

Brand Interactions at Coffee Day

Aircel | BlackBerry | Special 26 | Volkswagen | Tata DOCOMO |
Economic Times | Hindustan Times | Jhalak Dikha Jaa | Asian Cycling Championship

More than sixteen inspirational years of being a rendezvous where millions of people have spent some of the most special moments of their lives, Café Coffee Day (CCD), India's largest retail chain of cafés continue to play a vital role in the lifestyle of city bees. CCD strives to reach out to its consumers in the most innovative and effective way. As marketing has gone beyond conventions, CCD realized the possibilities of being among the few brands reaching out to millions of consumers when they are at their relaxed best and not on the go. With a network sprawling across 1450 cafes across the length and the breadth of the country, it's fair to say that CCD can reach out and connect to the maximum number of people across distances for a brand communication need. Thanks to this reach, the café giant is also the largest aggregator of youth in the country and is the most loved hangout for the young and young at heart.

**COFFEE DAY
Wishes you
a happy**

holi



Tata DOCOMO - FUJITSU Launches Water-Proof Handset at Cafe Coffee Day



Execution:

Execution was done by client across cafes

Approach & Activity:

Tata DoCoMo had done a strategic tie-up with Fujitsu to promote their newly launched mobile handset. The USP of the mobile handset was its water-proof feature and the same was highlighted via innovative touch points like glass bowl filled with water and dummy phone kept inside it along with a brand promoter to explain the features

Result so far:

The objective of the brand was to maximize its reach to the captive audience across café where the customer can have touch and feel of the product. Customers noticed the campaign as they were surprised to see a mobile handset submerged in a glass bowl filled with water.

Learning & way forward:

Campaign was executed smoothly in all the cafes.

Tata DOCOMO - FUJITSU Campaign

2 Cafes

Duration:
One month

Touch Point:
Table sticker,
Glass bowl with dummy
mobile dipped in it & Promoter

Bangalore City



Engaging and experiential outreach campaigns, aimed at increasing brand visibility and awareness among the target group, with a primary focus on the youth has resulted in not just buzz within the target group but also enhanced participation and feedback from customers.



Brand - aircel

Category – Telecom

Campaign Objectives

To promote their data internet plan by targeting youth to use more of mobile internet

Elements

A creative backlit of AIRCEL was kept inside the café to get immediate attention of the customers. Bill counter display along with wall visual and standee were kept inside the cafe to have a long term impact

Brand - ETV - Jhalak Dikh Laja

Category – Television

Campaign Objectives

To advertise their new dance television show on local Bangla ETV channel

Elements

Creating awareness among customers via table tent cards, posters on the notice board inside café and standee at the entrance of the cafes



Brand - Asian Cycling Championship

Category – Sports

Campaign Objectives

To create awareness about the championship and highlight cycling as a sport to youth visiting cafes

Elements

Highlighting the event via leaflet distribution, danglers inside café, table sticker and poster on notice board

Brand - BlackBerry

Category – Mobile handset

Campaign Objectives

To create awareness about the newly launched Curve handsets

Elements

Pan India Tent card was used as a communication medium to promote the handset





Brand - hindustan Times

Category – Print Media

Campaign Objectives

To create awareness about women's safety in Delhi-NCR region and asking the youth to stand up for the cause

Elements

Posters, Drop-box on bill counter and leaflets

Brand - Volkswagen

Category – Automobile

Campaign Objectives

To promote the Lucky 13 campaign where-in every 13th minute of an hour the customer gets a chance to win a Volkswagen POLO

Elements

Tent card and table mat puzzle to be solved by customers



Brand - Special 26

Category – Movies

Campaign Objectives

Promotion of the movie via innovative branding elements like keeping a briefcase on the table and asking the customer to unlock the briefcase and win free Frappe

Elements

Briefcase on table, Tent card, Standee and discount coupons

Brand - economic Times

Category – Print Media

Campaign Objectives -

To create awareness among the youth regarding Half Knowledge which is always dangerous and ET urges youth to stand up for Half Knowledge

Elements

Wall branding, Tent card, Newspaper rack & Standee



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