

REBRANDING PROJECT

PREPARED FOR UNCOMMON GROUNDS



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Scope of Work

Uncommon Grounds

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

The Discovery phase will comprise the following activity:

- Primary Research
 - Internal and External Audiences, Environment
 - Customer needs and wants, brand differentiation, local competitors
- Research findings
- Recommendations

Phase II: Distill: Strategy Planning

Applying findings from the Discovery phase, a detailed Brand Strategy will be developed from the following activity:

- Brand/ Campaign Roadmap
- Target Audience Segmentation
- Concept Development
- Outcomes:
 - Brand Strategy, Personas, Creative Brief

Phase III: Design: Concepts

- Concept Development
- Outcome:
 - Creative Platform
 - Logo, colors, font, design, message, website

Phase IV: Deploy: Marketing Planning

- Review of objectives
- Development of Marketing strategies and tactics
- Media Planning
- Outcomes:
 - MarCom Plan, Communications Project Plan, Media Plan



Estimates

Uncommon Grounds

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 & Schedule

Uncommon Grounds

Phase 1: Discovery	Kick-off: 2/8	2/12 – Secondary Research Complete
	Final: 2/29	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	3/2 – Begin Brand Strategy/ Personas
	Final: 3/25	3/16 – HMC to Present Brand Strategy
		3/25 – UCG to provide feedback of strategy
Phase 3: Design	Kick-off: 3/28	3/28 HMC to begin Concept Development
	Final: 4/18	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	4/20 HMC to begin Media Planning
	Final: 4/29	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.



Research Plan

Uncommon Grounds

OVERALL PLAN

1. Primary Research: Internal Analysis
 - a. Online Survey
 - b. Focus Group
2. Secondary Research: External Analysis
 - a. Competitive Research
 - b. Environmental Scan

INTERNAL RESEARCH

a.) Online Survey

Goal: Obtain valuable information about consumer preferences about the coffee market and the perceptions that customers and non-customers have about Uncommon Grounds.

- Start with demographic questions to better understand the consumer
 - Ask questions pertaining to coffee/coffee shop culture and lifestyle
 - Ask questions that focus on Uncommon Grounds as a brand
1. Demographics:
 - a. "What is your age?"
 - b. "What gender do you identify with?"
 - c. "What is the zip code of your current residence?"
 2. Coffee Culture and Lifestyle:
 - a. On a scale of 1 to 5 how much do you enjoy coffee?"
 - b. "How often do you drink coffee?"
 - c. "Where do you most often drink coffee?"
 - d. "When do you most often drink coffee?"
 - e. "Do you prefer to drink your beverage at the coffee shop or take it to-go?"
 - f. "How frequently do you visit coffee shops?"
 - g. "Would you be more inclined to shop at a coffee shop if notified of events on social media?"
 - h. "What is your perception of downtown Burlington coffee shops?"
 - i. "Which coffee shop(s) do you frequent the most?"
 - j. "How would you describe these Burlington coffee shops?"
 - i. Cozy
 - ii. Delicious
 - iii. Reliable



- iv. Inviting
- v. Lackluster
- 3. Uncommon Grounds:
 - a. "How familiar are you with Uncommon Grounds?"
 - b. "What products do you know of that Uncommon Grounds offers?"
 - c. "Do you follow Uncommon Grounds on social media?"
 - d. "How does the Uncommon Grounds logo make you feel?"
 - e. "Do you believe Uncommon Grounds actively portrays their image through their identity (logo, website, etc.)?"
 - f. "How likely is it that you would recommend Uncommon Grounds to a friend or colleague?"

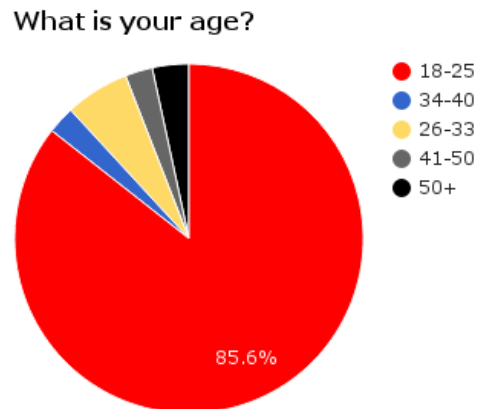
ONLINE SURVEY DATA TRENDS

- (120 Responses as of February 24)

Demographics:

- 1. Age:
 - a. 85.6% between 18-25 (5.9% age 26-33, 2.5% age 34-40, 2.5% age 41-50, 3.4% age 50+) [See Exhibit 1]

Exhibit 1

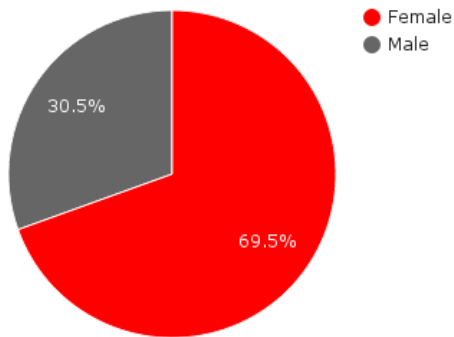


- 2. Gender:
 - a. 69.5% female, 30.5% male [See Exhibit 2]



Exhibit 2

What gender do you identify with?



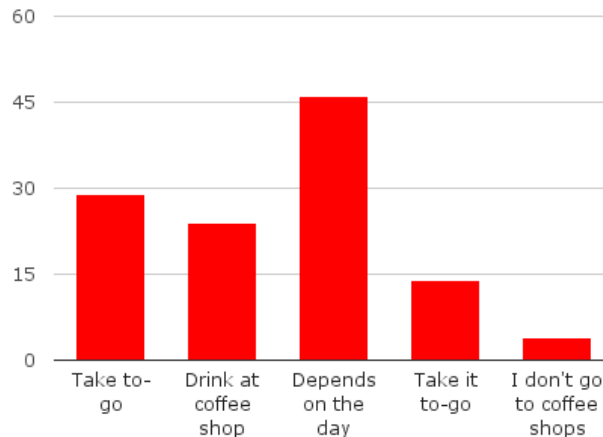
3. Zip Code of current residence:
 - a. Most participants were from downtown Burlington (05401) and Saint Michael's College (05439)

Coffee Culture and Lifestyle:

4. Describing how much they enjoy coffee on a scale of 1 to 5 where 5 was "Love It", 35.7% of participants gave a 5 (17.4% 4, 5.2% 3, 3.5% 2, 1.7% 1)
5. 39.8% of participants prefer to drink coffee at home, while 28.3% enjoy it at work (24.8% at class, 2.7% never, and 43.4% said other)
6. 82.9% of participants prefer to drink coffee in the morning (38.6% during midday, 14.3% in the evening, 2.9% Never)
7. For 52.3% of participants, it depends on the day if they would prefer to take a coffee to go or drink it at a coffee shop (27.3% Drink at coffee shop, 15.9% Take to go, 4.5% Don't go to coffee shops) [See Exhibit 3]

Exhibit 3

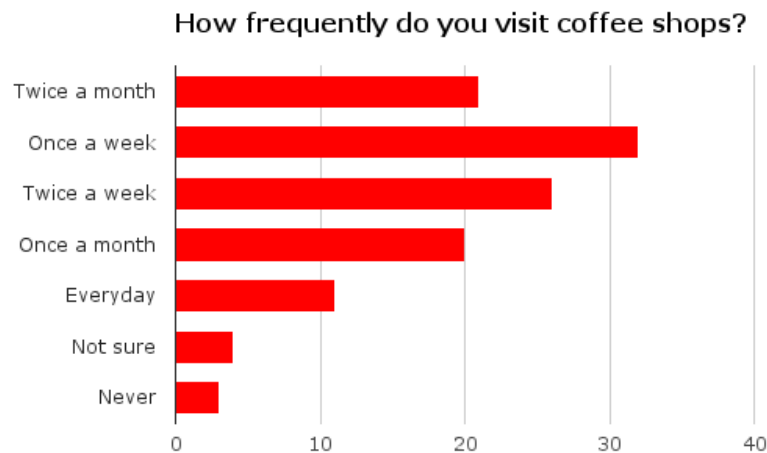
Do you prefer to drink your beverage at the coffee shop or take it to-go?





8. 27.4% of participants visit coffee shops once a week on average (22.2% twice a week, 17.9% twice a month, 17.1% once a month, 9.4% everyday, 3.4% were not sure, and 2.6% said never) [See Exhibit 4]

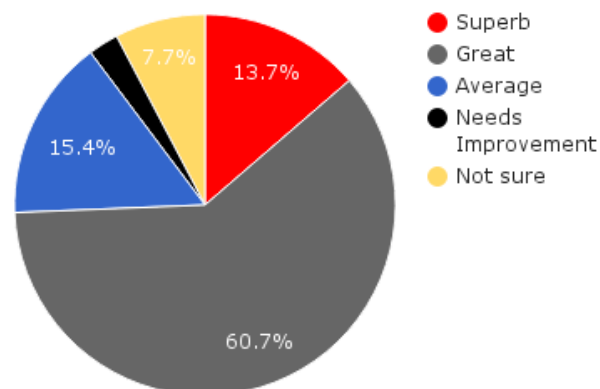
Exhibit 4



9. Nearly half the participants (46.6%) said that they would be more inclined to visit a coffee shop if they were notified of events on social media. However, the other half was divided between having no inclination (29.3%) and not being sure (24.1%)
10. Most participants agree that downtown Burlington coffee shops are great (15.4% said average, 13.7% said superb, 7.7% were not sure, and 2.6% said they need improvement) [See Exhibit 5]

Exhibit 5

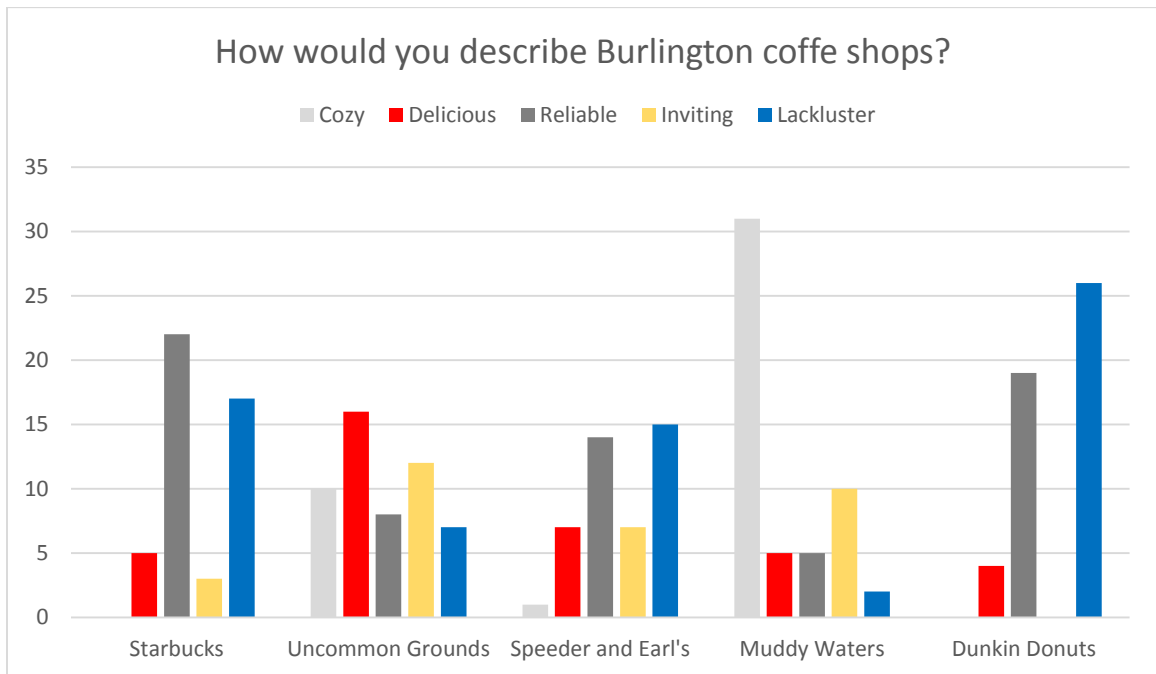
What is your perception of downtown Burlington coffee shops?





11. 36.3% of participants said that Uncommon Grounds was the coffee shop which they frequent the most. We feel that there was bias in this question, however, from participants who are familiar with Uncommon Grounds being our focus. Muddy Waters was closest in competition with 31.9%, followed by Dunkin Donuts at 30.1%
12. Using the words cozy, delicious, reliable, inviting, and lackluster, Uncommon Grounds was equally associated with each of these words, with "delicious" having the most frequent responses. Comparatively, Muddy Waters was staggeringly described as being cozy. Starbucks was most accredited as being reliable, Speeder and Earl's was said to be lackluster, as was Dunkin Donuts [Exhibit 6]

Exhibit 6



Uncommon Grounds:

13. On a scale of 1 to 5, with 5 being most familiar, 18.4% of participants responded with a 5. (9.6% 4, 10.5% 3, 11.4% 2, 11.4% 1)
14. 71.6% of participants recognized coffee as being a product which Uncommon Grounds sells. However, only half of the participants knew that Uncommon Grounds sells tea (50%) and pastries (48.9%)
15. Only 4.3% of participants follow Uncommon Grounds on their social media outlets
16. When asked how the Uncommon Grounds logo made participants feel, some answers included:



a. Negatives:

- i. "I like that it's simple and minimalistic, but it is almost boring with little personality"
- ii. "It's like a newspaper. More formal. I think of uncommon grounds as a hippy place"
- iii. "It's pretty plain. There's a lot of potential in the name but the graphic design doesn't really convey the idea or culture of the shop"
- iv. "Uninspired. The logo is rather common (which is ironic)"
- v. "It kind of looks like an insurance logo"
- vi. A multitude of one word answers including: "meh, bland, bored, fine, uninspired, okay, old"

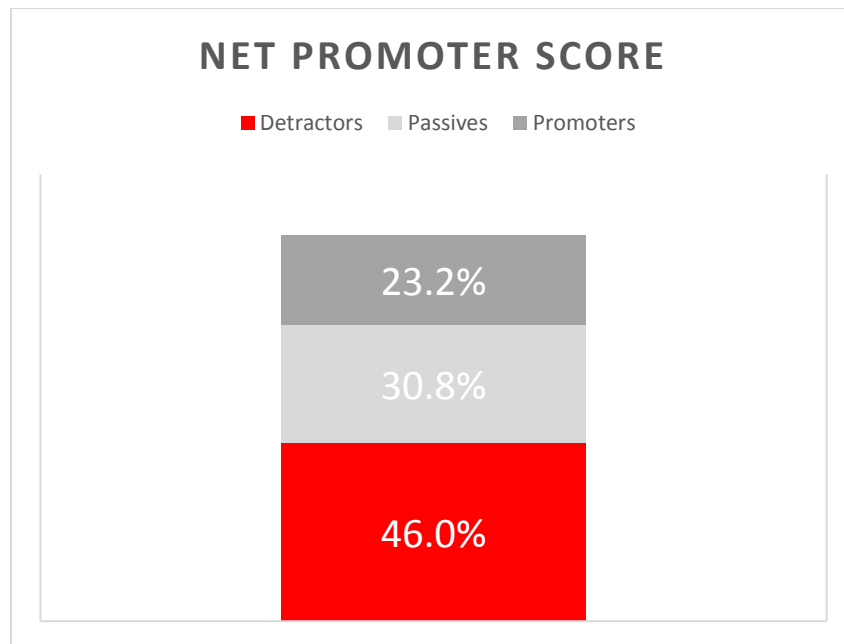
b. Positives:

- i. "It's plain, but clean and professional. I don't feel anything about it"
- ii. "Warm"
- iii. "They mean business"
- iv. "Classy, inviting"

17. 38.8% of participants weren't even sure if Uncommon Grounds portrays their identity through their logo, and 34.5% said that they don't

18. The Net Promoter Score of Uncommon Grounds is: -22.8% (customer loyalty is low) In %: (23.2% Promoters)-(46.0% Detractors) [See Exhibit 7]

Exhibit 7





b.) Focus Group

Goal: Obtain valuable information directly from Uncommon Grounds customers to gain a deeper understanding about customer values and their personal perceptions through discussion.

- Ask background questions about the customer
 - Ask in-depth questions about customer needs and wants
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?"

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

Negatives

- Comfort is key, and Uncommon Grounds is Uncomfy
 - "Don't like the one strip of seating"



- "The seats and tables are too desk-like and the setup is awkward. They need comfier seating"
- "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"
- "Differentiated negatively because of uninviting atmosphere"
- Capacity Constraints
 - "We had to wait 15 minutes just to sit down because there weren't any seats available. I don't like that people sit and do homework all day long. They need to add a variety of tables, including round tables, so that large parties can come in and sit and converse easier. Layout needs to be changed up"
 - "I guess I would suggest that they should increase their space and make it so that more people can go at one time. People usually want coffee in the morning, so I feel like they won't be able to serve as much as they could because of lines and limited seating."
 - "The space is too small and needs to be reconfigured; seats in the front become cold when the door opens and the air comes in from outside; coffee machine takes up too much space and should be moved elsewhere so that space could be used for a better layout"
 - I've never been to Uncommon Grounds because there are never seats available when I do want to stay and do homework"
 - "I have been to Uncommon Grounds a couple of times. Whenever I go in, it is always packed and there are lines going to the door. There is nowhere to sit, so I am almost forced to leave."
- Store not Recognizable and Lackluster Branding
 - "I guess I think of Uncommon Grounds as a hipster coffee shop where people go to work on art projects or write poetry—joke—but I think they have an image of a chill atmosphere that other places don't really have."
 - "I think that they need to have more locations than just Church Street. I like the coffee, but I am not going to go down there just to get it every day. I feel like they need to have a location on campus or something, or at least have their coffee available on campus like Speeder and Earls."
- Customer Service Needs Improvement
 - "I didn't have the best experience though. They randomly call people in line and ask them for their order and then they make your coffee, and then you have to wait and track down the person that took your order. It was really cramped and waiting in the tiny area near the cash register was annoying. Then the guy who took my order took forever, and wasn't super nice when I paid. I think they really need to improve their customer service. I was kind of deterred by my last experience and it wasn't because the coffee was bad. I think they could also so a bigger space."



- "I would suggest that they make themselves known a little better. You can't really see their sign on Church Street because they are surrounded by other stores who have bigger signs."
- Competition and Lack of Convenience
 - "I frequent Dunkin Donuts the most because he likes being in and out; coffee is tasty and consistent; the brand is familiar and he can get the same thing anywhere any day"
 - "Visit Starbucks the most because it is familiar and has become a habit to go there and grab a quick coffee to go; also I go to Muddy Waters because the parking is really convenient in front of the shop"
 - "I visit Dunkin' Doughnuts the most for sure. It is cheap and fast and they make the coffee that I like—very sugary and flavorful."
 - "I actually haven't been to Uncommon Grounds, but I have heard about it a lot. I guess if I'm going to get coffee, I don't think I would take the time to go all of the way down to Church Street to get it. I just never think to go there"
 - "I definitely visit Dunkin Donuts the most. I go to the gym every morning, and there is a Dunks right next to it. I also had one in my hometown, so I kind of grew up with it."

Positives:

- Good Coffee in a Local Setting
 - "I go there because I like the coffee a lot, and if I have the time, or if I am on Church Street, I will go and get a coffee."
 - "Uncommon Grounds has a less-intense atmosphere than Starbucks, or whatever. I guess I mean that there is no stigma of "pumpkin spice latte from Starbs' or anything. It is just really good coffee."
 - "I've been to Uncommon Grounds because they have good coffee"
 - "I think Uncommon Ground's coffee is absolutely amazing. It is one of the most flavorful coffees in Burlington for sure."

EXTERNAL RESEARCH

a.) Competitive Research

Competitors:

1. Muddy Waters
 2. Starbucks
 3. Speeder and Earl's
- Uncommon Grounds

Muddy Waters

- **Location:** 184 Main Street, Burlington, VT
- **Mission:** *not listed*



- **Products:** coffee, tea, lattes, espresso, shakes, alcoholic options (Baileys, Kahlua, variety of beer), flavored beverage options, pastries
- **Social Media:**
 - Facebook: 1,062 likes
- **Differentiation:**
 - Comfortable chairs and furniture
 - Outlets to plug in electronics
 - Warm/ studios/ rustic atmosphere: "Hippy Vermont Vibes." Atmosphere is what customers remember
 - Unique coffee drinks (Muddy's Shake: espresso and ice cream)
 - Alcoholic beverage options (Bailey's, Kahlua, etc.)
 - No online menu/ website. Rely on social media and Yelp
 - Street Parking right outside

Starbucks

- **Location:** 2072 Burlington Town Center, Burlington, VT
- **Mission:** To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.
- **Products:** Coffee, tea, lattes, espresso, flavored beverage options, drink specials, iced coffee/ tea, pastries, sandwiches, desserts
- **Social Media:**
 - Facebook: 36,088,045 likes
 - Burlington Location Facebook: 604 likes
 - Twitter: 11,500,000 Followers
 - 59,200 Tweets
 - Pinterest: 235,300 Followers
 - 23 Pinterest Boards
 - Instagram: 7,600 Followers
 - 986 Posts
- **Differentiation:**
 - Various locations within 15 mile radius
 - Brand recognition global
 - Customer loyalty cards: My Starbucks Rewards
 - Online Menu; strong internet presence
 - Mobile App: pay directly from App
 - Name written directly on the cup: customer loyalty

Speeder and Earl's

- **Location:** 104 Church Street, Burlington, VT
- **Mission:** Bringing Vermonters an increasingly large selection of single origin varietals, unique blends, fair trade & organic coffees, flavored coffees, and Swiss-water processed decafs.
- **Products:** Coffee, tea, lattes, espresso, flavored beverage options, desserts, merchandise, Italian soda,
- **Social Media**
 - Facebook: 2,000 likes
 - Burlington Location Facebook: 606 likes



- Twitter: 630 followers
 - 329 Tweets
- Instagram: 296 Followers
 - 66 Posts
- **Differentiation:**
 - Small family business—local
 - Fair trade and organic coffee and coffee flavors
 - Flat rate shipping and wholesale purchasing
 - Partners with the local community (NOFA, Fair Trade USA, SCAA)

Uncommon Grounds

- **Location:** 42 Church Street, Burlington, VT
- **Mission:** Sourcing and roasting the best coffee from around the world
- **Products:** Coffee, tea, lattes, espresso, hot chocolate, soda, flavored beverages, desserts, pastries
- **Social Media**
 - Facebook: 2,863 Likes
 - Twitter: 2,159 Followers
 - 474 Tweets
 - Instagram: 576 Followers
 - 392 Posts
- **Differentiation:**
 - Sources and roasts coffee from around the globe
 - Everything served is roasted in their Probat L12 roaster in their store
 - Located on Church Street in Burlington, Vermont
 - Small, family owned, local
 - Buys locally made baked goods and other products
 - Supports local and global organizations that are in need (Burlington Emergency Shelter, Malayaka House in Uganda, Food 4 Farmers)

b.) Environmental Scan

Coffee in our Culture

- Why do people drink coffee/ tea?
 - American coffee culture is like a sport. It is a competition to see who can carry around the best cup brand and everyone has their favorite team. Think the big name brands (Starbucks) vs. the local coffee shops (Uncommon Grounds).
 - There is an art to coffee and the way it is brewed and presented. It is like learning the difference to the taste of different wines or beers; there is a method to how coffee and even variations of tea should be sipped and savored according to individual pallets
 - Different variations of coffee/ tea. For example, some like their coffee black and bitter while others load in the sugar and Pumpkin Spice or Peppermint Mocha flavoring. With tea, there is lemon, honey, milk, and



then the variety of flavors and leaves to choose from. Humans, especially Americans, like choice and there is a variety of choice in coffee and tea brews.

- 80% of Americans drink coffee
- "Manufactured Morning-people" (*Scientific American*) Caffeine has become a morning must for many of the U.S. population.
- Coffee as a Tradition
 - Second most traded Commodity in the world (\$60 billion annually)
 - U.S. coffee drinkers consume 3.1 9 oz. cups of coffee a day
 - It is the nation's most popular drink (that isn't water)
 - Second most recognized odor in America
 - 1670: In Boston, Dorothy Jones becomes first American coffee trader when granted a license to sell coffee
 - 1688: Coffee replaced beer as NYC's favorite breakfast drink
 - 1865: American James Mason creates coffee percolator, which became the foundation of the modern coffee maker
 - Soldiers during WWI were given dehydrated coffee as a daily ration and therefore became accustomed to regularly drinking it. Their return home from war increased the number of coffee houses by 450% in a year and also brought forth the creation of the American Diner where they could both drink coffee and eat food.
- What is the significance of coffee shops?
 - Communal American activity: The first date coffee shop outing, the group project, the business meeting, the long-lost college friends in town for a reunion. "It's an excuse to spend time together: a tasty, happy tradition." (*The American Conservative*)
 - People become familiar with their regular baristas and a sense of trust is built in their recognizing your needs/ wants as a consumer. They know your order and as humans, that recognition makes us feel significant
 - 1733: Boston Tea Party (which ruled tea as being unpatriotic) was planned in a Boston coffee shop called "The Green Dragon"
 - The Founding Fathers held meetings to discuss national strategy in coffee houses
 - Both the New York Stock Exchange and the Bank of New York were founded in coffee shops on what we know today as Wall Street.
 - Americans are only just beginning to catch up with what is known in the Oxford Dictionary as "café culture" which is defined as: "A lifestyle characterized by regular social visits to cafes or coffeehouses, typically that associated with European countries such as France or Italy: a thriving cafe culture fueled in part by the large student population" (*Oxford Dictionaries*)
- So, what about tea?
 - During the Revolutionary War, John Adams declared tea to be unpatriotic and a traitor's drink, hence digging the American roots deeper into the coffee bean than in tea leaves. Tea was boycotted for 10 years and coffee consumption greatly increased



- Recently, a study conducted by YouGov suggested that coffee is beginning to lose its winning streak in the minds of younger American's as tea begins a rise for the first time in over 240 years.
- Tea consumption has grown 20% since 2000 and this is being shown in the consumption of drinkers below the age of 30. The most likely explanation in this is the new of tea's (especially green tea's) health benefits as health becomes an important subject in the Millennial generation
- For those aged 65+, 70% of Americans still preferred coffee compared to the 42% who said it in the 30 and under category.

Consumer's needs/ wants

- What do consumers need/ want from their coffee/ tea?
 - Espresso has to be 100% consistent, therefore, a shop with the best espresso maker is key
 - Key questions consumers have about coffee beans (*National Coffee Association*)
 - What country is the coffee from, and what region?
 - What is the variety? Or is it a blend?
 - Do you favor a dark roast coffee, a light blend or something in between?
 - What kind of grind have you selected?
 - Coffee must be fresh so as not to acquire burnt taste
 - Water used is important, especially if it has a strong odor/ taste. Filters are a must and should be 195-205 degrees F. The Golden Rule of the water to coffee ratio is 6 oz. of water for every 2 tablespoons of coffee
 - Reheating coffee ruins the flavor of the brew
- What do consumers need/ want from coffee shops
 - The layout of the barista's work station is vital because having everything within arm's reach without having to move about and run into other employees saves time and allows customers to get that much needed coffee/ tea faster
 - Loyalty cards keep customers coming back for more
 - Having too many choices can create anxiety for a newbie coffee drinker. Simpler options are key; or, at least a well-laid out menu with some descriptions
 - A space to relax and conduct business; it's the top destination for business meetings other than on the golf course.
 - Cyber cafes: outlets and Wifi

Sources

1. <http://www.theamericanconservative.com/2014/03/27/why-do-americans-drink-coffee/>
2. http://images.nationalgeographic.com/wpf/media-live/photos/000/472/custom/47211_1000x2060-cb1326981666.jpg
3. <http://blogs.scientificamerican.com/anthropology-in-practice/the-culture-of-coffee-drinkers/>
4. <http://www.goldenmoontea.com/library/americans-drink-coffee-tea/>
5. <http://www.forbes.com/sites/quora/2012/12/20/whats-the-secret-to-a-successful-coffee-shop/#74061ca046d3>
6. <http://www.forbes.com/sites/niallmccarthy/2015/02/26/younger-americans-are-ditching-coffee-for-tea-infographic/#1cfdd1b60b0e>
7. <http://www.ncusa.org/About-Coffee/How-to-Brew-Coffee>
8. <http://www.goodhousekeeping.com/health/diet-nutrition/a30303/facts-about-coffee/>



Brand Strategy

Uncommon Grounds

BRAND STRATEGY

SUMMARY

The brand strategy outlined below is a roadmap that helps direct the target audience toward the desired perception of Uncommon Grounds. This strategy not only impacts the future marketing and advertising efforts, but also organizational operations and business processes, as these are key factors in a user's experience. As a principle, the brand strategy should focus on the highest level of commonality among our audience segments.





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.



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.



CHRIS: THE TOURIST

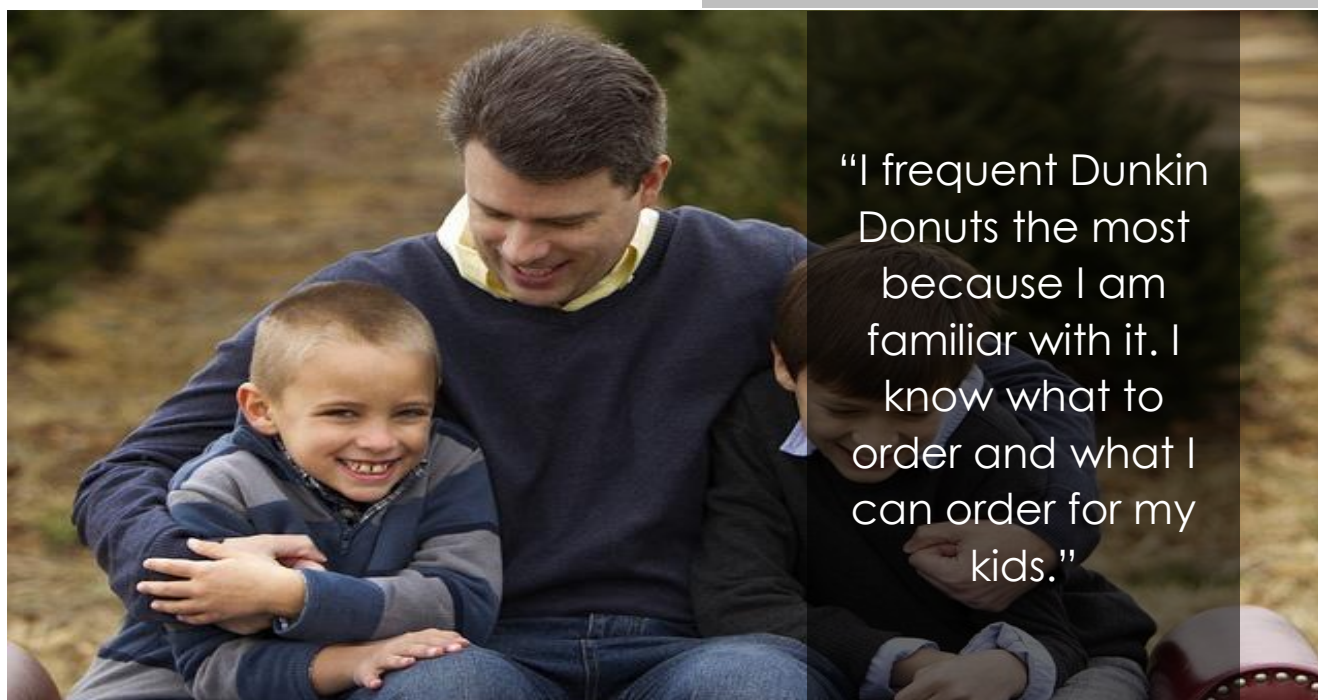
Age	40-55
Gender	Male
Status	Married; father of 2 boys
Location	Boston, Massachusetts
Occupation	Environmental lawyer
Income	Dual HH income: \$190,000

Goals

- Wants an eco-friendly coffee shop
- Wants a to-go, warm coffee

Personality

- Family-man, adventurous



"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.



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?

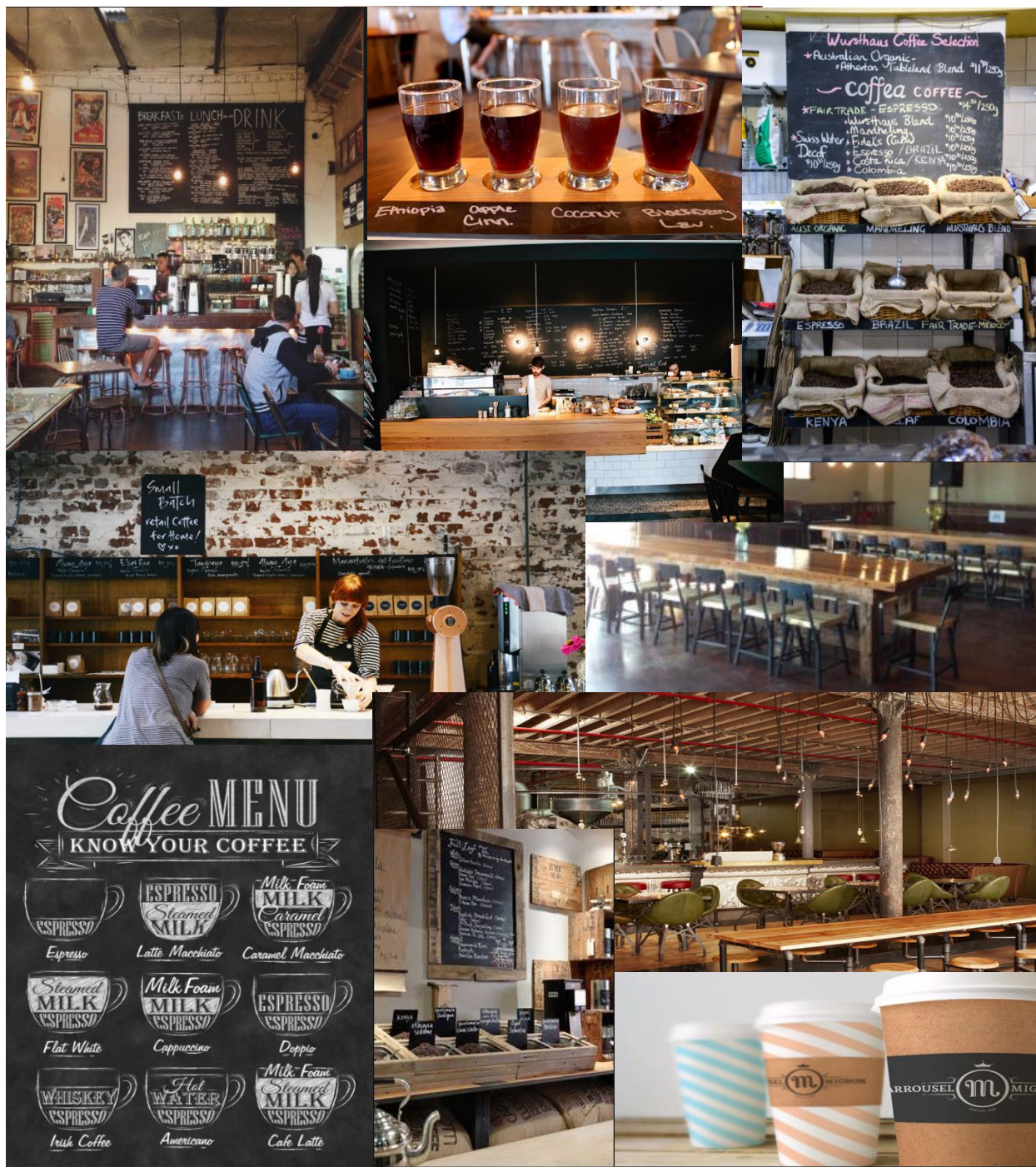
- Re-design the store space
- Incorporate a to-go window
- Create an identity system
- Design shop mugs, coffee flights, and loyalty program
- Potential website mock-ups



Creative Assets

Uncommon Brewing Co.

MOOD BOARD

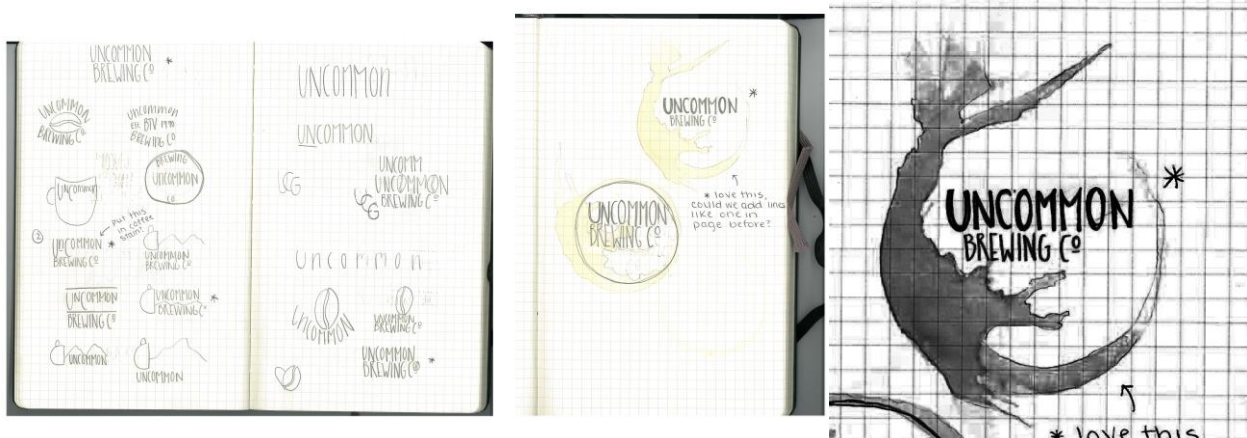


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LOGO REDESIGN PROCESS



UNCOMMON
BREWING CO.

UNCOMMON
BREWING CO.

UNCOMMON
BREWING CO.





SLOGANS

- ❖ Not your Common Brewery
- ❖ Not your Common Cup o' Joe
- ❖ Satisfy your Coffee Craving
- ❖ Espresso Yourself
- ❖ Better Latte than Never
- ❖ Keep Uncommon
- ❖ Stay Grounded
- ❖ Brew the Bean





COFFEE QUOTES (FOR COFFEE/ HOT CHOCOLATE FLIGHTS)

- ❖ If it weren't for the coffee, I'd have no identifiable personality whatsoever. -David Letterman
- ❖ Coffee, the finest organic suspension ever devised. -Star Trek: Voyager
- ❖ Coffee. Creative lighter fluid. -Floyd Maxwell
- ❖ Coffee makes us severe and grave and philosophical. -Jonathan Swift
- ❖ Coffee is a language in itself. -Jackie Chan
- ❖ I like coffee because it gives me the illusion that I might be awake. -Lewis Black
- ❖ I gave up coffee. It's almost worse than giving up a lover. -Sandra Bullock
- ❖ Even a bad cup of coffee is better than no coffee at all. -David Lynch
- ❖ You don't even really need a place. But you feel like you're doing something. That is what coffee is. And that is one of the geniuses of the new coffee culture. -Jerry Seinfeld
- ❖ Science may never come up with a better office communication system than the coffee break. -Earl Wilson
- ❖ We want to do a lot of stuff; we're not in great shape. We didn't get a good night's sleep. We're a little depressed. Coffee solves all these problems in one delightful little cup. -Jerry Seinfeld
- ❖ Good communication is as stimulating as black coffee, and just as hard. - Anne Spencer
- ❖ I'd rather take coffee than compliments just now. — Louisa May Alcott, Little Women





BLACK BOARD FOR SHOP/ COFFEE FLIGHT OPTIONS

U n c o m m o n C o f f e	NAME	REGION	VARIETY	BODY	ACIDITY	NOTES
	JAVA TAMAN DADAR	IDEN 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 CATUAI	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	USULUTAN	BOURBON	LIGHT, SOFT	MILD, MELLOW	BALANCED; CLEANLY SWEET; MILK CHOCOLATE, ALMOND.
	TANZANIA RUVUMA DEARBERRY	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



MEDIA PLAN

		Target Focus: Young Business Professionals												
		May, 2016				June, 2016				July, 2016				
Budget		2	9	16	23	30	7	14	21	28	4	11	18	25
Media	Targeting Capabilities													
Press Release	• Vermont													
College newspapers	• College Students only													
7 Days 1/4 page full color 4.75"w x 5.56"h	• Vermont • Young Business Professionals													
Google Search Google Display	• Vermont/Other States • 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:														



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Media Assets

Uncommon Brewing Co.

PRESS RELEASE

FOR IMMEDIATE RELEASE
April 29, 2016

THE MOST UNCOMMON BREWERY IN BURLINGTON

Formerly Uncommon Grounds, Uncommon Brewing Co. reopens with a
fresh taste on your favorite morning brew

Burlington, VT, April 29, 2016– After months of renovation, Uncommon Grounds on Church Street is opening their doors once more, but this time they are doing things a bit differently. To start, the company has changed their name to Uncommon Brewing Co. in order to incorporate their innovative coffee brewing and tasting room aspects of the revamped store. The new store will feature coffee flights for customers to enjoy the various unique blends that Uncommon Brewing Co. imports from around the world.

"We want our customers to escape the steadiness of their everyday lives to explore a new way of coffee drinking" – Sarah Smith, Manager

The new interior of the coffee shop will feature a bar with 10 seats, and new, wide-wooden tables with an assortment of booths and chairs for customers to enjoy their coffee flights or individual cups in large groups. For those who enjoy solitude while conducting work or just finding time to themselves, there are additional couches and chairs in the back of the shop, creating a cozier and more modern feel. The greatest addition Uncommon Brewing Co. added is the take-out window which will serve all the same coffee variations as inside the store for those on the go or just walking down Church Street.

Uncommon Brewing Co. will host a grand re-opening party at their store location on May 14 from 12 to 6. There will be free coffee samples from their new flights, an assortment of fresh pastries and sandwiches, and live entertainment in front of the store beginning at 2. Come down and check out what this uncommon brewery has to offer!

If you would like more information about this topic, please contact Riley Stefano at. 802.865.6227 or visit the Uncommon Brewery Co. website at www.ugvermont.com/

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EVENT FLYER



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