

Coffee People'i kommunikatsioon läbi kohvikasvatajate tutvustamise

Communication of Coffee People through introducing coffee farmers and coffee drinkers



SITUATION:

Almost 90% of global coffee production is made up by mass produced coffee, which origin is not transparent, therefore it is not known exactly where and who has grown it. Coffee farmers of such coffee are not recognized nor fairly paid for their work, and that also manifests in coffee's bad quality.

Estonian coffee company Coffee People is a resistance towards such situation, aiming to raise awareness about the problems of mass produced coffee, and fairly traded coffee as a better alternative. Coffee People wants to lose the anonymity of coffee by introducing coffee farmers and coffee drinkers.

Company searches for coffee farms around the world, trains farmers to grow high-quality specialty coffee, buys their coffee harvest directly from them paying them much higher price and puts farmers and farms names on coffee packages. Green coffee beans that are grown according to high-standards are roasted in Coffee People's roaster (Estonia's first gourmet coffee roaster), resulting in a quality coffee.

STRATEGY:

Background story: Back in 2014 Coffee People's founder met a tribe in Colombia, that had regained its freedom from guerillas that forced the tribe to grow poppy and coca. With support from Coffee People the tribe started growing high-quality specialty coffee and Coffee People bought tribe's first coffee harvest for a multiple price, that the tribe invested in its village – built the sewer system, fixed the school roof etc. Cooperation with tribe has been successful and Coffee People continuously sells their coffee in Estonia and also exports to other countries.

CATEGORY:

PR/ Marketing communication

PROJECT PRESENTER:

Communication Agency Corpore

PROJECT TEAM

Client: Coffee People

Executors: Coffee People (Ettie Mikita, Annar Alas, Heili Politanov), communication agency Corpore (Kärt Kallaste, Maris Lindmäe).

BUDGET:

travelling: 5000€

technical expenses: 3000€

consultation fee: 1000€

GOALS:

- Raise the topic in media and inform the public about the situation in coffee industry – anonymity of mass produced coffee, unfairly low prices paid to coffee farmers and coffee's bad quality.
- Raise awareness about Coffee People as socially responsible and distinguishable coffee company, that supports coffee farmers and produces high-quality specialty coffee.

NARIÑO, COLOMBIA



- A story of cooperation between Estonian coffee company and a Columbian tribe that now instead of narcotics grows specialty coffee for Estonians, is a spectacular and memorable message that successfully communicates Coffee People's particularity and connects their coffee to a strong personal story.
- By bringing some members of the tribe to Estonia helped to give coffee farmers faces and voices in public and gave us possibility to tell their story in media with their own words.
- We brought the tribe to Estonia at the opening of Coffee People's new roaster and through introducing the tribe at a media event we got the chance to also communicate the messages about company's high roasting technique and other chosen messages that further show the company as a socially responsible producer of high-quality coffee.

TACTICS AND EXECUTION:

- Opening event of Coffee People's new roaster for cooperation partners and media. Interview with the tribe (directed by host of the event), speeches from representatives of Coffee People, big customer LHV etc. Tribe blessed the roaster with an ancient indian ceremony.
- Integrated PR-campaign, including all main media channels from print and web media to TV and radio. Every chosen channel was approached 1-on-1 with selected focus and messages suitable to the specifics of the channel. Interviews were coordinated both before, during and after the event covering all main Estonian media channels (Ringvaade, Äripäev, Maaleht, Vikerraadio, ETV+ etc).
- Coffee People's partners (popular restaurants Komeet, NOP, Katharinenthal etc) were integrated to the campaign – in cooperation with whom were organised separate events for their clients and target groups to further introduce the tribe and communicate the messages about Coffee People.
- 14 cafes, restaurants and shops in bigger Estonian cities placed Coffee People's tribe's coffee in the centre and reinforced our messages with cross-marketing.

RESULTS:

- High-visibility media campaign in 20 main media channels. Some of the examples of the channels that covered the topic: Seitsmesed uudised (TV news), Ringvaade (news show), Director (monthly business magazine), Äripäev (daily business newspaper), Vikerraadio (radio), ETV+ (Russian TV channel) etc.
- After the campaign Coffee People's coffee sales in retail increased by 25%.
- Coffee People was contacted by new organisations and cafes that wanted to start using or selling Coffee People's coffee.
- Coffee People won Swedish Business Award 2016 for Sustainable Growth; also resulting in additional publications about the company.
- According to the company itself an important win was the increased visibility among target groups and clear link between the company and actual coffee farmers, that helped to differentiate Coffee People as a socially responsible coffee company that produces high-quality specialty coffee.



FOTOD: Kolumbia indiaanihõimu liikmed kasvatavad eestlastele kohvi (3)



Kultuurine Kolumbia indiaanihõimu Inga Aponte liikmetega Coffee People'i kohvitasas. Foto: Madis Velman



Hannes Hermaküla käis kuulamas maineka Rootsi äriauhinna võitnud ettevõtte "Coffee People" lugu

PROJECT'S COST-EFFECTIVENESS AND CREATIVITY:

Considering the costs in combination with the reached results, the project can be evaluated as cost-effective. The successful result of creativity was driven by open and constructive cooperation between the agency and client, that allowed to apply new ideas and approaches. The results exceeded the expectations of the client.