Case Study

July 2010

Café Coffee Day

A Lot can happen over Coffee!

Cafe Coffee Day - a unique proposition for Experiential Marketing for the

Automobile Industry

A Campaign with Bajaj Pulsar 135LS

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Executive Summary

An engaging and experiential outreach campaign, aimed at increasing brand visibility and awareness among the target group primarily the youth has resulted in not just buzz within the target group but also enhanced participation and feedback from customers.

The programme has given the marketing team at Bajaj to get real inputs from customers on features and usage and also generated direct sales and dealer queries.

The story has just begun.

Background - A Lot Happens Over Coffee!

More than thirteen inspirational years of being the place where millions of people have spent some of the most special moments of their lives, Café Coffee Day, India’s largest retail chain of coffee cafés, continues to become an essential part of people’s lifestyle. Café Coffee Day thrives to reach out to its consumers in the most innovative and effective way. As Marketing has gone beyond conventions, Café Coffee Day realized that they are among the few reaching out to millions of consumers when they are at their relaxed best and not on the go. With 932 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. With 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.

Bajaj Pulsar was looking at an innovative medium to increase brand awareness and product display among TG which couldn’t have been achieved through obvious options like Malls, High Street areas etc. The rest as we call it is history.
**Approach and Activity**

A strategic approach to the campaign was designed by Café Coffee day as per the requirement by Bajaj. The first step was in identifying the markets and cafes and the approach for communication thereafter. 13 cities and 189 cafes were identified for this campaign based on location, profile of consumers at the café, no. walk ins at the café, closeness to Bajaj showroom etc.

A mix of interactive and static approach was designed for a one month duration. 1st phase was interactive branding where the product was displayed with the presence promoters to capture leads and explain details of the product and 2nd phase was static branding to increase product visibility. There was scope of leaflet distribution, standee and tent card branding at each table. (promoters were not allowed to go inside and talk to customers and hence the time the customer spent in the café is irrelevant – so this has to be changed accordingly)

**Results so far**

The campaign was a success as the objective of connecting with the TG and increased awareness and product display through an experiential medium was achieved. A huge no. of consumers enquired about the Bikes at cafes and showed curiosity on the product features as well. Some of them were keen on receiving a discount on purchase being a Café Coffee Day loyalist.

To quantify the campaign, 7200 leads were generated from 35 cafes in 30 days, which aggregates to approx 6 leads a day. The queries generated were much higher in no. Café Coffee Day had directed all customer queries to respective dealers for conversions.
Endorsement from Team Bajaj

Shyam Narayan - Marketing Manager, Bajaj Pulsar said
“The work that Café Coffee Day has done for Pulsar in the cafes is truly commendable. Café Coffee Day with its reach across the country and the right ambience provides a great platform to connect with youth across India. This association has opened up a new avenue for brand messaging for us.”

About Café Coffee Day

Café Coffee Day is a part of India’s largest coffee conglomerate, Amalgamated Bean Coffee Trading Company Ltd. (ABCTCL), the first to roll out the ‘coffee bar’ concept in India with its first café in Bangalore. Café Coffee Day serves the coffee it grows on the 7400 acres of its own estates plus another 2500 acres of managed estates, the group also sources coffee from 11,000 small growers, making its holder the largest individual coffee plantation owner in Asia, this in addition to being India’s only vertically integrated coffee company. Café Coffee Day’s menu ranges from signature hot and cold coffees to several exotic international coffees, food, desserts and pastries. In addition, exciting merchandise such as coffee powders, cookies, mugs, coffee filters, etc. are available at the cafés.

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Campaign Snap shots: