



# Lucky Lab Coffee Company

FORT COLLINS, CO | AGENCY NO. 5  
PHASE 2: RECOMMENDATIONS & LOGISTICS

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AUGUST 2019

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## AGENCY NO. 5 TEAM

# Nice to meet you!

*Agency No. 5 is an Austin-based team of forward-thinking creative strategists who believe in the art of strategy, organization and a good cup of coffee. This dynamic group of six is eager to help bring Lucky Lab's business plans to fruition. Agency No. 5 provides the expertise necessary to meet all media and business goals. Whether this includes launching a new store or maintaining and expanding existing opportunities - your business goals are our command.*

## TOP CREDENTIALS

### Market Knowledge

Cheyenne has experience with the town of Wellington, CO, as well as other organizations seeking successful growth across the U.S.

### Business Experience

Garrett is the entrepreneur of the team and brings a distinct business perspective.

### Brand Development

Rissa's experience ranges from mom-and-pop shops to Fortune 500 companies.

### Creative Strategies

There has yet to be a creative problem that Lauren or Diana can't solve.

### Social Media Experts

Rafael's experience as a photographer, social media liaison and full-stack developer means that the perfect online presence is only a key stroke away.



**Diana Gong**  
*Extra Strong Americano*



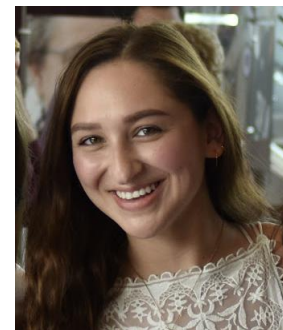
**Rissa Broudy**  
*Sweet Cold Brew*



**Cheyenne Robinson**  
*Lavender Latte*



**Garrett Avery**  
*Double Espresso*



**Lauren Pfeifer**  
*Extra Foam Latte*



**Rafael Samano**  
*Bold Red Eye*



# EXECUTIVE SUMMARY

## WHERE DO WE BEGIN?

**This report outlines Agency No. 5's recommended approach and media strategy to achieve Lucky Lab Coffee Company's (LLCC) goals for the Fort Collins, CO location.** This multi-vehicle strategy consists of four flights to create quantifiable improvements on brand awareness, in-store traffic and digital presence for LLCC. The campaign will commence March 1, 2020 to encompass the grand opening on March 14 and end on December 31, 2020.

## WHAT DO WE KNOW?

The target market was previously defined (Phase 1) by leveraging fair-trade coffee research and consumer profiles of those within the ideal trade market of coffee drinkers (five miles). These customers are adults 35 or younger, have an average annual income of \$70,000 or less, are digitally-driven, maintain an active lifestyle and consider environmental impact when making ethical purchase decisions. **Of the total trade area population, 30% are potential lucky lab customers. This is a total target audience of 53,000.**

## HOW SHOULD LLCC GET STARTED?

Based on a \$40,000 budget, Agency No. 5 recommends the campaign begin by **dominating the market in areas of coffee, canines, college and corporations.** Corporate product samples, highly visible billboards near competition and digital kiosks on the CSU campus will proliferate the LLCC brand across the entire Fort Collins community. This strategy will employ breadth and depth to bring 300 customers to the March 14 grand opening.

## WHAT ABOUT CANINES & COFFEE?

Lucky Lab's new **Yappy Hour** promotion will offer customers pastries for just \$2 on the third Tuesday of every month. To drive digital engagement, Fort Collins coffee and dog lovers can be also featured on @LuckyLabFC as the month's #LuckyDuo. Special-edition Yappy Hours will be held to introduce seasonal menus throughout the year. Nearby in Library Park, **water filled dog bowls** with a scannable QR code to LLCC's website will keep consumers in the loop when on the go with furry friends.

## WHEN WILL WE SEE RESULTS?

**The Grand Opening.** The heavy marketing tactics that will be employed in the two weeks leading up to the event will generate a large enough buzz to reach attendance goals on day one. **Promotions such as Yappy Hour and custom dog bowls will breed loyalty** among current customers, while Search Engine Marketing will continue to attract new Lucky Labbers. Cohesive vehicles and promotional efforts will work together during each flight to create measurable awareness, transactional and attendance results.

## WHY AGENCY NO. 5?

The creative strategists of Agency No. 5 offer a variety of **skill sets required to address all opportunities and threats posed to a successful launch and continued brand development.** This group is prepared to work harder and smarter than the rest to position Lucky Lab as **your other best friend.**

# COMMUNICATIONS PLATFORM

## YOUR OTHER BEST FRIEND

Lucky Lab Coffee Co. understands that life's best moments are spent with a fair-trade coffee in one hand and dog's leash in the other. Whether a customer is popping in for a warm croissant and latte to start the day or catching up with a friend over seasonal honey lavender lemonades, Lucky Lab strives to be the place that feels like home. LLCC will bring a hint of southern hospitality to the Fort Collins community while fostering a unique charitable effort both here and beyond.

*Your other best friend* means the platform prompts a desire for loyalty and meaning with every cup.



# MEDIA MENU ADDITIONS



Experiential			
Dog Bowls	Sponsorship Cost	Cost/ item	CPM
Dog Bowls	NA	\$2/bowl	\$2,000.00
Bike to Work Event	\$1,500	\$2/ free coffee	\$2,000
Yappy Hour	NA	NA	NA

Social Media		
Platform	Purpose	Cost per Boost
Instagram	eWOM, outreach, boosts	\$1 min/daily
Facebook	Outreach, promotion, boosts	\$1 min/daily
Yelp	eWOM, targeted local ads	NA
Twitter	Outreach, promotion	NA
	Description	Cost
Intern	Run social media for LLCC	\$12/h 3 h/w
Influencers	Promotion thru influencer posts	\$133 per post

Online Radio	
Platform	CPM
Spotify	\$30.00
Pandora	\$20

Sources:  
 Kantar  
 University of Texas Libraries, SRDS, <https://next-srds-com.ezproxy.lib.utexas.edu/>  
 University of Texas Libraries, Advertising Collegian, <http://advertising.collegian.com/print-publications/#collegeave>  
 University of Texas Libraries,  
 Lamar, <https://www.lamar.com/northerncolorado>  
 University of Texas Libraries, SQAD, <http://sqad.com/>

# MEDIA OBJECTIVES

LEARN

LIKE

## LEARN

**Objective:** Create a strong first impression on the Fort Collins market and drive awareness surrounding Lucky Lab's grand opening and first two weeks of business.

### Desired Outcome

- An average of 300 attendees at events. (Grand Opening)
- 50% of target audience to recognize brand via aided recall.

### Priority

- The target market area and audience will need to be expanded.
- Heavy promotion using online, social, OOH, corporate samples, college magazine Spring issue and Rocky Mountain Collegian

### How?

- Instagram promoted posts
- Search Engine Marketing with Google
- Pandora & Spotify
- Newspapers
- Campus kiosks
- Corporate samples
- Billboards

## LIKE

**Objective:** Continue to drive sales and awareness while generating a deeper relationship with the target market and Fort Collins community.

### Desired Outcome

- Get at least 50% of the target audience to interact with Lucky Lab's social media platforms
- 140 website visits per month

### Priority

- Foster brand loyal customers (convert first-timers to regulars)
- Solidify brand Image
- Gain a larger social media following than those of competing brands

### How?

- One influencer post per month
- College Avenue Magazine
- Instagram promoted posts
- Lucky Duo of the Month
- Dog bowls with QR code for Lucky Lab website
- Yappy Hour
- Corporate samples
- Social media intern

# MEDIA OBJECTIVES

LEARN

LIKE

LOCATE

LOVE

## LOCATE

**Objective:** Maintain a competitive status within the Fort Collins market and use heavy promotional efforts to re-establish brand awareness as CSU resumes class for the fall semester

### Desired Outcome

- An average transaction of \$10.00 and 150 visitors/weekday, 550 visitors/weekend
- Reach visiting customers during peak summer tourism in August

### Priority

- Continue use of punch cards for loyalty program
- Reach students during back-to-school using the Rocky Mountain Collegian
- Replace dog bowls and continue Yappy Hour
- Heavy use of OOH and online radio promotion

### How?

- Pandora
- Spotify
- Fort Collins Coloradan
- Campus kiosks
- Loyalty program
- Corporate samples
- Billboards

## LOVE

**Objective:** Capitalize on deep relationships with customers by encouraging user-generated branded content.

### Desired Outcome

- User-generated and shared content about the LLCC brand (Ex. Yelp reviews, posts on Instagram, word of mouth, recommendations)
- Reach over 1000 Instagram followers on the @LuckyLabFC account

### Priority

- Target social media users age 18 to 35
- Daily interactions on social media platforms from 50% of target audience
- 50% of in-store transactions should be tied to a sales promotion (such as the loyalty punch card)

### How?

- Fort Collins Coloradan
- College Avenue Magazine
- Lucky Duo of the Month
- Loyalty program
- Corporate samples
- Billboards
- Yappy Hour



# FLIGHT ONE: WELCOME TO FORT COLLINS

## MEDIA OBJECTIVE(S): LEARN ► LIKE

In order to accomplish brand recognition goals, **the approach must be aggressive with strategic breadth**. The first flight will begin March 1, 2020 and set the stage for the grand opening and successful growth within the months to follow.

Flight One will drive brand awareness within the target market, quantified by a goal of 300 customers at Lucky Lab's grand opening March 14. Monthly Yappy Hours will encourage return visits. The launch phase flight ends March 31, 2020.

## GOALS AND VEHICLES

- **Brand recognition via aided recall from 26,500 of our 53,000 (50%) target audience by March 31, 2020** via heavy promotion from a variety of vehicles. Most notably, College Avenue Magazine's quarterly issue will feature an inside front cover insert highlighting the grand opening. CSU's student newspaper will include a similar ad in week one and a brand awareness promotion in week three to drive further business. Influencer posts in Flight One will grow the online social presence.
- **Personal introduction to key businesses via corporate coffee samples**, an employee will deliver one box of coffee with coupons for a \$1 small house coffee the first two weeks:
  - CSU Veterinary Hospital
  - The Armstrong Hotel (pet-friendly)
- **300 customers to attend the Fort Collins Grand Opening event** via branding ads and push to event webpage
  - Event goers will be encouraged to sign-up for loyalty programs.
- **30% spike in in-store visits via Yappy Hour and corporate coffee samples**
  - #LuckyLabDuo will launch to promote Yappy Hour on the third Tuesday of every month. Dog owners can share photos with their pets using the hashtag and the @LuckyLabFC will select a 'Lucky Duo' each month. This effort will be kickstart with Influencer posts from @kodiak\_thebeardog and @joule\_bug on Instagram.



# VEHICLES

- **Spotify and Pandora:** This will follow the second magazine insertion and second round of corporate samples in late May (around graduation for incoming visitors).
- **Corporate samples:** Deliver a second wave to remind the big guys what their morning commute might be missing.
- **Lucky Lab dog bowls:** A unique experiential device that will be placed along trails in Library Park. Additional dog bowls will be placed within a mile of the new shop. Each will be stamped with a QR code that takes users directly to the Lucky Lab website... oh, and it hydrates the pups, too!
- **Search Engine Marketing:** Maintain consistent Google ad exposure with keywords specific to flight two.
- **Promoted posts:** Promote the Lucky Duo's of the month during Yappy Hour day.
- **Yappy Hour:** Yap - that's right. On the third Tuesday of every month all pastries will be \$2. This will help fight those mid-week lulls and introduce Lucky Lab's summer menu.
- **Media Intern:** This will keep Lucky Lab's pages as fresh as their coffee.

# FLIGHT TWO: BREWING LUCKY LOYALTY

## MEDIA OBJECTIVE(S): LIKE ► LOYALTY

Beginning April 1, 2020, Flight Two will continue the first flight's effort to raise brand awareness while generating a deeper relationship with the Fort Collins community. Flight Two will also combat the potential population vacuum occurring in mid-May when students move back home for the summer months or graduate. Flight Two will conclude June 30, 2020.



## GOALS

- Reach 600 followers on Instagram and achieve at least 140 website visits per month.
- Maintain in-store traffic levels from Flight One.
- Capitalize on visitors during college graduation period.
- Introduce summer menu.

# FLIGHT THREE: FROTH THE FOES AWAY

## MEDIA OBJECTIVE(S): LOCATE ► LIKE US MORE

Flight Three's main goal is to **transform the one-time customer or inconsistent visitor, into repeat purchasers who think of Lucky Lab first.** It is important that Lucky Lab maintains the competitive status they have built against other coffee shops in the area to ensure they stay on people's minds. Through more aggressive tactics, LLCC will re-establish brand awareness. The phase will start in the late summer on July 1, 2020 and run through the first part of the school year, September 30, 2020.

This will push consumers towards Lucky Lab's next goals which are turning the consumers "like" of the business into a "love" and gradually make them active advocates for LLCC.

## GOALS AND VEHICLES

- Competition will be at its peak as the Lucky Lab name starts to gain recognition. Time has passed since the first aggressive flight was installed and the second, calmer flight; therefore the third flight will bring LLCC target audience members to a new level.
- **Re-emphasizing brand awareness** by using more OOH media. In addition, the continued use of radio and newspaper advertisements will establish the LLCC brand in the minds of new students and working commuters.
  - Another billboard poster will be installed before the competing Starbucks location is up and running, asserting Lucky Lab's competitive presence.
- **To continue to increase knowledge of LLCC location and brand through the internet,** there will be a continued use of Lucky Lab QR code dog bowls, Yappy Hour, social media and Google advertising.
  - Dog bowls around the Library Park down the block will be refilled regularly and monitored to ensure the QR codes remain scannable.
  - Yappy Hour will be covered three more times in the flight and covered on LLCC's Instagram page: @LuckyLabFC and select a #LuckyLabDuo in the month of September to promote Lucky Lab's dog-friendly environment and fall menu. Instagram followers are projected to reach at least 900.
  - The use of SEM through Google ads remains constant throughout the flight.



# VEHICLES

- **Billboard & Metro shelter:** Promote Lucky Lab's winter menu and specially branded Yappy Hour for holidays.
- **Spotify and Pandora:** Air radio ads heavily during peak holiday tourist season.
- **SEM:** Maintain consistent Google ad exposure with keywords specific to Flight Four.
- **Corporate samples:** Deliver final round of samples for a little taste of the holiday menu.
- **College Avenue Magazine:** Last insertion will run through the holiday season and introduce the winter menu and current holiday promos.
- **Media intern :** Keep Lucky Lab's social primed and polished for the holiday season.
- **Yappy Hour :** Continue the \$2 pastries deal to encourage patrons to try new holiday menu additions.
- **Lucky Lab dog bowls :** Continue to keep the pups hydrated while maintaining awareness for the brand.

# FLIGHT FOUR: MORE THAN PUPPY LOVE

## MEDIA OBJECTIVE(S): LOVE ► LONGING

In Flight Four, Lucky Lab will move beyond brand presence and following by encouraging user-generated content from LLCC patrons. This flight starts October 1, 2020 and focuses on increasing earned media while maintaining paid and owned media. Flight Four will capitalize on the high-traffic holiday season and introduce holiday promotions centered around the winter menu to reel in new visitors. This flight will continue until December 31, 2020.

## GOALS

- Reach over 1,000 followers on Instagram and achieve at least 140 website visits per month.
- Get at least 50% of the target audience to interact with us on Lucky Lab's website or socials daily.
- Take advantage of visitors during the peak holiday tourist season.
- Introduce the holiday menu.



Photo: [www.pinterest.com/luckylabatx](https://www.pinterest.com/luckylabatx)

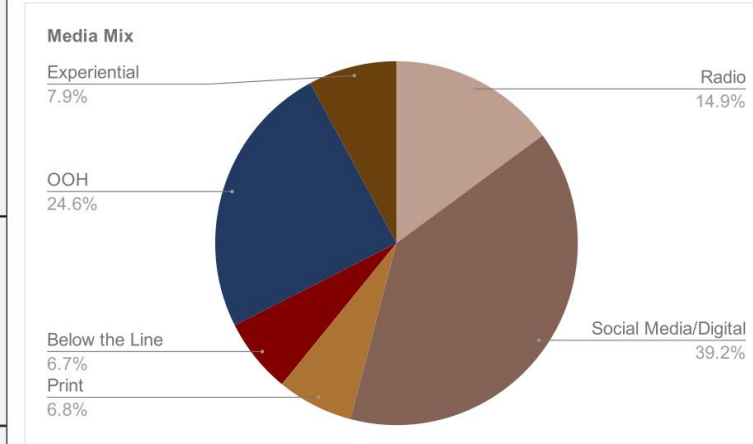
1. Ethical Consumerism and the Target Segment for Fair Trade Coffee, 2018, <https://collected.jcu.edu/honorspapers/114/>

2. Buxton, Experian 2018, <https://www.experian.com/>



# BUDGET SUMMARY

Channel		Details	\$ Total / Promotion Tool	Total Cost / Channel	% of Media Mix
Radio	Pandora	\$20 CPM, 10,000 imps/week for 15 weeks - 150,000 total imps	\$ 3,000.00	\$ 5,964.00	15%
	Spotify	\$30 CPM, 5,000 imps/week for 13 weeks - 65,000 total imps	\$ 1,950.00		
	Coloradan	\$15.60 CPM, 5,000 imps/week for 13 weeks - 65,000 total imps	\$ 1,014.00		
Social Media/Digital	SEM - Instagram	23,000 additional imps/month for 7 posts (30 days of boost per post) - 161,000 total impressions	\$ 3,150.00	\$ 15,665.00	39%
	SEM - Google	\$0.84 CPC, \$1,000/month, 3.3% CTR, 38,000 imps/month, Avg Position: 1.3	\$ 10,000.00		
	Social Media Intern	3 hours/week for 44 total weeks	\$ 1,584.00		
	Influencers	7 influencer posts x \$133 each (4 Q1, 2 Q2, 1 Q3)	\$ 931.00		
Print	Rocky Mountain Collegian	4,000 copies distributed/day for max daily reach of 25-40%. Identical flight structure in Q1, Q3 - week 1 (1 cover page insertion and 2 1/6 page insertions) and week 3 (3 1/6 page insertions)	\$ 1,280.00	\$ 2,720.00	7%
	College Avenue Magazine	Quarterly distribution of 3,500 for max reach of 2-3% per publishing cycle of 2 months; 4 time insertion of inside front cover (7.5" x 10") for \$360 each	\$ 1,440.00		
Below the Line	Corporate Samples	5 two-week cycles of local sample and coupon delivery (1 Q1, 1 Q2, 2 Q3, 1 Q4) Each cycle costs \$60 for coffee + \$2600 cost for reduction of \$2 for 10% of target \$10 purchases (150 per day, 550 per weekend)	\$ 2,660.00	\$ 2,600.00	7%
OOH	Billboard Posters	Located across from Starbucks in Old Town. 201,844 average impressions per month at average billboard cost (3 4-week insertions - 1 Q1, 1 Q3, 1 Q4)	\$ 5,940.00	\$ 9,828.00	25%
	Metro Shelter	Located near CSU. 164,160 average impressions per month at average metro shelter cost (3 4-week insertions - 1 Q1, 1 Q3, 1 Q4)	\$ 1,388.00		
	Digital Kiosks	Located on CSU campus. 4 weeks at 129,600 min spots per month(Full Network 1-5 months - 3 months total 16 panel insertion at 8 locations)	\$ 2,500.00		
Experiential	Yappy Hour	1 Tuesday each month, 10 Tuesdays total (May: finals/summer menu launch, September: #luckywereback BTS, December: Holiday edition.) \$75 in expenditures per event. To promote on Instagram: \$67 for 10,000 reaches to drive 300 visitors via 3.1% Instagram conversion rate) Pulse with dog-friendly SEM keyword and 'Lucky Duo of the Month Instagram series	\$ 750.00	\$ 3,156.00	8%
	Dog Bowls	One-time order of 150 screen-printed bowls	\$ 306.00		
	Fort Collins 'Bike to Work Day' Event	Event sponsorship fee estimated \$1,500, projected 300 attendees (\$2 coffee provided for each totals \$600 fee)	\$ 2,100.00		
				\$ 39,993.00	100%



Radio	\$ 5,964.00	14.9%
Social Media/Digital	\$ 15,665.00	39.2%
Print	\$ 2,720.00	6.8%
Below the Line	\$ 2,660.00	6.7%
OOH	\$ 9,828.00	24.6%
Experiential	\$ 3,156.00	7.9%
<b>Total</b>	<b>\$ 39,993.00</b>	<b>100.0%</b>



# MEDIA FLOW CHART

Month	Flight 1				Flight 2					Flight 3					Flight 4					TRPs/Wks	Total Cost	% Media Mix																											
	March				April					May					June								July					August					September					October					November					December	
Week	1	2	3	4	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
<b>Online/Digital</b>																																																	
Pandora (Audio)	[Grid]																				10.000/week 15 weeks	\$ 5,964.00	14.9%																										
Spotify (Audio)	[Grid]																				5,000/week 13 weeks																												
Ft. Collins Coloradan (Display)	[Grid]																				5,000/week 13 weeks																												
<b>Social Media</b>																				Engagement																													
Instagram Post Promotion	[Grid]																				8,200 - 22,000 imp/post	\$ 15,665.00	39.2%																										
SEM - Google	[Grid]																				38,000 imp/month																												
Media Intern	[Grid]																				N/A																												
Influencers (2)	[Grid]																				2,000 - 32,00 Imps/post																												
<b>Print</b>																				Circulation																													
Rocky Mountain Collegian - Daily	[Grid]																				4,000 Copies/Day	\$ 2,720.00	6.8%																										
College Avenue Magazine - Quarterly	[Grid]																				3,500 Issues/2 Months																												
<b>Below the Line</b>																				Transactions																													
Corporate Samples	[Grid]																				130 Coupon Redemptions/Week	\$ 2,660.00	6.7%																										
<b>OOH</b>																				Impressions																													
Billboard Posters	[Grid]																				201,844 Imps/Month	\$ 9,828.00	24.6%																										
Metro Shelter	[Grid]																				164,160 Imps/Month																												
Digital Kiosks	[Grid]																				3 mil. Imps/Month																												
<b>Experiential</b>																				Engagement																													
Yappy Hour	[Grid]																				50 Transactions/Month	\$ 3,156.00	7.9%																										
Dog Bowls	[Grid]																				140 Website visits/Month																												
Fort Collins Bike to Work Day Event	[Grid]																				300 Redemptions/Event																												
																				\$ 39,993.00	100.0%																												

\*SEM words include

starbucks, roast, pet friendly, hiking, fair trade, dogs, dunkin donuts, bike to work, dog, iced coffee, food, coffee near me, biking, tea, chai, food near me, happy hour, café, hot tea, organic coffee, starry night, espresso, coffee, dog friendly, coffee shop

Indicates the start of vehicle circulation  
 Instagram - post promoted for 30 days

Indicates special-edition Yappy Hour  
 May - summer menu, Sept. - fall menu, Dec. - holiday

# IMPORTANT RECOMMENDATIONS

## RECOMMENDATIONS TODAY

Lucky Lab internet and social should be updated frequently...

- **Lucky Lab should hire a social media intern prior to launch to update all LLCC website pages and social accounts**
  - Twitter has not been updated or posted on since 2016
  - Pinterest boards have not been used and do not contain any pins
  - Website should be current with posted hours and all operating locations
  - Website and Facebook page should be updated so that LLCC will drive web traffic early on
  - Social media handle @LuckyLabFC should be set up
  - Flight One recommends vehicles to drive digital traffic early on, platforms must be accurate and pristine to attract visitors

## FUTURE RECOMMENDATIONS

Once Lucky Lab Coffee Co. hits 200 visitors/weekday and 600 visitors/weekend...

- **Lucky Lab should begin their next phase of business**
  - Another promotional event for Lucky Lab Fort Collin's should be held for their one-year anniversary, March 14, 2021
    - Planning should start March 1, 2020
  - Decide when to launch LLCC's party planning and catering in Fort Collins
  - Push more corporate samples to introduce new community to LLCC's catering options
  - Capitalize on relationships with pet-friendly hotels in Fort Collins built through corporate samples by pursuing catering partnerships
    - This will build the relationship required to jump start the regular, on-site corporate coffee deliveries



# TAKE THE FOUR-L APPROACH WITH AGENCY NO. 5

Thank you for considering **Agency No. 5** to meet Lucky Lab's promotional and media goals. Fueled by deliberate research and bottomless caffeine, every detail of this media plan was carefully crafted to fulfill Lucky Lab's business objectives. We are eager for Lucky Lab to expand. Our research and planning will ensure the brand lands on two feet (and four paws), ready to prevail in this new competitive market.

Together, we can bring Southern charm to Fort Collins and brew up a loyal customer base and brand presence. Let's do this!

