



It all starts with a
NESCAFÉ



CLIENT NESTLÉ
PRODUCT NESCAFÉ
DATE BRIEFING 04-12-2018
DEADLINE 19-12-2018 14:00

ANNOUNCEMENT OF THE WINNERS 19-12-2018

BACKGROUND

Coffee is booming, new coffee bars are popping up like popcorn. Moreover, consumers are increasingly interested in information about coffee. They want to know where the coffee beans come from and how they are produced. We can state that coffee is very popular and coffee consumption is growing all over the world. Nevertheless, trouble is brewing in the sector. There are issues affecting the entire coffee industry; such as climate change, coffee plant diseases, migration to cities (ageing farmers), low coffee prices and bad farming techniques. NESCAFÉ has launched this year - Grown Respectfully, a concept explaining what we do for the coffee farmer, community and planet. Hence, this program brings to life our positive impacts on society.

This year we communicated Grown Respectfully towards our retail partners and on our product range (both Nescafé Dolce Gusto and Nescafé instant portfolio). Next year we want to bring across our “Grown Respectfully” story to the consumer in a simple, honest & transparent way.

BRAND PROPOSITION

From the day NESCAFÉ was invented 80 years ago, sustainability has been at the heart of our iconic brand. NESCAFÉ helps you awaken to new opportunities and start new conversations, develop new ideas, be who you want to be, and share who you are with others.

The goal of NESCAFÉ is to stimulate & enrich the simple moments of life. The NESCAFÉ Brand tag line is “It all starts with” and the brand big idea is “make every cup count”.

CHALLENGE

People are generally sceptical about large food companies, particularly when it comes to topics such as sustainability and social responsibility. At NESCAFÉ, we execute a large-scale program to support coffee farmers, communities and the environment. This concept is called the NESCAFÉ Grown Respectfully program. It expresses in powerful words how NESCAFÉ operates in a respectful way towards farmers, coffee communities and our planet. We are starting a journey towards 100% sustainable coffee, but we are not there yet. Hence, it is key that we are open & transparent about our current status.

Summarized, the challenge at hand is figuring out how to bring across our story about the NESCAFÉ Grown Respectfully program in a simple, honest & transparent way.

TASK

Create a campaign for NESCAFÉ (incl. Nescafé Dolce Gusto) that explains to consumers what we do towards coffee farmers, communities and our planet.

Keep in mind:

- Utilize a fact-based approach, by referring to sustainable & social activities carried out by NESCAFÉ. Focus on a few initiatives from the program if needed.
- Think outside of the box and surprise us with unique communication ideas.

OBJECTIVE/KEY MESSAGE

- Preferably integrate the Big Idea with overall brand tag-line 'Every Cup Counts'
- Focus on (at least one of) the three key pillars of the Grown Respectfully Program: a) farmers, b) coffee communities and c) our planet

TARGET AUDIENCE

We want to focus on millennials (current consumers & potential consumers).

BUDGET (MEDIA + CREATION)

150K incl. BTW

EXPECTED DELIVERABLES

DO's. The Campaign Idea likely may come to life via:

- Digital assets
- Storytelling PR / Social
- Any other non-traditional media

DON'T's

- Develop a Campaign Idea that needs to be supported by TVC
- Make a comparison between (competing) coffee brands on sustainability / social responsibility. Hence, no comparison vs. for example: Nespresso, D.E., Starbucks etc.

PLANNING

- 04-12-2018 – Briefing
- 19-12-2018 – Judging from 15.00
- 19-12-2018 – Announce winners from 19.30