

DUTCH BROS

Coffee

Itinerary

- Goal for Holiday Campaign:
 - Increase holiday drink sales by utilizing social media tactics
 - Identify ways to reach targeted audience
- Audience:
 - 16 to 25 years
 - Awareness, Consideration, Purchase



Scenario

Dutch Bros Coffee is looking for an agency to help them with their holiday campaign. They have a special assortment of drinks that they are launching for the holidays and need to supplement their in-house marketing team with an agency.

Mandatories:

- \$10,000 overall
- Campaign launch November 15th-18th 2021
- Social media engagement is our focus
- Starting August, every two weeks on fridays are debriefing days



Importance of Social Media

- Social media is the peanut butter for brands
 - Brand awareness
 - Brand consideration
 - Purchase

Key Insights From Discovery Session

- Dutch Bros assortment drinks use more flavours and are more creative
- Our mission is to help Dutch Bros stand out from competitors
- Visuals are extremely important for this brand's marketing strategy
- Instagram campaign would be beneficial(participation)

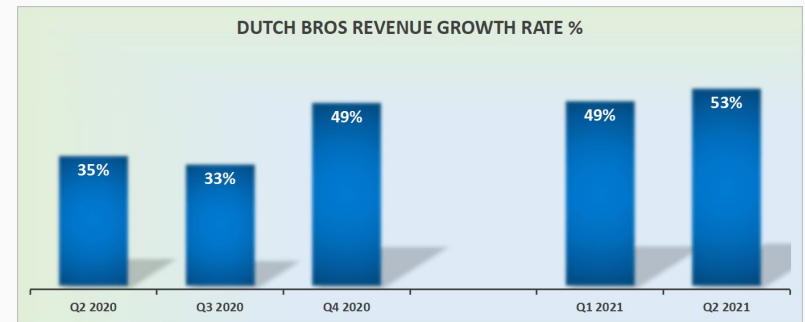


Strengths

- Unique and personal mission
- Offers more drink options
- Holiday drinks offered for a limited time
- Strong community involvement

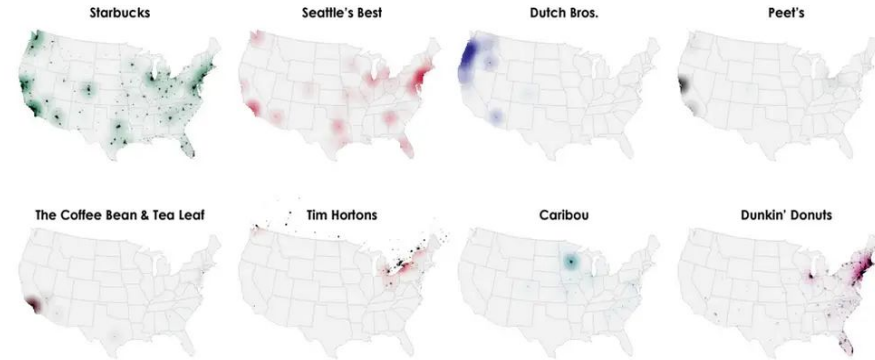


A PORTION OF PROCEEDS
FROM THE DAY WILL BE
DONATED TO THE
**MUSCULAR
DYSTROPHY
ASSOCIATION**
TO FIGHT ALS



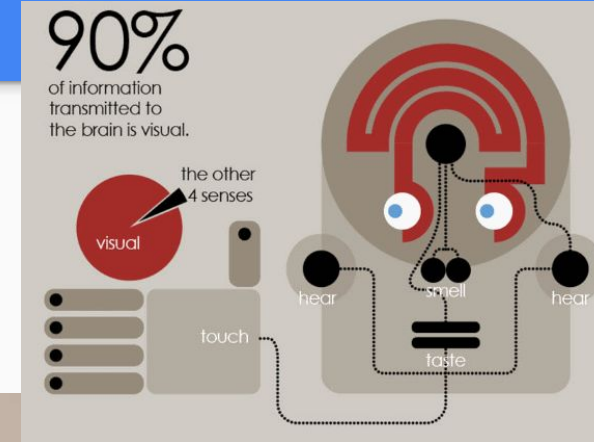
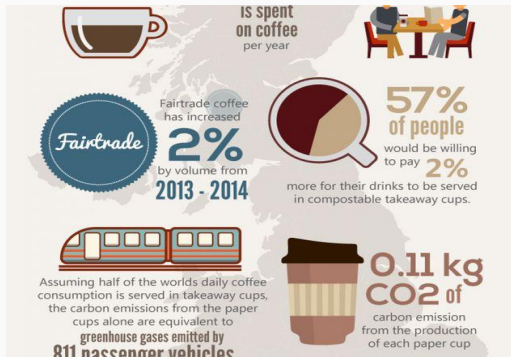
Weakness

- Lack of variety of other products
- Less stores than most competitors
- Lack of “buzz”
- Niche target market
- Lack of popularity/knowledge



Opportunities:

- The use of visuals
- Launching during holiday season.
- Target market



Threats

- Competitors and seasonal drinks
- Competitors ad prevalence
- Culture shift
- Lack of popularity
- Weather delivery threats



Recommendation #1

- #DutchBrosHolidayDrinkReview
 - **November 14th:** Justin Simmons (Broncos player) will post his #DutchBrosHolidayDrinkReview on his Instagram and encourage his followers to participate
 - We will pay Simmons **\$2,500** for promoting our holiday drinks
 - **November 15th- December 22nd:** Campaign in full effect
 - **December 23rd:** Announce winners
 - 700 of the locations will be participating so a total of **\$3,500** will be given in gift cards

Recommendation #2



- When you buy one of the new holiday drinks, 50 cents will be donated to Children's Hospital. The holiday cup will also have a Dutch Bros/ Children's Hospital ornament attached to it
 - **November 14th:** Post on our Instagram a picture of the holiday cups with the ornament to let customers know to try our new holiday drinks while also supporting a good cause. Children's Hospital will also be posting on their social media to go to Dutch Bros.
 - **November 15th-18th:** Ornaments will only be offered these days/ donations
 - \$4,000 for the ornaments

Follow Up Questions