

# MAIN STREAM

COFFEE

& DESSERTS



# Meet Gateway Communications



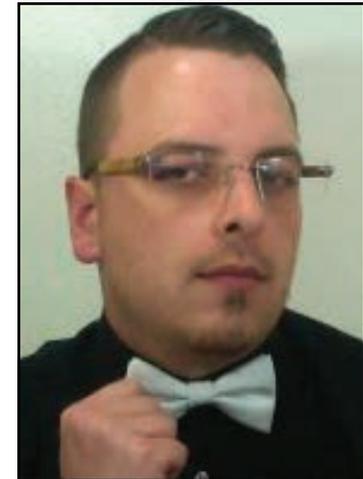
Jordynn Shaw  
IMC Promotions/Pitch Team



Steven Petersen  
Media Planning and Buying/  
Pitch Team



Alex Villafana  
Brand Strategist and Research/  
Pitch Team



Matt Spaletta  
IMC Promotions/Pitch Team



Nick Bringhurst  
Creative



Charlotte McBride  
Creative



Maudie Heard  
Brand Strategist and Research



Sophia Bissell  
Media Planning and Buying

# Table of Contents

Research • • • 3-8

Objectives • • • 9-10

Creative Strategy and Executions • • 11-12

Promotions and PR • • 13-15

Media Strategy • • 16

Measurement and Evaluation • • 17

## Executive Summary

A hidden treasure is something invaluable, but often obscured to the naked eye. It's something each of us cherishes, yet we have to actively seek it out in order to experience the feeling it brings us. It's a pick-me-up on a rainy afternoon, a capstone for a productive day, or anything else you need it to be. We at Gateway Communications know that Main Steam Coffee & Desserts can provide many in Pocatello with that feeling of finding a hidden treasure by helping them find their new favorite.

Main Steam Coffee & Desserts faces the unfortunate challenge of standing out in a heavily saturated market in a college town where it feels like there's a coffee shop on every street corner. However, we know Main Steam is unique for its delicious, high-quality drinks and treats that are complemented by a warm and inviting atmosphere. But, for the ISU community and members of the LGBTQ community specifically, its uniqueness is currently unknown and the shop remains a hidden treasure .

Gateway Communications has developed an integrated marketing communications plan that shows how Main Steam Coffee and Desserts can easily become everyone's new favorite. Through the revitalization of Main Steam's social media and web presence, by attending and sponsoring local events, and by helping people discover Main Steam through newly-developed outside signage and event-specific swag, we will help the Pocatello community find their new favorite at Main Steam Coffee & Desserts.



# Research

## Industry Analysis

### Competes in Specialty Eatery Industry:

- Consumption on premises or takeout

### Saturated Industry

### COVID and Consumer

#### Preferences:

- Prefer drive-thru, pick-up, or delivery options

### Top Industry Players in Pocatello:

- Starbucks (multiple locations)
- Java Espresso (drive-thru)
- Einstein Bagel Company (on ISU campus)

## Company Analysis

### Locally owned: Tom & Kevin

- Well-known in the area

### Sales generally high in fall

- Down due to COVID

### Product offerings:

- Coffee & Tea
- Milkshakes & specialty drinks
- Treats baked in-house, chocolates and candies
- Dog treats

### Offers safe meeting space for LGBTQIA+ community



## Product Analysis

Average cup of coffee - all shops  
= \$2.99

Average cup of coffee - Main Steam =  
\$3.50

Average gourmet drink - all shops  
= \$4.24

Average gourmet drink - Main Steam =  
\$5.00 (approx.)

### Distribution of coffee:

- To-go cups; reusable cups;
- Travel cups; in-store cups/mugs

### Loyalty Programs:

- General card-connected loyalty program
- Student discounts

### Current Promotional Efforts:

- Social media
- Word-of-mouth

## Competitive Analysis

### Primary competitor:

- Mocha Madness

### Direct Competitors:

- Beans & Brews Coffee House
- Bru House
- Crafted
- Starbucks

### Indirect Competitors:

- Double Shot Coffee Drive-Thru
- Java Espresso
- Amazing Glaze
- Einstein Bros.
- McDonald's

## Consumer Analysis

### Current consumers:

- Coffee connoisseurs
- Local professionals
- Tourists
- Some students
- Some members of LGBTQIA+ community

### What consumers want:

- Free wi-fi, open space, quality coffee, affordable prices, loyalty programs
- Businesses that support their local community/events
- Consistency and convenience

### Where consumers are:

- Local events
- Social media

## Market Analysis

### Big growth opportunities for Specialty Eatery industry:

- Annual projected growth = 8.7%

### Local Market Potential:

- Pocatello & Chubbuck = 70,000 (approx.)

### Important considerations:

- COVID
- High Mormon population

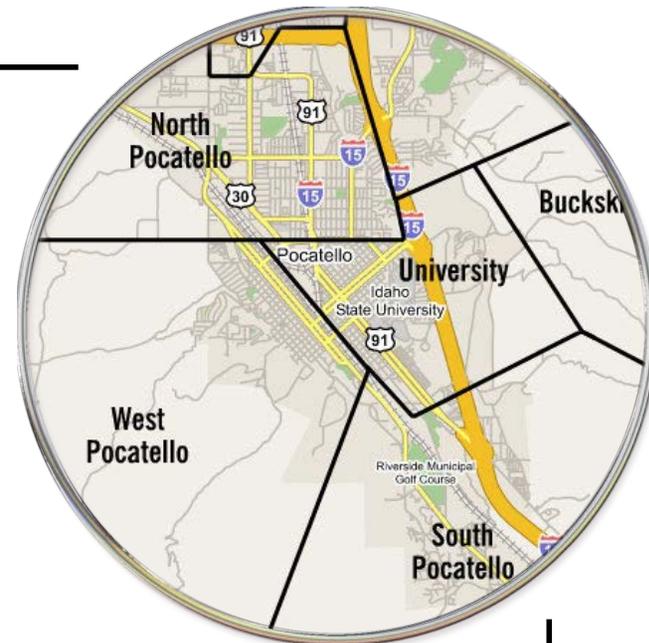


# Primary Research

## General and Demographic

● Surveyed 118 respondents in Pocatello

Most respondents lived in University area (31.3%) or West Pocatello (16.5%)



55.7% of respondents are permanent residents  
32.2% of respondents are part-time residents

### Orientation

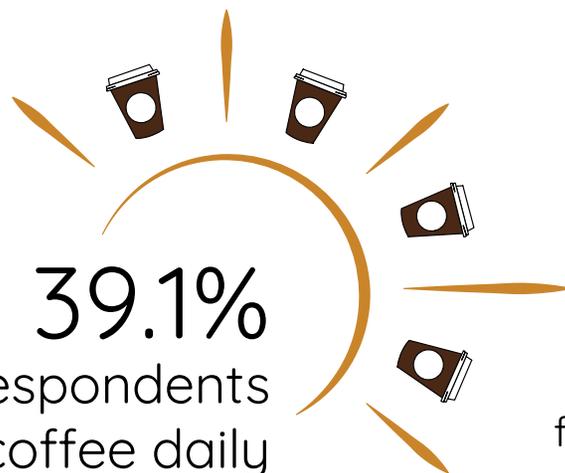
Heterosexual: 74.8%  
Homosexual: 4.3%  
Bisexual: 8.7%  
Did not respond: 5.2%

## Coffee Habits

76.5% say they drink coffee

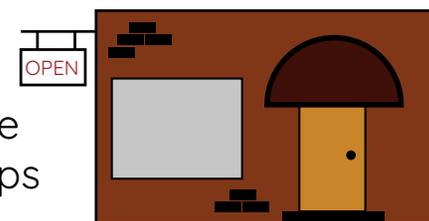


39.1% of respondents drink coffee daily



40% of respondents consume coffee from home

20% of respondents consume coffee from coffee shops



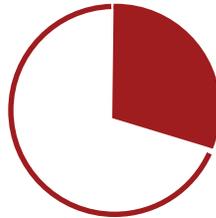
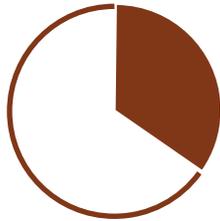
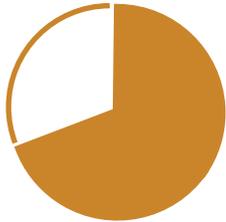
# Coffee Shop Perks

Main reason respondents drink coffee:

**60.9%** Energy/  
Refreshment

**36.5%** Choice/  
Habit

**27.8%** Socially/  
Social Occasion



**\$5** is the average price respondents are willing to pay

*Quality* and *Atmosphere* key aspects respondents look for in a coffee shop.

**33%** go for the coffee quality  
**25.2%** of respondents visit coffee shops for their atmosphere

# Community Insights



When asking if they had heard of Main Steam, 60.9% had not heard of it.

Only 2 respondents had visited.



When asked to describe Main Steam, they considered it LGBTQ+ friendly.

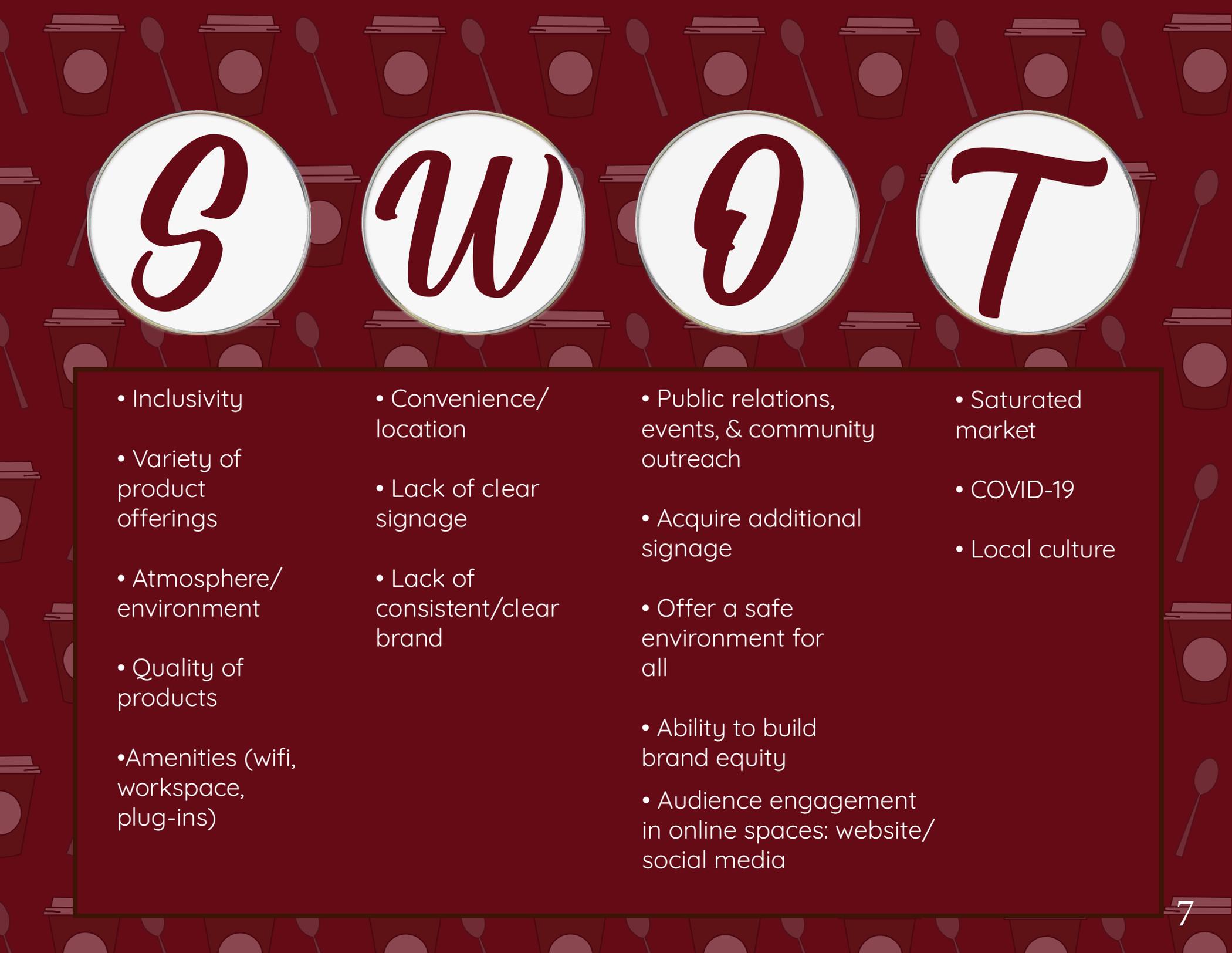
**College Market** and **Mocha Madness** were local coffee shops where participants prefer to study.



The **Farmers Market** and **ISU Events** were prominent choices when participants were asked which local events they attended.



“They seemed to have a variety of items. It just isn’t in a great location for me.”

The background of the slide is a dark red color with a repeating pattern of coffee cups and spoons. At the top, the letters S, W, O, and T are each enclosed in a white circle with a gold border. Below these circles is a large dark red rectangle containing a list of bullet points organized into four columns corresponding to the SWOT categories.

**S**

**W**

**O**

**T**

- Inclusivity
- Variety of product offerings
- Atmosphere/ environment
- Quality of products
- Amenities (wifi, workspace, plug-ins)

- Convenience/ location
- Lack of clear signage
- Lack of consistent/clear brand

- Public relations, events, & community outreach
- Acquire additional signage
- Offer a safe environment for all
- Ability to build brand equity
- Audience engagement in online spaces: website/ social media

- Saturated market
- COVID-19
- Local culture

# Target Market Profile



## Justin Rojas

Age: 28

Occupation: Waiter/Graduate student

Gender: Male

Income: \$20K

Residency: University Area

Hobbies, Interests, and Habits: frisbee golf, board games, horticulture, amateur baker

Justin is an energetic, ambitious graduate student who is a waiter at Oliver's restaurant. Just like other college students, Justin is short on time so he knows what he wants. On weekdays, he has his regular coffee shop where he sits down with a great chai tea latte and cranks out his school work. He appreciates a shop where he can grab a pastry at lunch time. Justin has been in a relationship for over 3 years and loves personal time with his partner. On weekends, one of their favorite activities is getting coffee before the Farmer's Market, which they attend twice a month. They also attend the Art Walk and various ISU events.

## Abigail Marloe

Abigail is the kind, caring, inclusive English teacher that we all wished we had. Born and raised in Pocatello, Abigail knows what it's like to grow up in an unwelcoming environment. She aims to foster inclusivity in her classroom and is quite active in the local LGBTQ+ community. She appreciates businesses that also support the LGBTQ+ community. She is a coffee connoisseur and loves to soak up a good coffee shop atmosphere. She loves to get her caffeine fix while sitting in a relaxed setting, diving deep into her students' work.

Age: 32

Occupation: English teacher at Pocatello High School

Gender: Female

Income: \$45K

Residency: Old Town Pocatello

Hobbies, Interests, and Habits: Affiliated with LGBTQIA+ groups, supporter of local businesses, lover of coffee and cozy, inviting shops



# Marketing Objectives

---

**Marketing Strategy:** In order to increase both foot traffic and sales, local and ISU-hosted events were determined as the major focus and opportunity for our campaign. Additionally, revamping owned media such as Main Steam's website and social media would aid in driving foot traffic and increasing sales.

**Driving foot traffic -**  
To increase foot-traffic by 5% by the end of the 12-month campaign period.

**Sales -** To increase sales by 15% by the end of the 12-month campaign period.

# Communication Objectives

---

**Increase brand awareness**  
Increase brand awareness by 15% among target audience members by the end of the campaign.

## Consideration

To place in the top 3 of target consumer's consideration sets of coffee shops in Pocatello by the end of the campaign.

**Facebook**  
To increase Facebook likes by 10% by the end of the campaign.

# Creative Strategy

The main focus of our creative strategy is to help Pocatello discover Main Steam, just like we did. We want to reach the workers stuck in a coffee rut, the students bored of their regular study spots, the members of the LGBTQIA+ community that are looking for a safe haven and great coffee and show them that Main Steam offers exactly what they're looking for. We want to show them that they can "Find Your New Favorite" at Main Steam Coffee and Desserts. Main Steam Coffee and Desserts is a hidden treasure in Pocatello. We know that it is a fantastic, standout shop in Pocatello, but we also know that it's unknown to many. Our creative strategy and the campaign focus of Find Your New Favorite will create the feeling of an unfound joy, and a desire to visit and experience that treasure for themselves.

We create this enticing feeling by utilizing:

- Warm tones of coffee browns, deep maroons, and vibrant yellows.
- Elements of brick, and cozy textures that match the atmosphere and style of Main Steam Coffee and Desserts.
- A simplistic design draws focus to the message of Find Your New Favorite, and then immediately draws attention to Main Steam Coffee and Desserts.

These elements will create the desire to tap into something new and high-quality. It draws people in, shows them something they are missing, and that Main Steam Coffee and Desserts is the place where they can enrich their coffee routine.

## The Find Your Favorite Philosophy



# Creative Executions

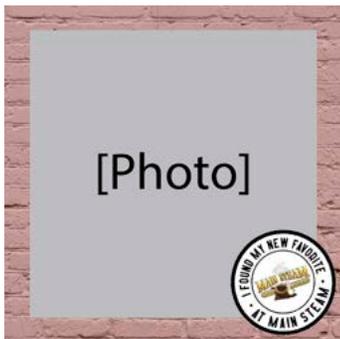
Our strategy focuses on two key areas: 1) Creating awareness and generating foot-traffic and sales through participation at local events and 2) revamping owned media including social media and the shop's website.

**Social content** will feature seasonal promotions, seasonal drink introductions featuring a customized drink introduction template, event photos and recaps from local events, and a highlight -- a Main Steam Coffee and Desserts versus other coffee brands taste test series comparing Main Steam Coffee to their competitors.



Taste Test Video

**To gain awareness and increase foot traffic** for Main Steam Coffee and Desserts, we will expand marketing on Main Street with signage and feather banner advertising. These signs and banners are portable and able to be used at the shop and at local events.



Social Media Template



Signage Example



Social Media Ad Example



# PR & Events

## Public Relations



**Main Steam Coffee and Desserts**  
234 N. Main Street, Pocatello Idaho  
mainsteamcoffee.biz  
(208) 234-9834

**To: Editor and Chief**  
The Bengal  
921 S. 8th Ave. Pocatello ID  
83209  
(208) 555-5555

**Pocatello's Hidden Treasure, Main Steam Coffee and Desserts**

*Old Town Pocatello offers luxurious and accommodating coffee shop, Main Steam Coffee and Desserts, located at 234 N Main Street.*

Main Steam Coffee and Desserts, otherwise a hidden treasure, is a local coffee shop in Old Town Pocatello attracting members of the LGBTQ community, students, and tourists of the area. Main Steam is run by owner, Tom Nestor and his partner, offering inclusivity while holding strong values towards quality of products and welcoming everyone to the table.

Before becoming an elegant and spacious coffee shop, Main Steam started out as a gay bar then renovating into a barber shop and finally a coffee shop. The building has been standing for many years offering a diverse history that has helped shape Main Steam's uniqueness.

Nestor and his partner firmly believe in welcoming all types of people, being animal friendly, and supporting students. Student discounts are offered along with loyalty cards for all customers. Main Steam prides themselves on their quality of coffee that is roasted in Seattle, WA. Besides coffee, they offer tea, Italian cream sodas, sodas, smoothies, and desserts.

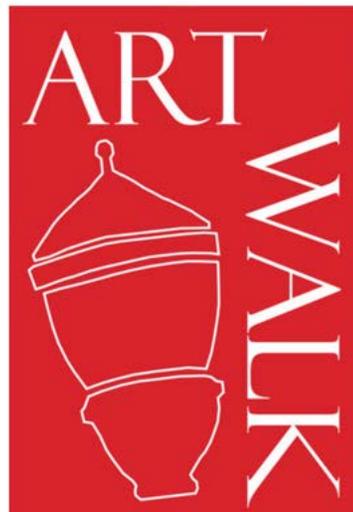
Alongside the drinks and desserts of high-quality taste, Main Steam offers customers with wi-fi access, chargeable ports, and private areas that are accommodating to meetings. The owners find fulfillment in satisfying all their customers' needs.

Introducing a memorable atmosphere, Main Steam invites all to come and find their new favorite, whether it is a hot mocha or a fruit smoothie.

Find more information on Main Steam's website, <http://www.mainsteamcoffee.biz>, or on their Facebook page, <https://www.facebook.com/mainsteamcoffeeanddesserts>.

A feature story about Tom, Kevin, the shop, and this campaign will be released in the Idaho State Journal in order to gain positive press and increase awareness.

## Event Attendance Recommendations



# PR, Events, and Swag

## Event Sponsorship Recommendations



Reading with the Queens



Coffee with Kevin

## Swag Recommendations

Products used to promote Main Steam at these various events include tumblers and stickers. The sticker and tumbler both read "I FOUND MY NEW FAVORITE AT MAIN STEAM" again emphasizing finding your new favorite at the shop.



# Other Business Recommendations

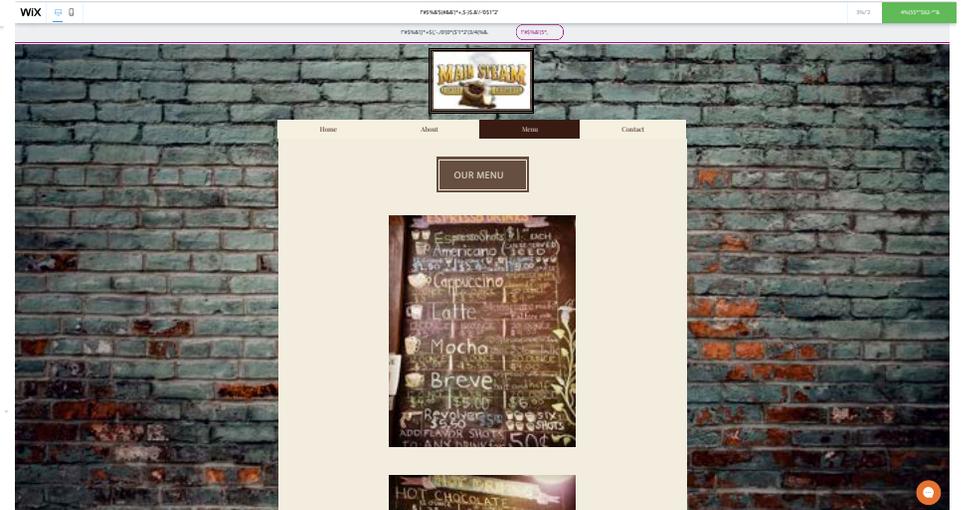
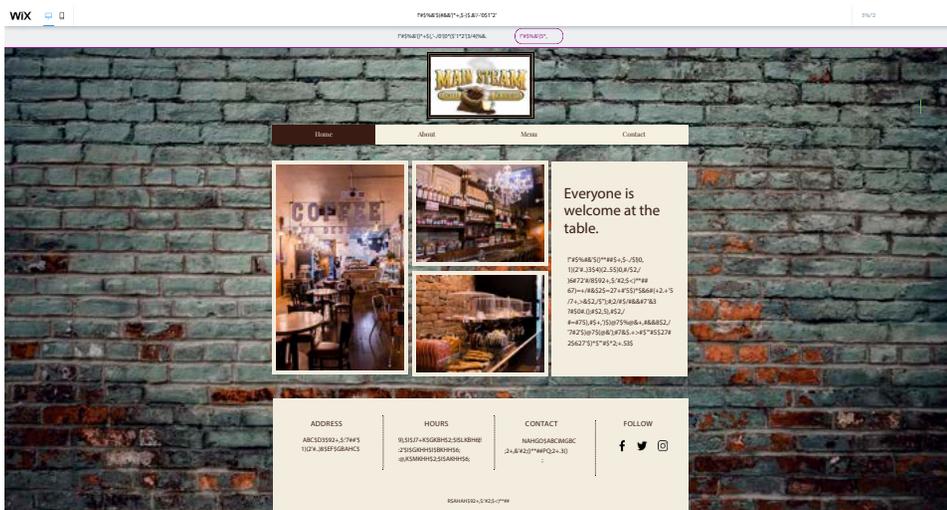
**Extended Business Hours:** The business hours that Main Steam currently offers are not convenient for ISU students. In order for Main Steam to bring in ISU students, faculty, and staff, an extension of business hours would be beneficial. If extensions are not possible year-round, extending hours during the key events proposed on the previous page would be a great start.

**Website Remodel:** Creating a more user-friendly and clean website for Main Steam could have a significant impact on business. The inclusion of a menu for customers to view before they visit the shop is a much needed aspect of Main Steam's online presence.

**CPI Program:** The CPI program is an internship system through the university that finds a student interested in or studying website design, or social media management, and would allow you that resource in updating and creating media. It would also connect you directly to the university, which could be a lead for more students.

**Promotional Incentives:** Main Steam could attract more customers and increase foot traffic by offering deals such as double punches on cards when people bring a new friend/customer in, date night specials, or bring-a-friend happy hour promotions.

**Store Window Marketing:** Utilizing your store window to present your logo, a deal, or other seasonal advertisement.



# Media Schedule

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Post	Cost	Impressions
<b>Digital Media</b>															
Overhauled Website														\$0	
SEO														\$1,200	
Overhaul of Social Media														\$0	
Social Advertising (FB/IG)														\$2,400	722,400
Feature Story in The Bengal														\$0	650
BRAND v. Main Steam Video														\$0	
Google Ads														\$3,102	2,220
Tracking Survey														\$0	
<b>Digital Media Total</b>														<b>\$6,702</b>	<b>725,250</b>
<b>Event Participation</b>															
First Friday Art Walk														\$0	7,800
Revive at 5														\$0	17,600
Farmer's Market Booth														\$150	6,500
Food Truck Round Up														\$0	5,600
Great Pumpkin Festival														\$0	
Welcome Back Orange and Black														\$200	2,400
<b>Event Participation Total</b>														<b>\$350</b>	<b>39,900</b>
<b>Event Sponsorship</b>															
Sponsor Coffee with Kevin (ISU)														\$750	100
Sponsor Priddaho (Mid-June)														\$250	2500
Sponsor Kind Community of Pocatello														\$50	400
Sponsor Swore Farms														\$0	300
Sponsor Reading with the Queens														\$250	50
<b>Event Sponsorship Total</b>														<b>\$1,250</b>	<b>3,350</b>
<b>Signage and Merchandise</b>															
Tumblers														\$950	
Stickers														\$96.00	
Signage - (2 A-Frame double sided)														\$400	
Feather Banners														\$50	
<b>Signage and Merchandise Total</b>														<b>\$1,446</b>	
<b>Campaign Total</b>														<b>\$9,748</b>	<b>768,520</b>

# Measurement and Evaluation

---

## Marketing Objectives

---

Objective 1: Increase foot-traffic by 5% by the end of the 12-month campaign.

Objective 2: Increase sales at Main Steam by 15% by the end of the 12-month campaign.

Client Data: Comparing foot-traffic and sales from end of 2020 to the end of 2021.

## Communication Objectives

---

Objective 1: Increase Main Steam's brand awareness by 15% by the end of the 12-month campaign.

Objective 2: Place Main Steam in the top 3 of our target consumers consideration sets for specialty eateries/coffee shops.

Objective 3: Increase Main Steam's Facebook likes by 10% by the end of the campaign.

Main Steam brand awareness November 2020 = 36%.

Main Steam brand awareness December 2021 = 51%.

Tracking study (pre-campaign, quarterly during the campaign, and post-campaign).

Monthly assessments of Facebook analytics and end-of-campaign assessment of analytics

# Annotated Bibliography

---

Borota, D. (2014). Post-Study Caffeine Administration Enhances Memory Consolidation in Humans. *Nature Neuroscience*. <https://www.nature.com/articles/nn.3623>.

Coffee - United States. (n.d.). Statista. <https://www.statista.com/outlook/30010000/109/coffee/united-states>.

The market for the coffee industry is projected to grow each year by 8.7%.

Coffee Shop Business. (2019, October 5). SBDCNet. <https://www.sbdc-net.org/small-business-research-reports/coffee-shop-business>.

The coffee industry focuses on the specialization of drinks including coffees, smoothies, and sodas.

CPG, FMCG, & Retail. How the Coffee Category Became a Hot Bed of Innovation for the U.S. Grocery Market. (2019, September 4). Nielsen. <https://www.nielsen.com/us/en/insights/article/2019/how-the-coffee-category-became-a-hot-bed-of-innovation-for-the-u-s-grocery-market/>.

Food Service Industry. (2020, September 24). USDA ERS. <https://www.ers.usda.gov/topics/food-markets-prices/food-service-industry/>

The purpose of foodservice outlets is to provide consumers with meals and snacks on the spot, ready away from home.

Caffeine is known to enhance long-term memory along with increasing the chances of an individual retaining memory within 24 hours of consumption.

How Diverse is Idaho State University? (2020). CollegeFactual. <https://www.collegefactual.com/colleges/idaho-state-university/student-life/diversity/>.

Statistics show that Eastern Idaho is mostly made up of millennials, those who are under the age of 30.

Is Caffeine Good or Bad for Studying? (n.d.). Independence University. <https://www.independence.edu/blog/is-caffeine-affecting-your-study>.

Studies have shown that caffeine enhances memory and with the recommended 200 milligrams of it, can improve mood along with cognitive functioning.

Kissam, B. (2019, February 14). College Students and Coffee. *TheCoachK-Show*. <https://www.thecoachkshow.com/college-students-and-coffee/>  
54% of Americans over the age of 18 consume coffee daily.

McIlavin, G. (n.d.). Caffeine Consumption Patterns and Beliefs of College Freshmen. *UKnowledge*. [https://uknowledge.uky.edu/gradschool\\_diss/638/](https://uknowledge.uky.edu/gradschool_diss/638/).

Students, particularly freshmen in college, have shown in increased habit of consuming more caffeine than others.

PRNewswire. (2020). 5WPR Survey Reveals Facebook is the Most Used Social Media Platform among American Millennials. *MarTechSeries*. <https://martechseries.com/social/social-media-platforms/5wpr-survey-reveals-facebook-used-social-media-platform-among-american-millennials/>.

Surveying millennials and their preferred choice of social media platforms, 77% of them responded that Facebook is the app they use daily.

Strand, O. (2017). How Cold Brew Changed the Coffee Business. *NYTimes*. <https://www.nytimes.com/2017/06/05/dining/cold-brew-coffee.html>.

Trends that the coffee industry has seen in late years are cold brew coffees and convenience being the deciding factor in which coffee shops consumers go to.

U.S. Census Bureau Quick Facts: Chubbuck city, Idaho; Pocatello city, Idaho. (n.d.). Census Bureau Quick Facts. <https://www.census.gov/quickfacts/-fact/table/chubbuckcityidaho,pocatellocityidaho/PST045219>.

70,000 people were counted to currently live in the Pocatello/Chubbuck area.