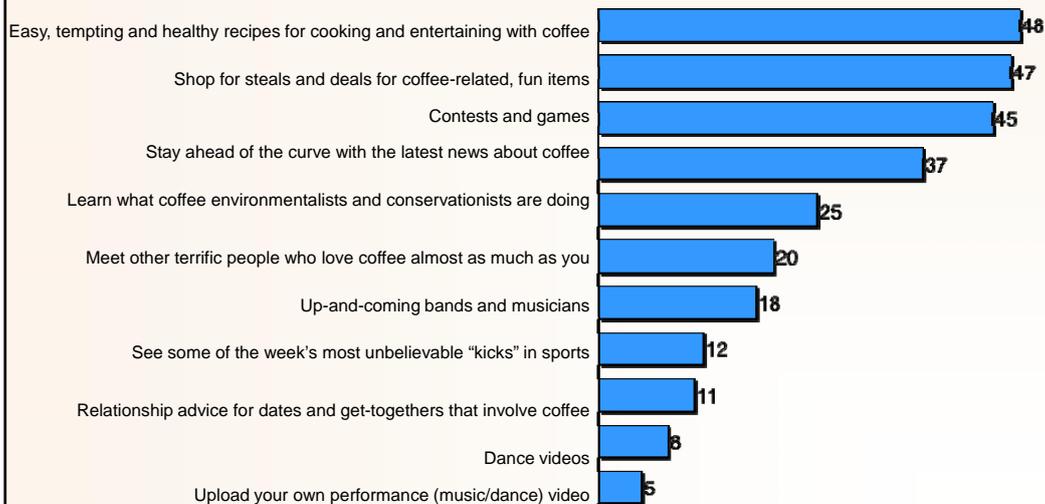
Concept	Reasons Will Increase Consumption (% Who Will Increase)	Reasons No Impact On Consumption (% No Impact)
Coffee helps me get things done!	(34%) <ul style="list-style-type: none"> Extra energy <ul style="list-style-type: none"> o Accomplish more throughout day (Minority) Improved focus 	(60%) <ul style="list-style-type: none"> Have a routine <ul style="list-style-type: none"> o (Some) confirm effects Doubt benefits—doesn't work for them
Enjoying a cup with a friend	(34%) <ul style="list-style-type: none"> Rings true <ul style="list-style-type: none"> o Reminds of times had or could have 	(59%) <ul style="list-style-type: none"> Already do this and so no change Have a routine (Minority) Drink coffee for other reasons
Coffee and your health	(43%) <ul style="list-style-type: none"> Health benefits <ul style="list-style-type: none"> o General o Disease prevention o Energizing benefits Permission to drink more 	(50%) <ul style="list-style-type: none"> Have a routine Cynical about food/drink studies (Some will feel better about coffee they drink)
Coffee lovers are cool	(21%) <ul style="list-style-type: none"> To feel cool/trendy Reminder of coffee varieties 	(76%) <ul style="list-style-type: none"> Have a routine Push back against idea that they would drink coffee to be trendy (Minority) Dislike flavored coffee



The website features that would provide the greatest interest include 1) the coffee recipes (48%), 2) shop for steals and deals (47%), 3) contests and games (45%), and 4) news about coffee (37%).

- These four features held the greatest interest for both younger and older adults, as well as Hispanics.

Website Features - Top 5 interest
- Among Past Month Coffee Drinkers -



Message Testing Research

Appendix

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Message Testing Research

A = Coffee helps me get things done!
 B = Enjoying a cup with a friend
 C = Coffee and your health
 D = Coffee lovers are cool

Group	Concept	Top 2 More Frequently	Would make me want to drink coffee much more frequently	Would make me want to drink coffee somewhat more frequently	Would have no impact on how frequently I drink coffee	Bottom 2 Less Frequently	Would make me want to drink somewhat less frequently	Would make me want to drink much less frequently
General Pop	A	34%	11%	22%	60%	6%	4%	2%
	B	34%	12%	22%	59%	7%	5%	3%
	C	43%	18%	25%	50%	8%	7%	1%
	D	21%	5%	16%	76%	3%	2%	1%
Age 18 - 34	A	43%	13%	30%	44%	12%	5%	7%
	B	46%	18%	28%	33%	21%	10%	11%
	C	43%	17%	26%	41%	16%	15%	1%
	D	20%	6%	14%	74%	6%	4%	2%
Age 35+	A	31%	11%	20%	65%	5%	4%	1%
	B	30%	10%	19%	68%	3%	3%	0%
	C	43%	18%	25%	52%	5%	4%	1%
	D	21%	4%	17%	77%	2%	2%	1%
Hispanics	A	44%	13%	31%	51%	6%	3%	3%
	B	28%	13%	15%	52%	20%	13%	8%
	C	55%	29%	26%	35%	11%	8%	3%
	D	29%	8%	21%	68%	3%	1%	1%

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Message Testing Research

--- Had a meaningful message for me. ---

A = Coffee helps me get things done!
 B = Enjoying a cup with a friend
 C = Coffee and your health
 D = Coffee lovers are cool

Group	Concept	Agree Completely/ Somewhat	Agree Completely	Agree Somewhat	Neither Agree Nor Disagree	Disagree Completely/ Somewhat	Disagree Somewhat	Disagree Completely
General Pop	A	40%	9%	30%	30%	31%	14%	17%
	B	48%	18%	30%	34%	18%	12%	6%
	C	71%	41%	29%	25%	4%	2%	2%
	D	24%	8%	16%	32%	45%	13%	31%
Age 18 - 34	A	36%	12%	24%	27%	37%	12%	25%
	B	48%	19%	29%	44%	8%	6%	2%
	C	64%	36%	27%	30%	7%	5%	2%
	D	22%	9%	12%	39%	39%	9%	30%
Age 35+	A	40%	8%	32%	31%	29%	15%	14%
	B	48%	18%	31%	30%	21%	14%	8%
	C	73%	43%	30%	24%	4%	1%	2%
	D	24%	7%	17%	30%	46%	15%	32%
Hispanics	A	54%	11%	42%	27%	20%	7%	13%
	B	43%	20%	23%	38%	19%	6%	13%
	C	80%	52%	29%	18%	2%	0%	2%
	D	39%	15%	24%	32%	29%	13%	17%



Editor Outreach

- One-on-one outreach to 5500 established media contacts and other editors as appropriate
- First use of material prior to social media rollout
- Features and coffee updates
 - Health, social interaction, fun and enjoyment, coffeehouse culture/environment, product/format variety, endurance, productivity, sustainability, etc.
 - Particular attention to strongest testing messages



MyVirtualCoffeehouse

- Interactive website that creates a virtual venue for sharing the coffeehouse experience, linking coffee with some of the best things in life: culinary enjoyment, health, music, social interaction, relationships, sports, etc.
- Provides a dynamic platform to integrate campaign messages and shared consumer enthusiasm
- Flexible content architecture offers expandable feature options, such as enabling visitors to:
 - Trade personal coffeehouse stories, preferences and experiences
 - Share favorite coffee varieties , brewing preferences, beverage options
 - Compare/contrast notes on coffeehouse perks, music, performers, features, promotions, etc.
 - Post and download favorite recipes for cooking with coffee
 - Engage in games and contests to test your coffee knowledge
 - Share knowledge and learnings about coffee-related news, research, topics



MyVirtualCoffeehouse



Social Media/Mobile

- Leverage and enhance NCA's Facebook, Twitter, YouTube and Pinterest profiles
- Reach out to bloggers to extend reach of news and messaging
- Engage Reddit platform for viral distribution of NCA material
- Widely push out emails and texts to target mobile devices
- Possible coffeehouse-related app to be developed



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