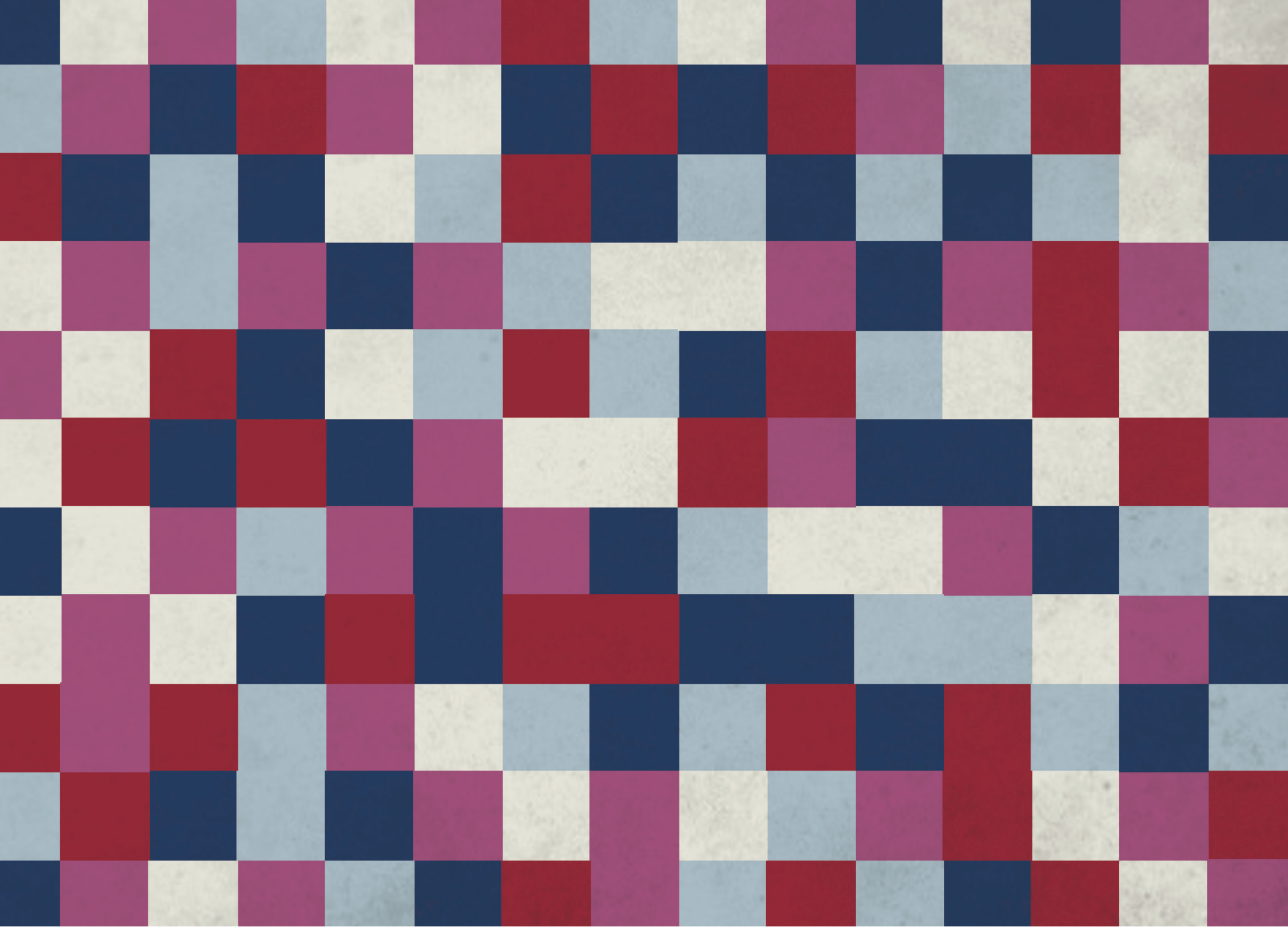


DOUWE
EGBERTS
SINCE 1753



*The Coffee Shop
Collection*

Re-establishing the **home** of quality coffee



The Brief:

Develop a way of making Douwe Egberts appeal to younger consumers, and increase their awareness of Douwe Egberts with a theme that can extend across different media.

The challenge is to find a way of making coffee drunk at home as appealing as going to the coffee shops and cafes to drink it.

The solution needs to present Douwe Egberts as a brand that is contemporary, without losing its heritage and expertise.



The Problem:

The majority of the target audience prefer to go to coffee shops to get their daily dose of caffeine than taking the time and effort to make the coffee at home.

Through my research, I have found that the main issue is the TIME it takes to make a good quality cup of coffee (the instant coffees just won't match up to the freshly ground filter varieties)

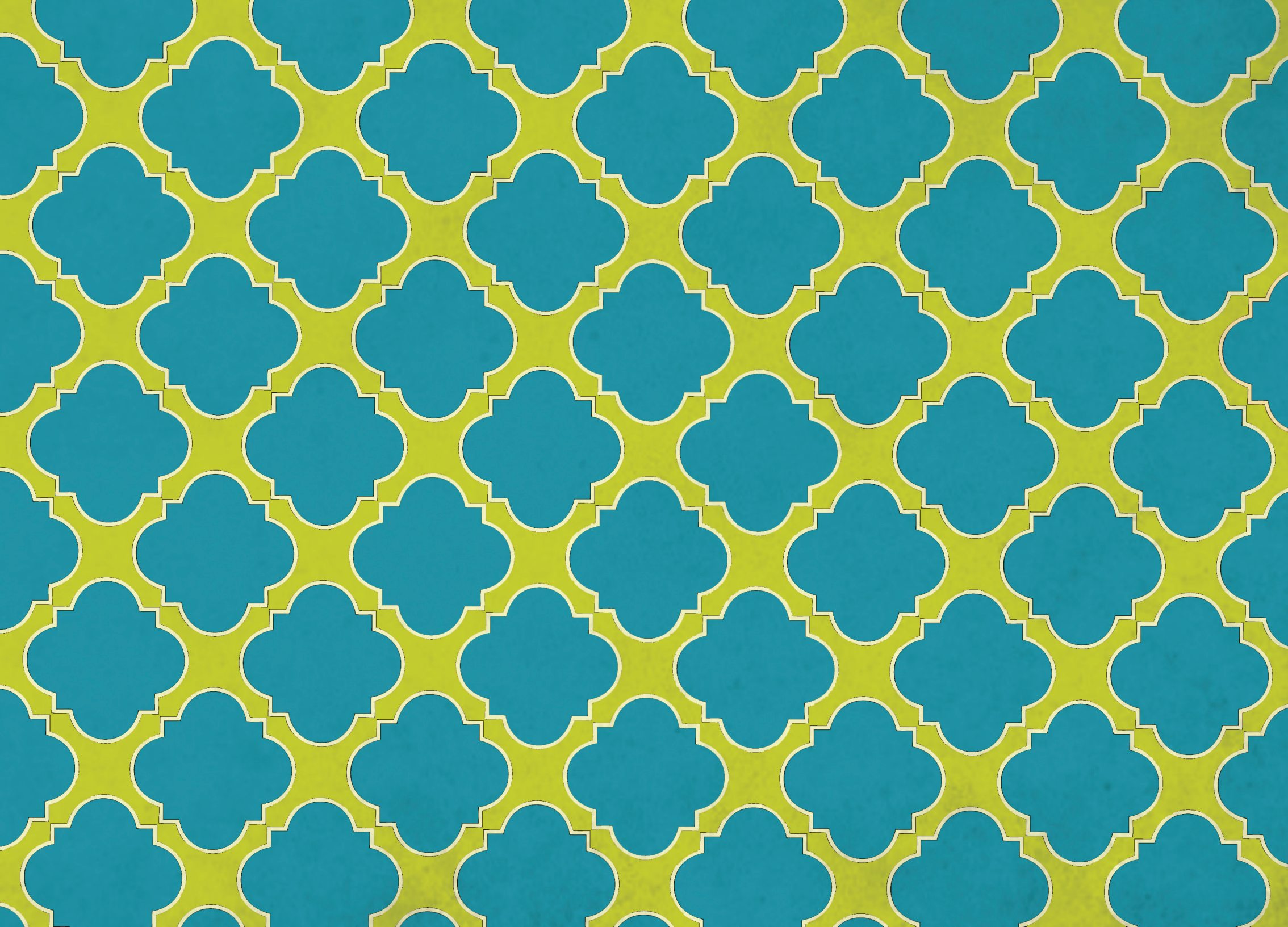
To try and attract a new audience, we must take into account each of the areas listed opposite that they (the audience), feel are important in their coffee making decisions (decided through results from an audience questionnaire):

Taste .1

Choice .2

Convenience .3

Familiarity .4



Re-establishing the home of convenient and delicious coffee

Why go out to get your gourmet coffee shop drink, when you can now replicate the taste, and experience in the comfort of your own home?

In a hurry? Only want one cup of delicious Douwe Egberts filter coffee? The Coffee Shop Collection is the new 'on the go' quality coffee selection from one of the nations leading luxury coffee brands.

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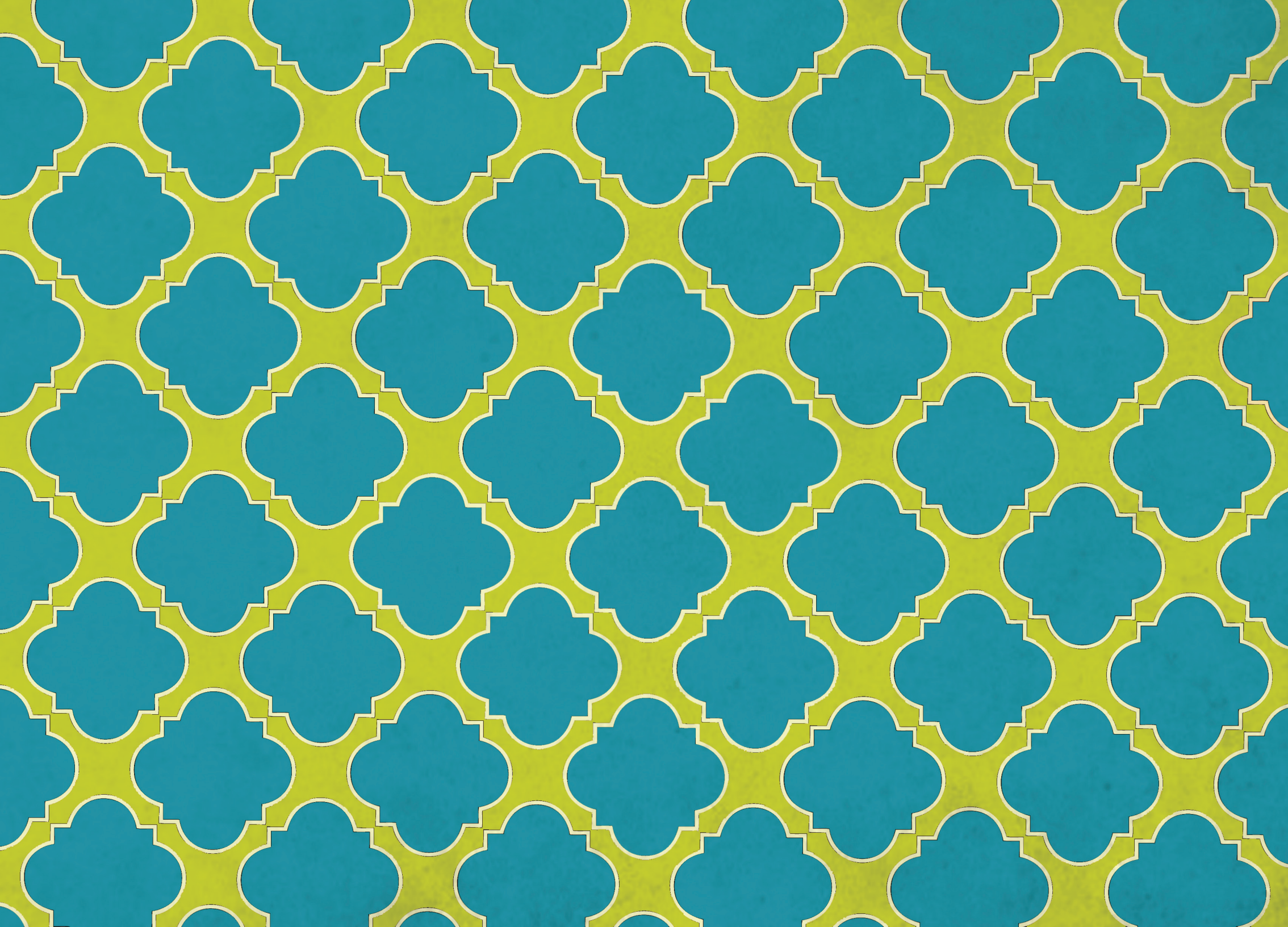
The Packaging:

Packaged in takeaway coffee cup-style pots, to give the product a convenient, on the go feel usually adopted by the leading coffee shops.



Vintage - inspired patterns corresponding to the different coffee strengths as well as echoing the modern-heritage feel the brand is striving for.

Bright patterns will help the pots stand out to the young audience on the dull, crowded supermarket shelves.



What makes this product so unique?

This isn't just a re-design of your current product packaging; this concept takes drinking and enjoying coffee at home to a whole new level.

Included with the product:



Recipe Booklet



Individual One - Cup Filter



'Coffee Bags'



Delicious, freshly ground coffee... for one?

To hit the taste and convenience values that the audience found important, I have developed an individual, one-cup filter which will come in every pot.

This filter works seamlessly with the coffee bags, and will create the perfect amount of Douwe Egbert's quality coffee for one person.

Now you can have the perfect cup of luxury filter coffee, in an instant!



Place a coffee bag into the filter, and set the filter on top of a mug.

Pour hot water into the filter, to create the perfect cup of fresh Douwe Egbert's coffee.



Simply throw away the used coffee bag and rinse the filter ready for its next use.



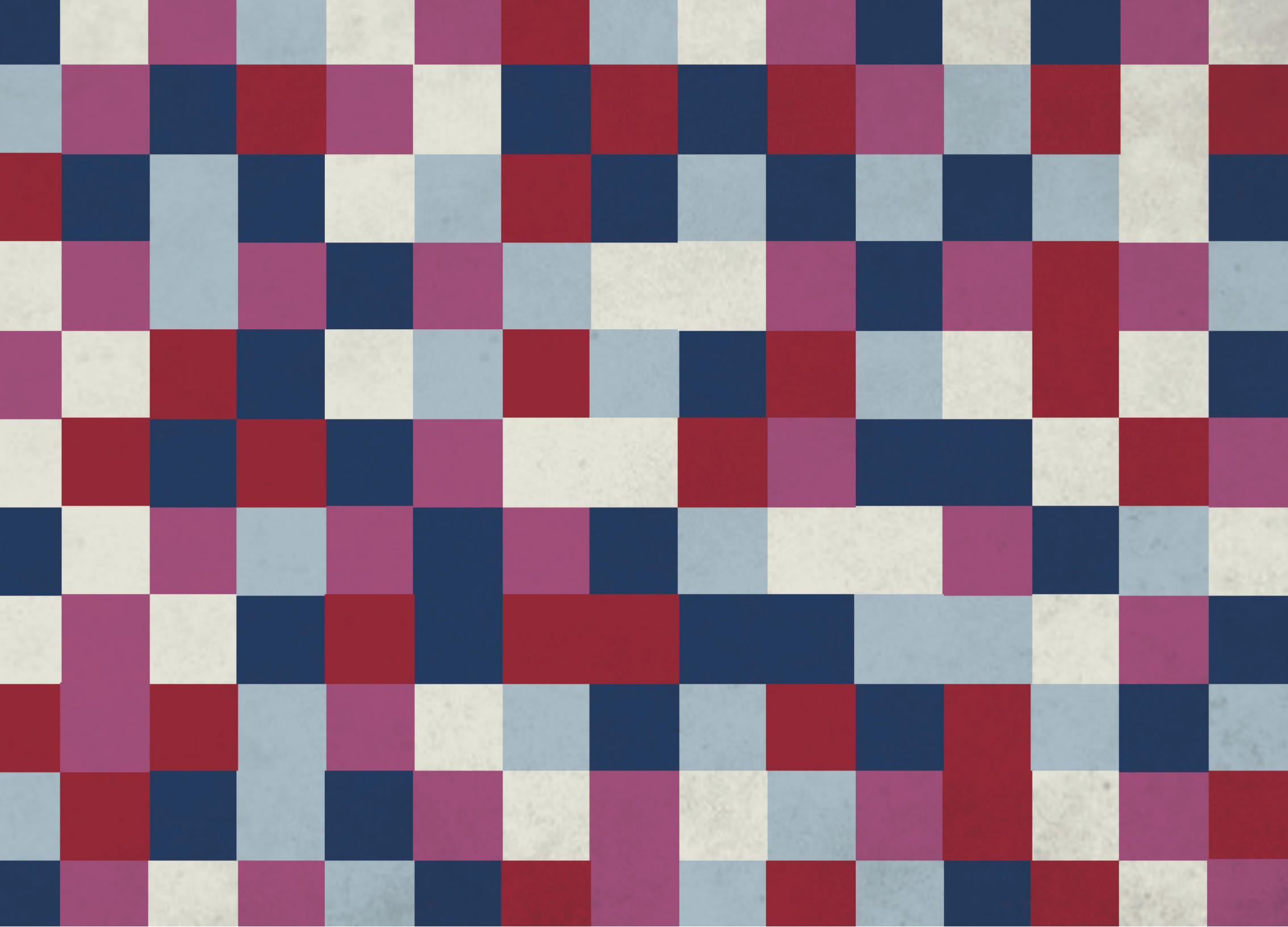
How do the coffee shops do it?

To hit the choice and familiarity values that the audience found important, I have created a unique recipe booklet which will come in every pot.

The recipe booklet contains all the popular drinks found in cafes everywhere, giving you the chance to re-create the ultimate coffee shop experience, at home.

There is also the opportunity add more recipes, collector cards, or seasonal recipe booklets.





Brand Extensions:

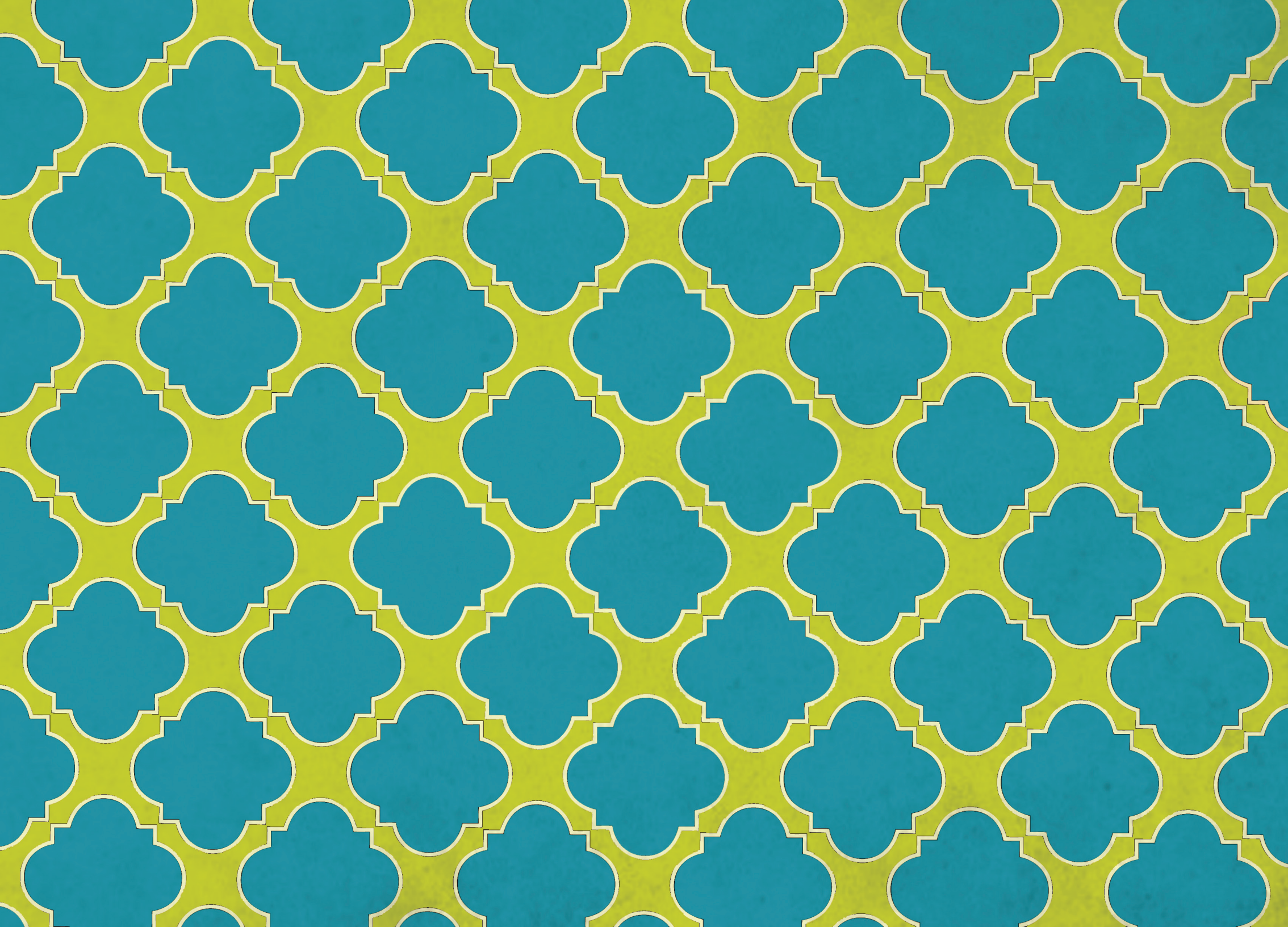
The new products aren't just limited to the coffee themselves. There is plenty of opportunity for the brand to be extended through numerous different medias. Here are just a couple of possibilities:

As mentioned in the recipe booklet, there is the opportunity to develop a range of flavoured coffee syrups to work alongside your current products.



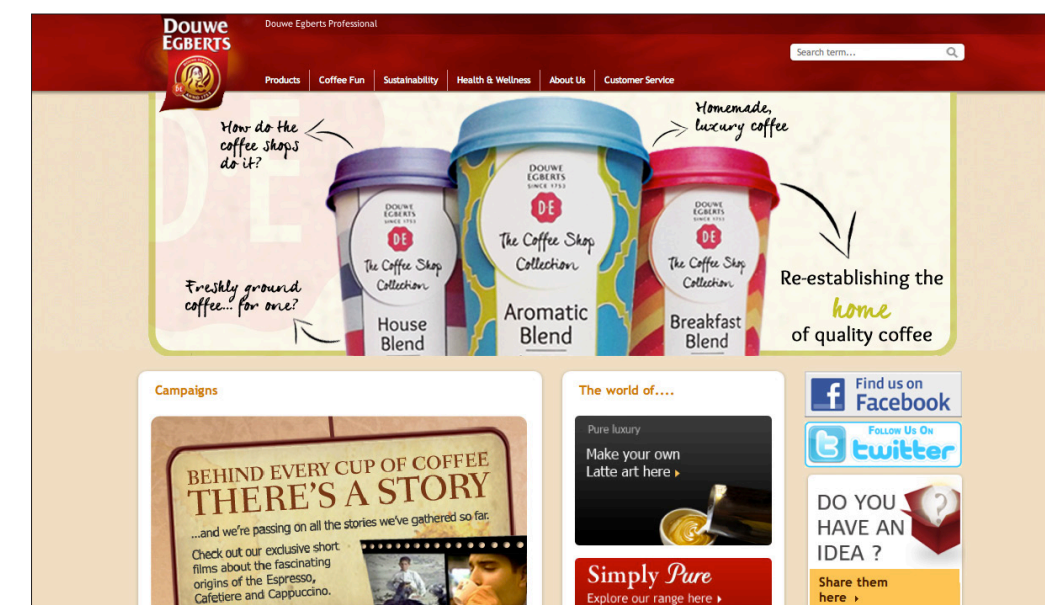
Limited edition kitchen sets can also be created using the distinctive patterns featured on the coffee pots.

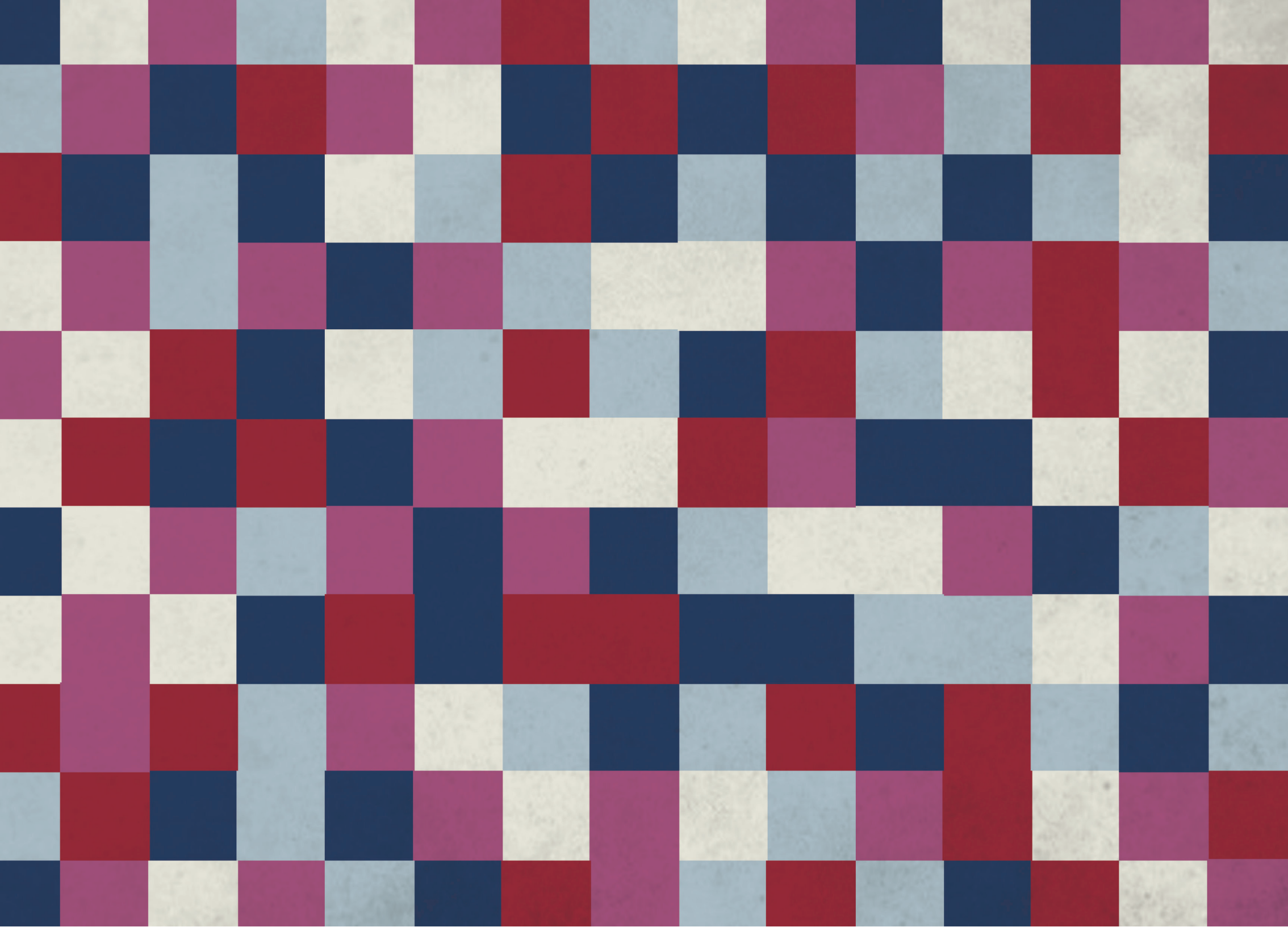




Marketing

To make the audience aware of the new range of products in this collection, I have created a set of print advertisements, which can be effectively altered to work across different media:





Conclusion:

This new range is bright and energetic to match the desired young target audience. It also hits on the aspect that is currently making homemade coffee so unpopular, the competition from the coffee shops. However, instead of trying to move away from the competition, I'm showing you how you can use the competition to your advantage.

If you can't beat them, join them (over a cup of fresh Douwe Egberts coffee!)



