

Creative Brief: Fantasy Coffee Co.

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Executive Summary

Industry

Coffee shops are part of a specialty eatery industry that sells coffee drinks and other food and beverages. Before the COVID-19 pandemic, prime location, store traffic, and high-quality products determined the success of each company (Dun & Bradstreet First Research, 2022). As more businesses in the coffee sector start to reopen, café owners must adapt to accommodate a post-pandemic marketplace. This creative brief outlines an advertising strategy that will differentiate Fantasy Coffee Co. from its competitors and facilitate its continued success.

Overview

Fantasy Coffee Co. is a lively coffee shop in downtown Houston that invites Houstonians to gather, study, socialize, snack on locally sourced goods, and sip on in-house roasted Kenyan coffee. Fantasy Coffee Co. was highly successful for its first three years, but the COVID-19 pandemic led to a drastic decline in business, presenting an opportunity that led to this new marketing campaign (Harris, 2022).

Background

Houston natives and high-school sweethearts Sophia Williams and Abby Martinez founded Fantasy Coffee Co. in 2016. The coffee shop began as office space relinquished by its owners after Houston's Tax Day Flood, giving Abby and Sophia a chance to purchase the building well under market value. The new owners renovated the space, and because their opportunity was due to a natural weather disaster, they committed themselves to sustainable business practices, products, and goods. After business declined because of the pandemic, the shop introduced several new features; however, the pair has never used marketing in the past and

are experiencing difficulty getting the word out about these features. As a result, Fantasy Coffee Co. has seen a steady decline in business, leaving the young entrepreneurs with growing concerns about its future. (Harris, 2022).

Solution

I will address this issue by appealing to a millennial target audience. My creative strategy is to create a fear of missing out (FOMO) that will be executed through email advertisements, text (SMS) messaging, and social media that highlight Fantasy Coffee Company's Tuesday night artist spotlight and reverse happy hour specials.

Challenge

Because of the café's proximity to the University of Houston- Downtown (UHD), Williams and Martinez, both alumni, generated traffic in the past by offering students and alumni discounts year-round, which ensured regular business pre-pandemic. For the first three years, the café did so well that marketing wasn't a concern. In 2020, however, the COVID-19 pandemic caused a drastic decline in business due to many UHD students' shift to remote learning. As a solution, Fantasy Coffee Co. phased in several new features over the last year, including grab-and-go meal options, socially distanced tables, walk-up window service, and a partnership with UberEats. Despite these changes, business has not improved for the downtown coffee shop, jeopardizing the future of Fantasy Coffee Co. (Harris, 2022).

Objective

This campaign aims to increase the growth rate of Fantasy Coffee Co. by 2.8 percent in one year by targeting a millennial audience, using email marketing, SMS messaging, and social media to instill a sense of FOMO that makes Fantasy Coffee Co. impossible to resist.

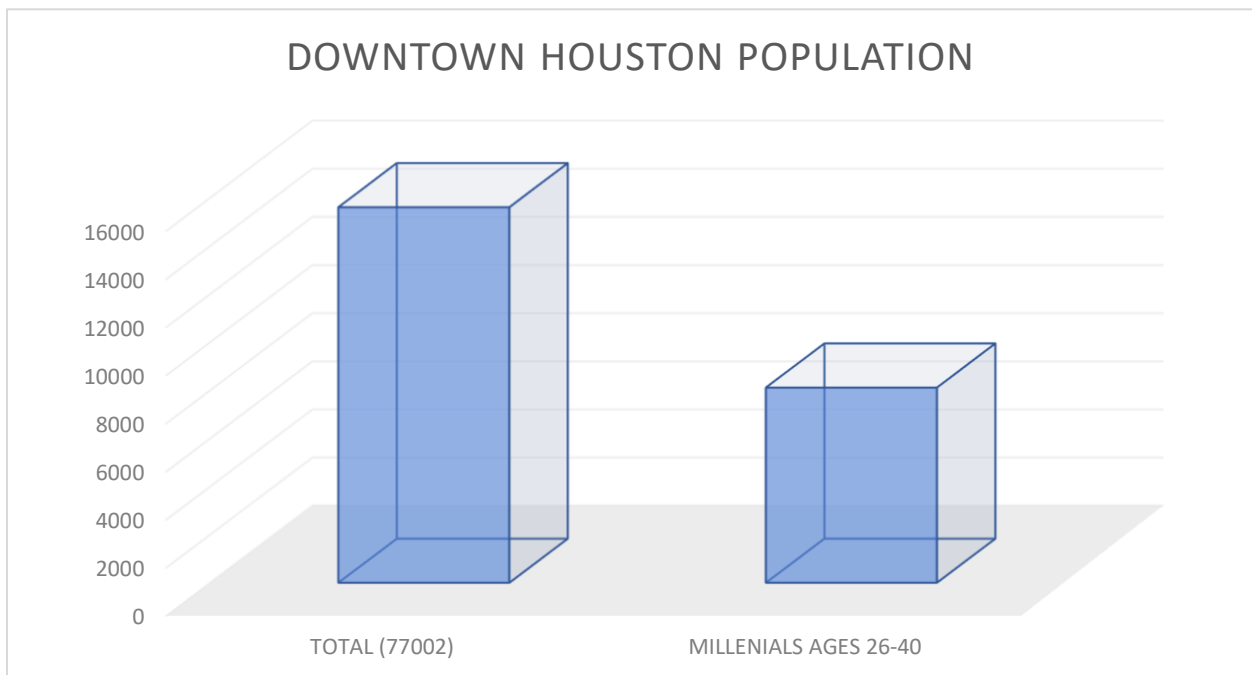
Target Audience

Demographics

Downtown Houston is home to roughly 15,000 residents, according to 2022 data.¹ Fantasy Coffee Company's expanded audience includes millennials ages 25 to 40 living in downtown Houston. They are culturally diverse and make up 36 percent of the neighborhood's population. The median household income is \$71,369 (Niche, 2022).

Table 1

Downtown Houston's target audience population numbers concerning the total population.



Psychographics

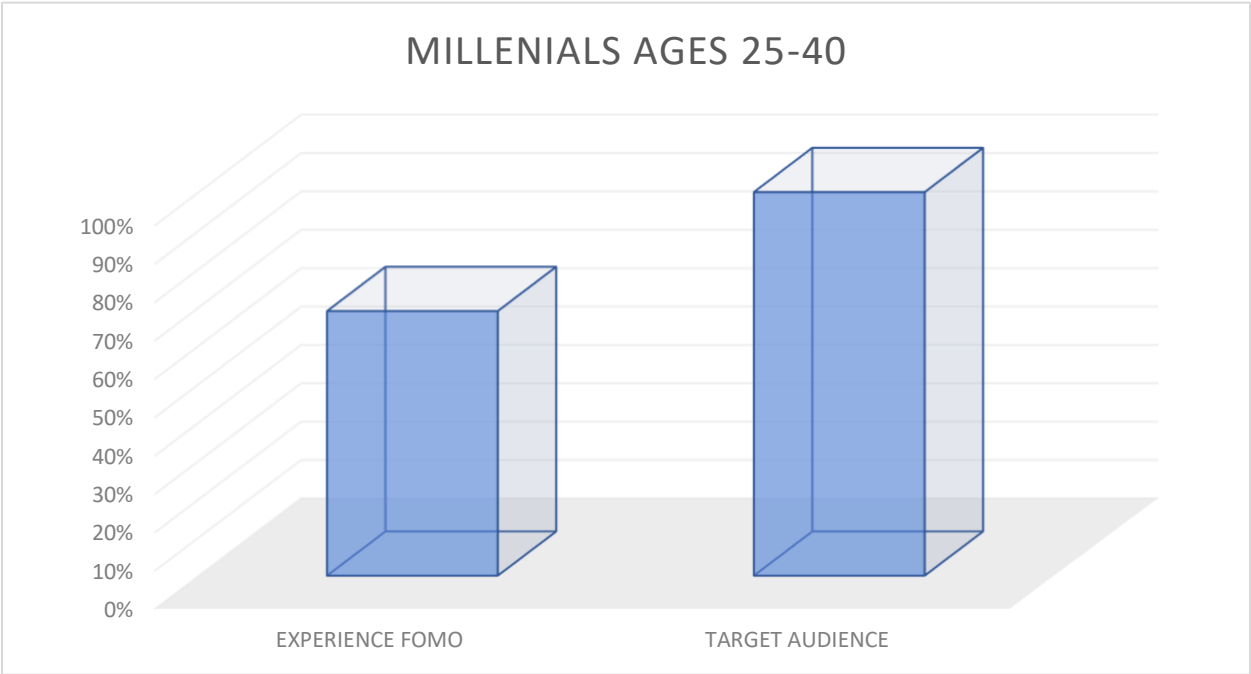
Sixty-nine percent of millennials experience FOMO (Editorial Staff, 2022). Parties, events, and food account for 85 percent of why millennials develop FOMO. Psychology Today

¹ For more information regarding data licensing and sources, see Niche, 2022.

found that 30 percent of millennials feel lonely "always or very often," and 71 percent agree they feel more connected when attending a live event (Editorial Staff, 2022).

Table 2

Target Audience Psychographics Relevant to Creative Strategy

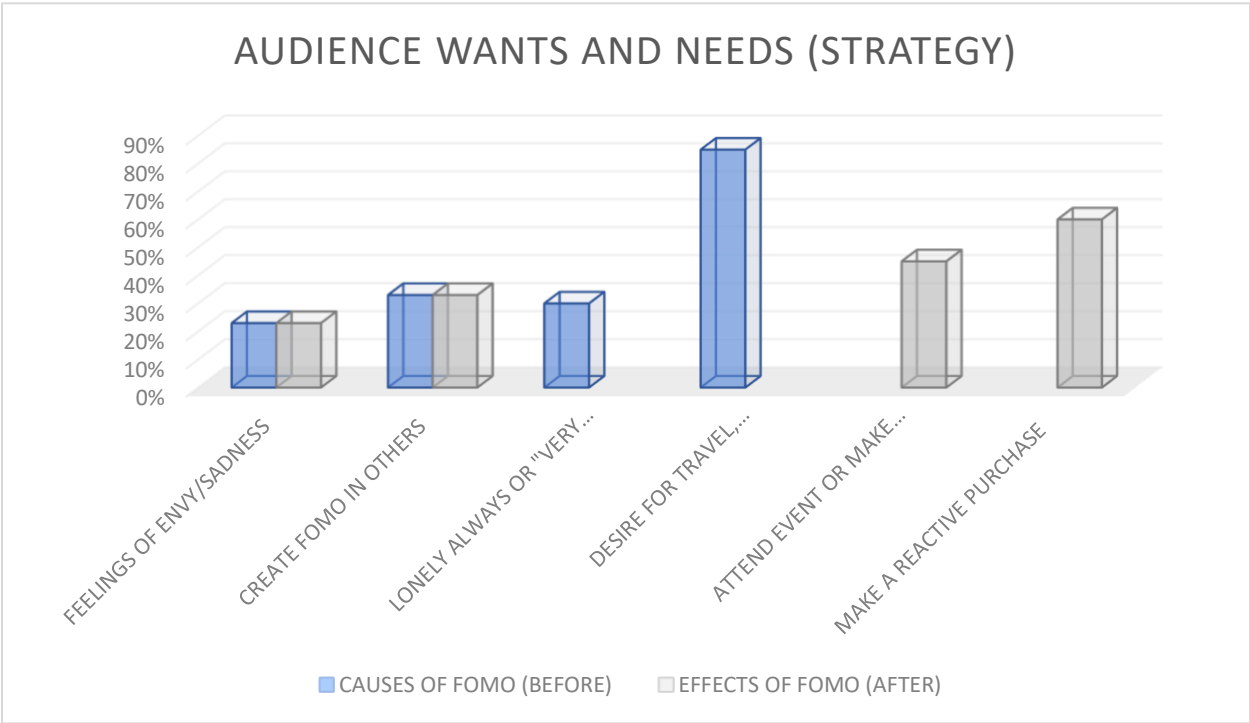


Features and Benefits

Feature	Benefit	Wants & Needs
Tuesday night artist spotlight featuring musicians, poets, artists, and other creatives.	This feature allows people to attend an event (Gilbert, 2022).	• To alleviate feelings of loneliness • Create FOMO in others • Desire to attend an event/Something to post on social media (Editorial Staff, 2022)
Reverse happy hour special on Tuesdays	Affordable prices on food and drinks.	• A customer-centric experience • Discounts on purchases (Gilbert, 2022)

Table 3

Causes and Effects of FOMO on Target Audience



Strategic Message

Less #TBT, more #photodump— Come gather here for our Tuesday night artist spotlight and reverse happy hour specials. Don't wait to live your life; share something new with us.

Creative Strategy

Implementing a marketing strategy that combines a solid social presence, opt-in text messaging, and marketing emails is a cost-effective and trackable way to tailor advertisements to your target audience (Happ, 2021). Email marketing is an effective strategy when targeting millennials. More than 70 percent check their email first thing in the morning, spend a third of

their day scrolling through their inboxes, and prefer email marketing from brands they're loyal to over any other type (Daniels, 2021). Ninety-eight percent of marketing text messages are opened or viewed, and 40 percent result in the recipient spending money. Finally, 27 percent of the target audience checks their social media accounts before leaving bed in the mornings, resulting in a 40 percent success rate for marketers (Happ, 2021).

Table 4
Comparative Analysis of Marketing Options Reach on Target Audience



To create a sense of FOMO, I will use two features: the Tuesday night artist spotlight and the reverse happy hour special. Geofencing is the perfect opportunity to send automated SMS messages to downtown audience members passing within a specific radius of Fantasy Coffee Co. (Happ, 2021). Email and SMS subscribers will receive updates for the Tuesday night artist spotlight. The email will contain an ad that communicates the key message to readers and links

to Fantasy Coffee Company's social account. Visitors will find updates regarding reverse happy hour specials, opt-in to SMS messaging, and content highlighting events, food, and drinks.

This creative strategy inspires FOMO in several ways. First, millennials love being the first to post about something online, and many admit to posting to make others feel FOMO (Gilbert, 2022). Second, 30 percent of the target audience experiences anxiety due to FOMO. A countdown clock is a helpful tool to put "not forgetting" at the forefront of their minds (Lishchuk, 2021). Finally, posting content about the reverse happy hour specials on social media is an example of a customer-centric experience that inspires brand loyalty in millennials. According to Forbes, 66 percent will remain loyal to a brand if it treats them generously (Lishchuk, 2021). However, they also love a good deal, and if offered a 30 percent discount, 66 percent surveyed said they would switch brands.

Memories of life before COVID sustained many people throughout the last two years. Others survived by making plans for life after COVID. The reality is that we've evolved into a life *with* COVID, and that means the opportunity to make memories and execute long-awaited plans. We shifted our lives 180 degrees; the most challenging part is over. Complete the circle; you've been missed.

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Supplemental Materials

Link to Presentation

https://youtu.be/-GcJnKS1w_c

Link to Social

<https://www.instagram.com/fantasycoffeeco.htx/>

Link to Spotlight Artist

<https://youtu.be/httQSWQewTE>

Link to SMS Marketing

https://youtube.com/shorts/XxI0_QJbWK8?feature=share