



UNCOMMON GROUNDS REBRANDING PROJECT

RILEY STEFANO AND GRACE BRONDYK
SPRING 2016



SCOPE OF WORK

SCOPE:

HMC will collaborate with Uncommon Grounds Coffee and Tea (hereafter called “Uncommon Grounds”) in a process to rejuvenate the brand, increase awareness, and fuel growth.

PHASE I: DISCOVERY



PHASE II: DISTILL: STRATEGY PLANNING



PHASE III: DESIGN: CONCEPTS



PHASE IV: DEPLOY: MARKETING PLANNING

ESTIMATES

Type	Estimate	Details
PHASE 1: DISCOVERY	\$30,000	Discovery Phase will consist of Primary Internal Research (online survey and focus group), Secondary External Research (competitive analysis and environmental scan), and a research and findings report
PHASE 2: DISTILL	\$15,000	Distill Phase will define the target audience and campaign roadmap which will result in a Brand Strategy including Personas and a Creative Brief
PHASE 3: DESIGN	\$30,000	Design Phase will include concept development which will help generate a creative platform consisting of an identity system and standards
PHASE 4: DEPLOY	\$10,000	Deploy Phase will develop marketing strategies and objectives and will result in a MarCom plan, a Communications Project Plan, and a Media Plan.
TOTAL FOR UNCOMMON GROUNDS	\$85,000	

PROPOSED WORK PLAN AND SCHEDULE

PHASE 1: DISCOVERY

Kick-off: 2/8

Final: 2/29

2/12 – Secondary Research Complete

2/17 – Launch Online Survey

2/22- 2/24 – Focus Group

2/26 – HMC to present findings, insights, and recommendations

2/29- Client approval and feedback

PHASE 2: DISTILL

Kick-off: 3/2

Final: 3/25

3/2 – Begin Brand Strategy/ Personas

3/16 – HMC to Present Brand Strategy

3/25 – UCG to provide feedback of strategy

PHASE 3: DESIGN

Kick-off: 3/28

Final: 4/18

3/28 HMC to begin Concept Development

4/11 HMC to present Round 1 of Design

4/18 HMC to present Identity System and Standards

PHASE 4: DEPLOY

Kick-off: 4/20

Final: 4/29

4/20 HMC to begin Media Planning

4/27 HMC to present MarCom Plan, Project Plan, Media Plan

4/29 Client to approve campaign and launch

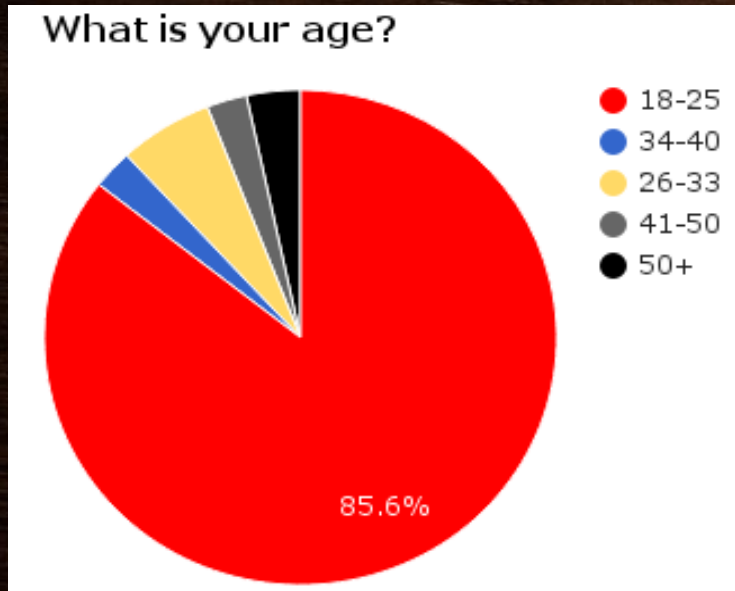
*Timeline dates may change depending on scheduling and availability. Final deliverable dates allow for client feedback and may shift if we do not receive feedback within the shared timeframe.

INTERNAL RESEARCH- ONLINE SURVEY

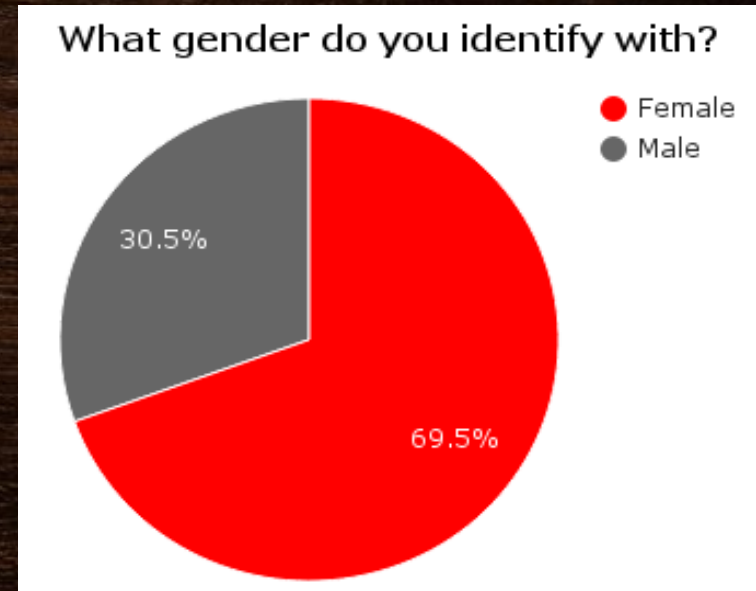
120 RESPONSES AS OF FEBRUARY 24

DEMOGRAPHICS:

1. "What is your age?"
2. "What gender do you identify with?"
3. "What is the zip code of your current residence?"



Question 1

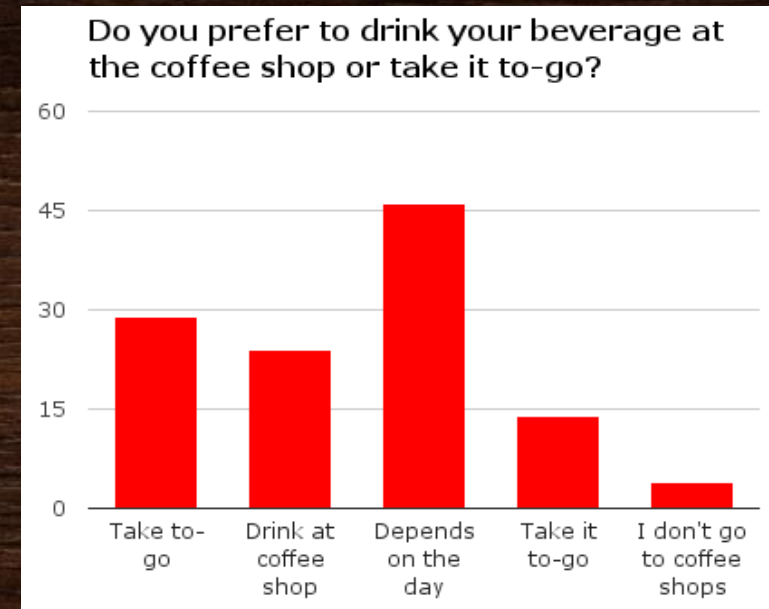


Question 2

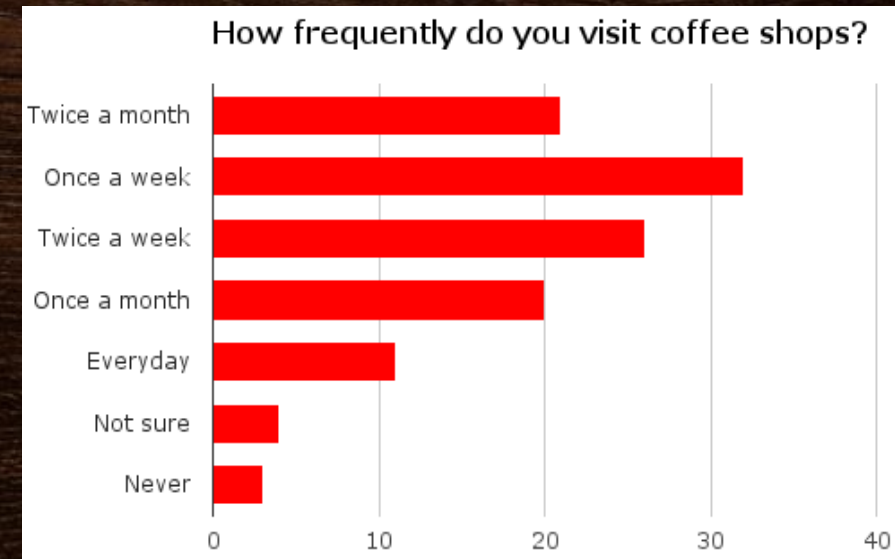
ONLINE SURVEY

COFFEE CULTURE AND LIFESTYLE:

1. On a scale of 1 to 5 how much do you enjoy coffee?”
2. “How often do you drink coffee?”
3. “Where do you most often drink coffee?”
4. “When do you most often drink coffee?”
5. “Do you prefer to drink your beverage at the coffee shop or take it to-go?”
6. “How frequently do you visit coffee shops?”



Question 5

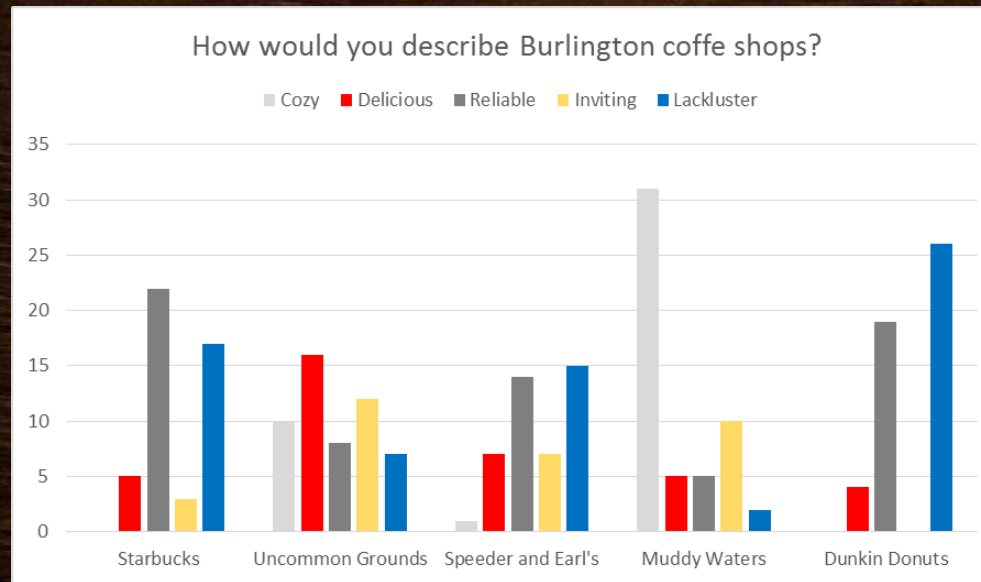


Question 6

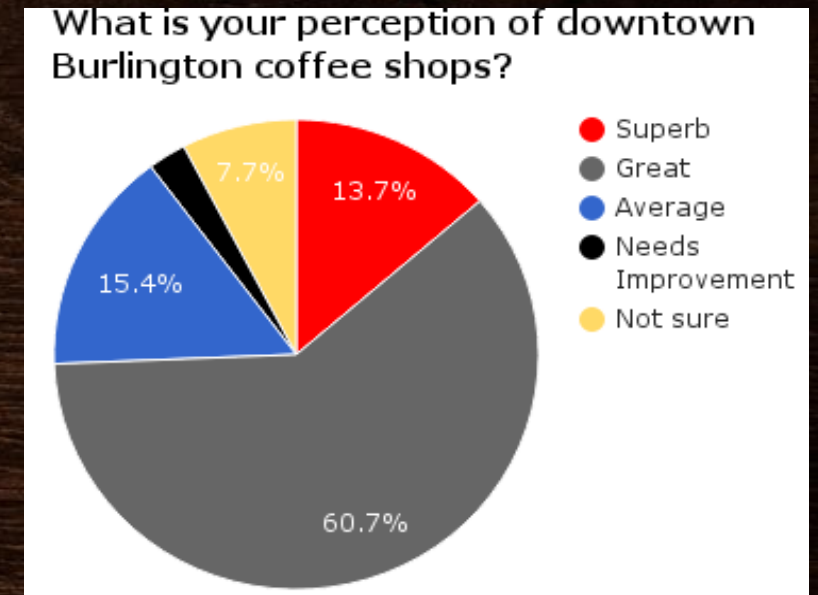
ONLINE SURVEY

7. “Would you be more inclined to shop at a coffee shop if notified of events on social media?”
8. “What is your perception of downtown Burlington coffee shops?”
9. “Which coffee shop(s) do you frequent the most?”
10. “How would you describe these Burlington coffee shops?”

- Cozy
- Delicious
- Reliable
- Inviting
- Lackluster



Question 10



Question 8

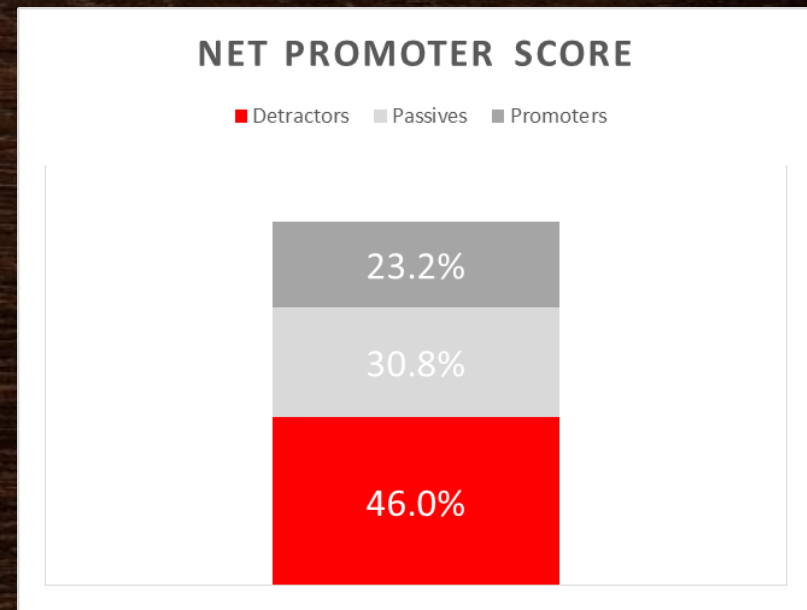
ONLINE SURVEY

UNCOMMON GROUNDS:

1. “How familiar are you with Uncommon Grounds?”
2. “What products do you know of that Uncommon Grounds offers?”
3. “Do you follow Uncommon Grounds on social media?”
4. “How does the Uncommon Grounds logo make you feel?”
5. “Do you believe Uncommon Grounds actively portrays their image through their identity (logo, website, etc.)?”
6. “How likely is it that you would recommend Uncommon Grounds to a friend or colleague?”

NEGATIVES	POSITIVES
“It kind of looks like an insurance logo”	“It's plain, but clean and professional. I don't feel anything about it”
“It’s like a newspaper. More formal. I think of uncommon grounds as a hippy place”	“They mean business”
“Uninspired. The logo is rather common (which is ironic)”	“Classy, inviting”

Question 4



Question 6

INTERNAL RESEARCH- FOCUS GROUP

FOCUS GROUP QUESTIONS

1. Icebreaker Question
 - a. “When was the last time you truly enjoyed a cup of coffee or tea?”
2. What is significant about coffee shops and coffee culture?
 - a. Visual Aid: Target atmosphere preference customers have: Which coffee shop atmosphere appeals to you the most and why? Which appeals to you the least? [Visuals: A: Muddy Waters, B: Uncommon Grounds, C: Starbucks]
 - b. “What coffee shops do you visit the most and why?”
 - c. “Do you think that there is a social aspect to coffee shops?”
3. Perceptions of Uncommon Grounds
 - a. “Have you ever been to Uncommon Grounds? Why or why not?”
 - b. “What differentiates Uncommon Grounds from its competitors?”
 - c. “What could Uncommon Grounds change to make the experience better?”



Coffee Shop A



Coffee Shop B



Coffee Shop C

INTERNAL RESEARCH- FOCUS GROUP

FOCUS GROUP RESULTS

- 2 groups of 5 participants
 - Group 1: 1 male, 4 females
 - Group 2: 2 males, 3 females
 - All local college students between 20-22

FOCUS GROUP RESEARCH TRENDS:

- Negatives:
 - Comfort
 - Capacity
 - Brand Awareness
 - Customer Service
 - Competition/ Convenience
- Positives:
 - Locality
 - Taste

“The social setting of coffee shops is that they are a brief escape; it is about more than just the cup of coffee, it is about enjoying the atmosphere at a quaint and cozy place—that is the key”

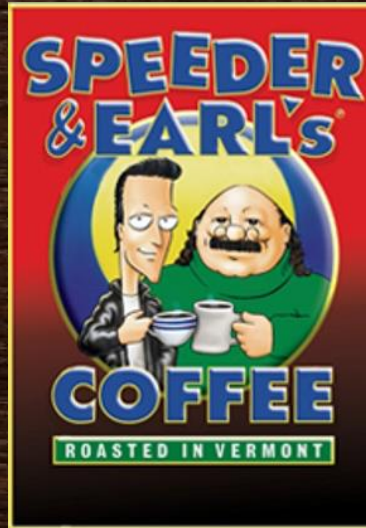
EXTERNAL RESEARCH

COMPETITORS

Muddy Waters



Speeder and Earls



Starbucks



BRAND STRATEGY



PERSONAS

JACK: THE COLLEGE STUDENT

Age 18-25

Gender Male

Status Single

Location Burlington, Vermont

Occupation College student; full time

Income None

Goals

- Raise his GPA this year
- Wants the Burlington experience

Personality

- Enthusiastic, detail-oriented, night-owl

"I love the taste of quality coffee; I just don't know where to get it where I can sit and really enjoy it while hanging out with friends."



Jack has early classes and often stays up late, causing him to turn to coffee to stay awake and active. He is very studious and driven as a member of the UVM honors program. Jack loves quality coffee, but struggles to find the time to wait in the long lines at coffee shops. His apartment is located close to Church Street, so he enjoys going to Uncommon Grounds for quality coffee after class when he can sit and enjoy it. He has had issues finding a seat and getting comfortable in the cramped layout. Uncommon Grounds plans to reconfigure their layout and add a to-go window which will resolve any issues that Jack currently has.

PERSONAS

ABBY: THE BUSINESS PERSON

Age 26-40

Gender Female

Status Married; mother of 2 girls

Location South Burlington

Occupation Product Manager

Income Dual HH Income: \$90,000

Goals

- Increase efficiency at work
- Buy more local goods to give back to the community

Personality

- Hard worker, local lover

“The lines at coffee shops downtown are always so long. I don’t have time to sit and wait when I have just a few minutes to leave the office.”



Abby works hard at her office off of Church Street and usually turns to coffee to keep her mind sharp. Due to juggling her two daughters and a full-time job, Abby feels as if she is sometimes rushed and is forced to make her coffee at home to save time even though she prefers higher quality coffee. Abby prefers buying locally, so the community aspect of Uncommon Grounds brings her back to the shop so that she feels like she is giving back to her community, while also enjoying an exceptional cup of coffee. She hates getting caught in line and wishes there was a way she could get her coffee while on break at the office without worrying about the line.

PERSONAS

CHRIS: THE TOURIST

Age	40-55	Goals • Wants an eco-friendly coffee shop • Wants a to-go, warm coffee Personality • Family-man, adventurous
Gender	Male	
Status	Married; father of 2 boys	
Location	Boston, Massachusetts	
Occupation	Environmental lawyer	
Income	Dual HH income: \$190,000	



"I frequent Dunkin Donuts the most because I am familiar with it. I know what to order and what I can order for my kids."

Chris is an avid skier who has been coming to Burlington since he was young. He loves a good cup of coffee, but usually goes to a Dunkin Donuts because it is familiar. Chris has 2 young boys who struggle to sit in one place for very long. He has passed by Uncommon Grounds, but has been reluctant to go in due to the long lines and not knowing if the products and environment are kid-friendly. Uncommon Grounds is a unique and local experience for travelers and families and a great way to get a taste of the Burlington culture. We offer coffee flights for adults and hot chocolate flights for kids to try out options and have more of a coffee experience.

CREATIVE BRIEF

The Environment

People are quick to judge an experience which greatly impacts brand loyalty.

Once someone does choose a preferred brand, the customer loyalty is very strong, so getting loyal consumers to switch brands is hard.

Convenience is the first priority for most people, with quality a close second.

The Question

How do we make the amazing, unique coffee the centerpiece of Uncommon Brewing Co.'s brand?

Key Insight

Coffee is more than a beverage; it's an identity

Why do we think so?

Coffee is a culture, even for non-coffee drinkers. It's a significant aspect of human experience

The People

Jack: The College Student

18-25, Male, Single, Burlington, College student; full time, minimum wage and tips. **"I love the taste of quality coffee; I just don't know where to get it where I won't have to wait forever."**



Abby: The Business Woman

30-40, Female, Married; mother of 2 girls, South Burlington, Product Manager, Dual HH Income: \$190k **"The lines at coffee shops downtown are always so long. I don't have time to sit and wait when I have just a few minutes to leave the office."**



Chris: The Tourist

35-40, Male, Married; father of 2 boys; Boston, MA, Environmental lawyer; Dual HH income: \$190k **"I frequent Dunkin Donuts the most because I am familiar with it. I know what to order and what I can order for my kids."**



The Brand

Brand attributes.

Passionate Attentive

Memorable Unique Efficient

Personality.

Creative Adventurous

Welcoming

The Assignment

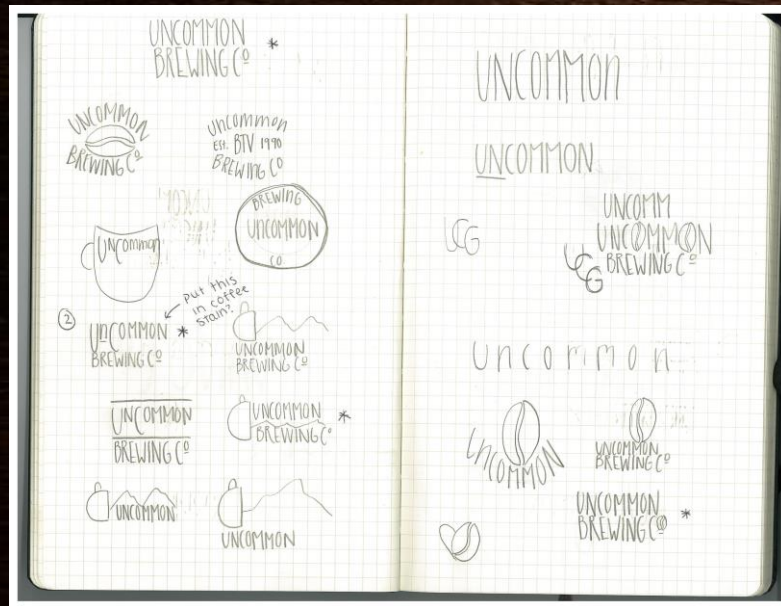
What do we need to do, say or build?

- Re-design the store space
- Incorporate a to-go window
- Create an identity system
- Design shop mugs, coffee flights, and loyalty program
- Potential website mock-ups

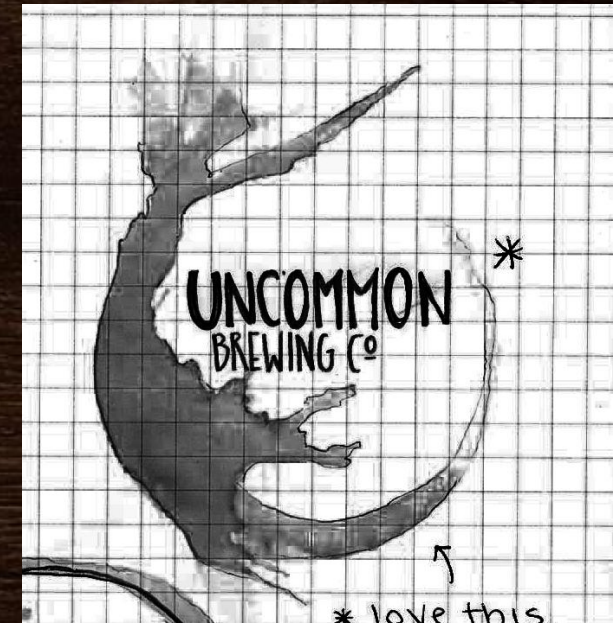
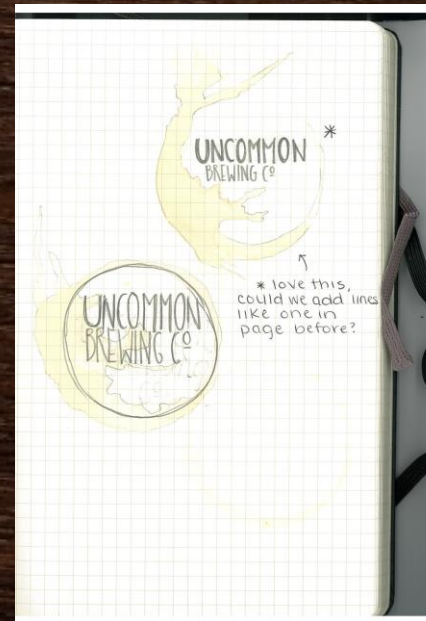
Mood Board



LOGO REDESIGN PROCESS



Whoops!
Spilled some
coffee...



LOGO REDESIGN PROCESS



NEW LOGO FOR UNCOMMON BREWING CO.



Creative Assets

COFFEE CUPS WITH SLOGANS



CREATIVE ASSETS

FLIGHT PADDLE



CREATIVE ASSETS

OUTSIDE SHOP SIGN



CREATIVE ASSETS

Blackboard/ Flight Cards

U n c o m m o n C o f f e e	NAME	REGION	VARIETY	BODY	ACIDITY	NOTES
	JAVA TAMAN DADAR	DEN PLATEAU, EASTERN ISLAND	S 795 (TYPICAL HYBRID)	FULL	LOW, MELLOW	CACAO, EARTHY, MILD SPICE, SYRUPY
	SUMATRA WAHANA NATURAL PROCESS	SIDIKALANG	RASUNA	LIGHT- MEDIUM	MEDIUM	DYNAMIC, JUICY, SAVORY
	COSTA RICA LA MINITA	TARRAZU	CARTURRA, TYPICA HIBRIDO, RED CATURRI	FULL, ROUND	CRISP	HONEY AROMA, EXCEPTIONAL BALANCE; BAKED APPLES, HONEY, ALMOND
	ETHIOPIA YIRGACHEFFE, BORBOYA	YIRGACHEFFE	HEIRLOOM	LIGHT, BLACK TEA	LIVELY, SPARKLING	FLORAL, EFFERVESCENT; GRAPEFRUIT; VANILLA, CANDY SWEETNESS; MARSHMALLOW SUGAR; CLEAN
	EL SALVADOR SANTA EMILIA	USulután	BOURBON	LIGHT, SOFT	MILD, MELLOW	BALANCED; CLEANLY SWEET; MILK CHOCOLATE, ALMOND.
	TANZANIA RUVUMA PEABERRY	RUVUMA RIVER	CASTILLO	LIGHT, BLACK TEA	BRIGHT, EFFERVESCENT CITRUS	GRAPEFRUIT, PEACH, TOMATO
	COLOMBIA SANTA BARBARA	SANTA BARBARA	CASTILLO AND COLUMBIA	LIGHT, DELICATE	JUICY CITRUS	LEMON, BITTERSWEET CHOCOLATE, MOLASSES
	UGANDA BUGINYANYA	BUGISU, MT. ELGON	HYBRID	FULL, FLUFFY	SOFT	BALANCED, SWEET, VISCOUS, DARK FRUIT, GRAPE, PLUM, RASPBERRY BUTTER, WALNUT.

MARCOM PLAN

GOALS	OBJECTIVES	KPIs	STRATEGIES	CATEGORY	TACTICS
Increase Uncommon Grounds market shares	Increase awareness of Uncommon Grounds	75% reach in target audience	*Clearly define Uncommon Grounds and its unique coffee varieties and services *Increase knowledge of Uncommon Grounds as more than just your average coffee shop	Communications Outreach	Radio, print and digital ad placement
		% lift on web-click and radio ads		Social Media	Facebook and Twitter posts of store updates and menu options
		% increase in brand recognition and % increase in store foot traffic		Asset Development	Print, radio, and digital ads to be made up and distributed to media channels
Communicate Uncommon Grounds' new brand	Promote brand recall of Uncommon Grounds	% reach in video series views	*Position Uncommon as a coffee brewery and tasting room *Reveal photography of revamped and reconfigured store space *Introduce concept of coffee flights as ways to try high quality coffee	Communications Outreach	Create video series of rebranding process Press Release detailing store changes and reopening
		% increase in video series clicks		Asset Development	Video series and photography- before and after photos of store for website and promotional use
		% increase in brand recall metrics		Social Media	Promote video series through Facebook/ Twitter posts
Increase brand loyalty	Associate Uncommon Grounds with high quality coffee	75% reach in target audience	*Set up a loyalty card for frequent customers *Encourage Uncommon Grounds customers to share with their friends	Communications Outreach	In-store cue card for employees promoting loyalty card and email sign up
		% Lift in first time email addresses and % increase in customers with loyalty cards		Social Media	Facebook/Twitter posts promoting rewards of loyalty cards Email blasts promoting new products
		% increase of promoters on Net Promoter Score		Events	Brand loyal members only event; email/ Facebook invite only for new coffee/ tea brews and new pastries

Uncommon Brewing Co.																																												
2016 Working Media Plan																																												
		Target Focus: Young Business Professionals												Target Focus: Students																														
		May, 2016				June, 2016				July, 2016				August, 2016				September, 2016				October, 2016				November, 2016				December, 2016				TOTALS										
Budget		2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	TOTALS							
Media	Targeting Capabilities																																											
Press Release	• Vermont																																											
College newspapers	• College Students only																																											
7 Days	• Vermont																																											
1/4 page full color	• Young Business Professionals																																											
4.75" w x 5.56" h																																												
Google Search	• Vermont/Other States																																											
Google Display	• Students & Young Professionals																																											
	• Age																																											
	• Income																																											
	• Interest/Topics																																											
Facebook/Instagram	• Vermont/Other States																																											
	• Students & Young Professionals																																											
	• Age																																											
	• Income																																											
	• Education Level																																											
	• Interest																																											
Posters Mailing	• College Students only																																											
Posters External	• Burlington Businesses																																											
School Radio	• College Students only																																											
Broadcast Radio	• Vermont																																											
	• Students & Young Professionals																																											
	• Age																																											
Pandora/ Spotify	• Vermont																																											
	• Students & Young Professionals																																											
	• Age																																											
Proposed ASC Spend:		\$0.00																																										

MEDIA ASSETS

EVENT FLYER

PRESS RELEASE



MAY 14, 2016
UNCOMMON
BREWING CO.
GRAND
REOPENING

UNCOMMON
BREWING CO. IS
OPENING IT'S
DOORS WITH A
FRESH NEW LOOK
AND TASTE

FREE COFFEE
FLIGHT SAMPLES OF
BREWS FROM
AROUND THE
WORLD

LIVE
ENTERTAINMENT
BEGINNING AT 2:00

FIND OUT HOW TO
BECOME AN
UNCOMMONER AND
WHAT IT ENTAILS

UNCOMMON
BREWING CO.

42 Church St,
Burlington, VT 05401
(802) 865-6227

www.ugvermont.com

Saturday May 14
12:00-6:00

QUESTIONS OR COMMENTS?