

MATTERS COFFEE BRAND PLAN

AIMS

- Bring awareness to community of new coffee shop in town with globally sourced coffee
- Attract new customers by advertising our specialties not offered elsewhere in town
- Gain more Instagram followers

STAGE 1: RESEARCH

COMPETITOR AUDIT

Information found via secondary research methods

The Black Cow

Verbal: Relaxed/familiar language used, calls themselves the heart of the community

Visual: Relaxed, Mom & Pop Vibe, Recognizable logo because it's a black cow like the name

Price: \$1-\$10 per person

Other Notes: Considered by many in town as the “original” favorite local coffee shop, however they keep their offerings very classic, moderate IG following

The Peekskill Coffee House

Verbal: Friendly, casual language

Visual: Has a young hipster vibe, “Peekskill’s living room”

Price: \$10-\$20 per person

Other Notes: Also well-known for crepes as well as having a large space that hosts various events, large IG following

COMPETITOR AUDIT (cont.)

Winfield Street Coffee

Verbal: Passionate language, Immigrant-owned shop who is eager to include all

Visual: NYC aesthetic

Price: \$10-\$20 per person

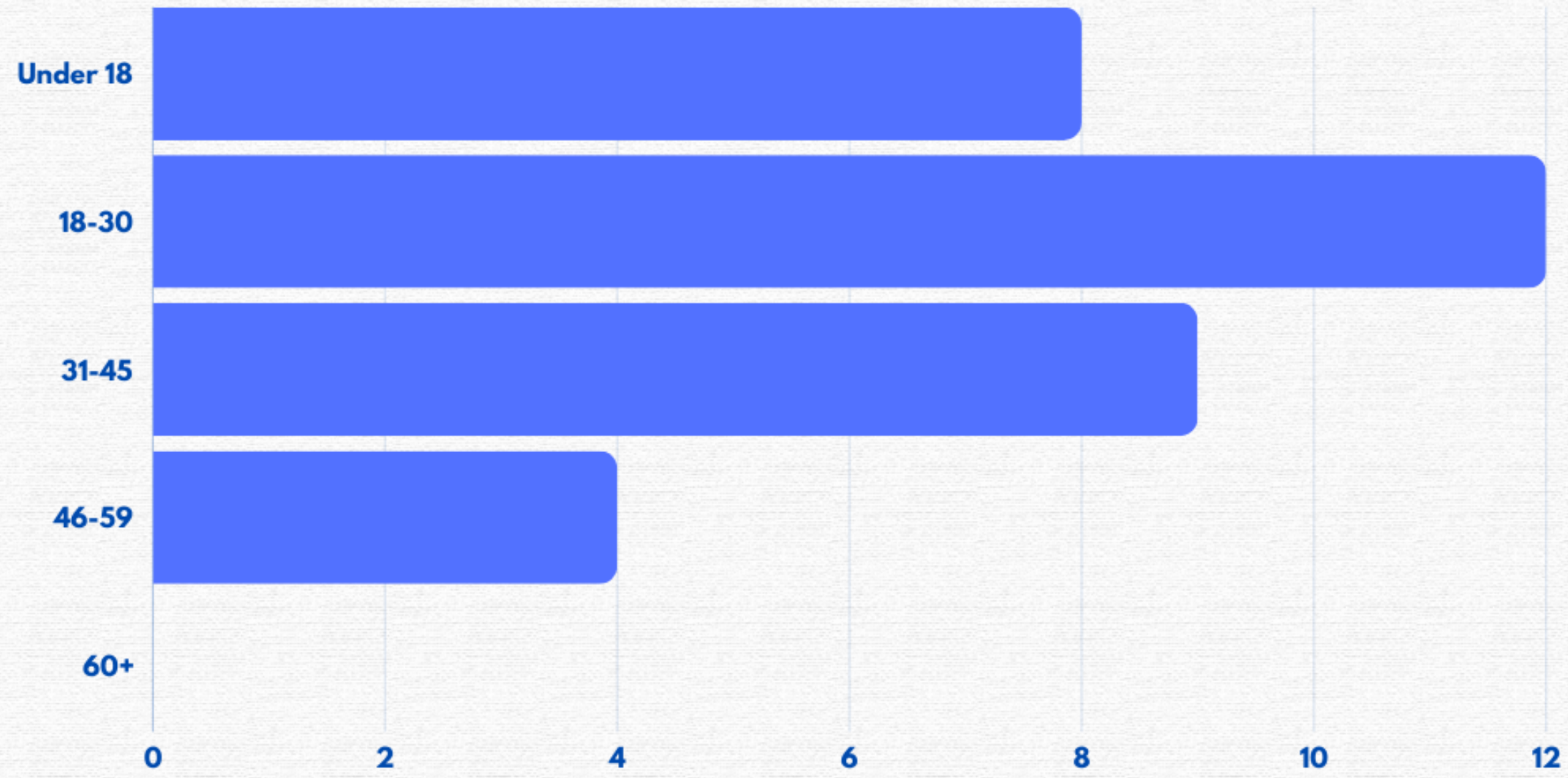
Other Notes: Bigger food menu than other shops with a variety of breakfast options, coffee is made in house and isn't globally sourced like the other competitors, most followers on IG out of all competitors

WHO IS OUR AUDIENCE?

Primary Research
conducted via survey

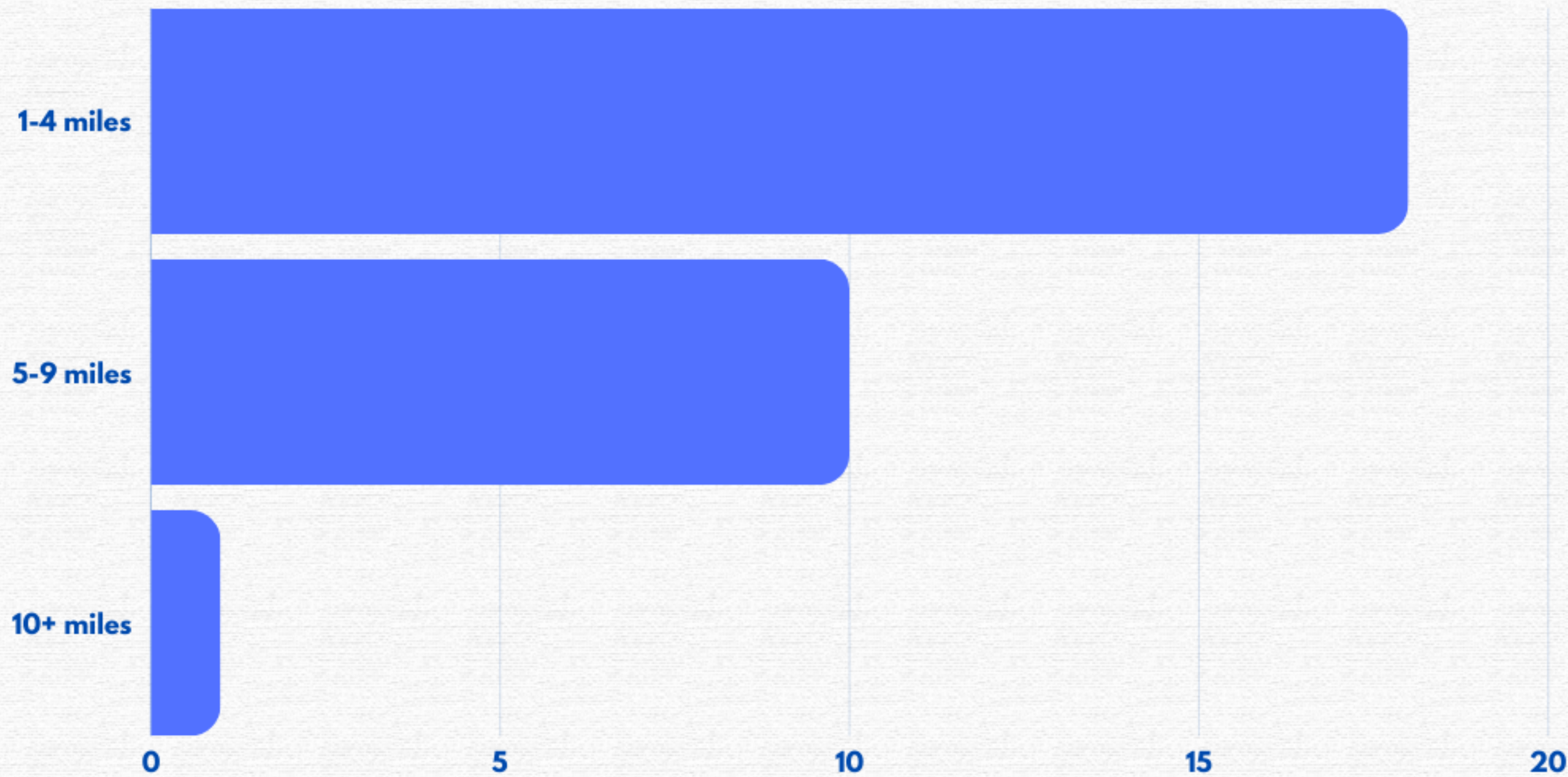
Age

MATTERS COFFEE



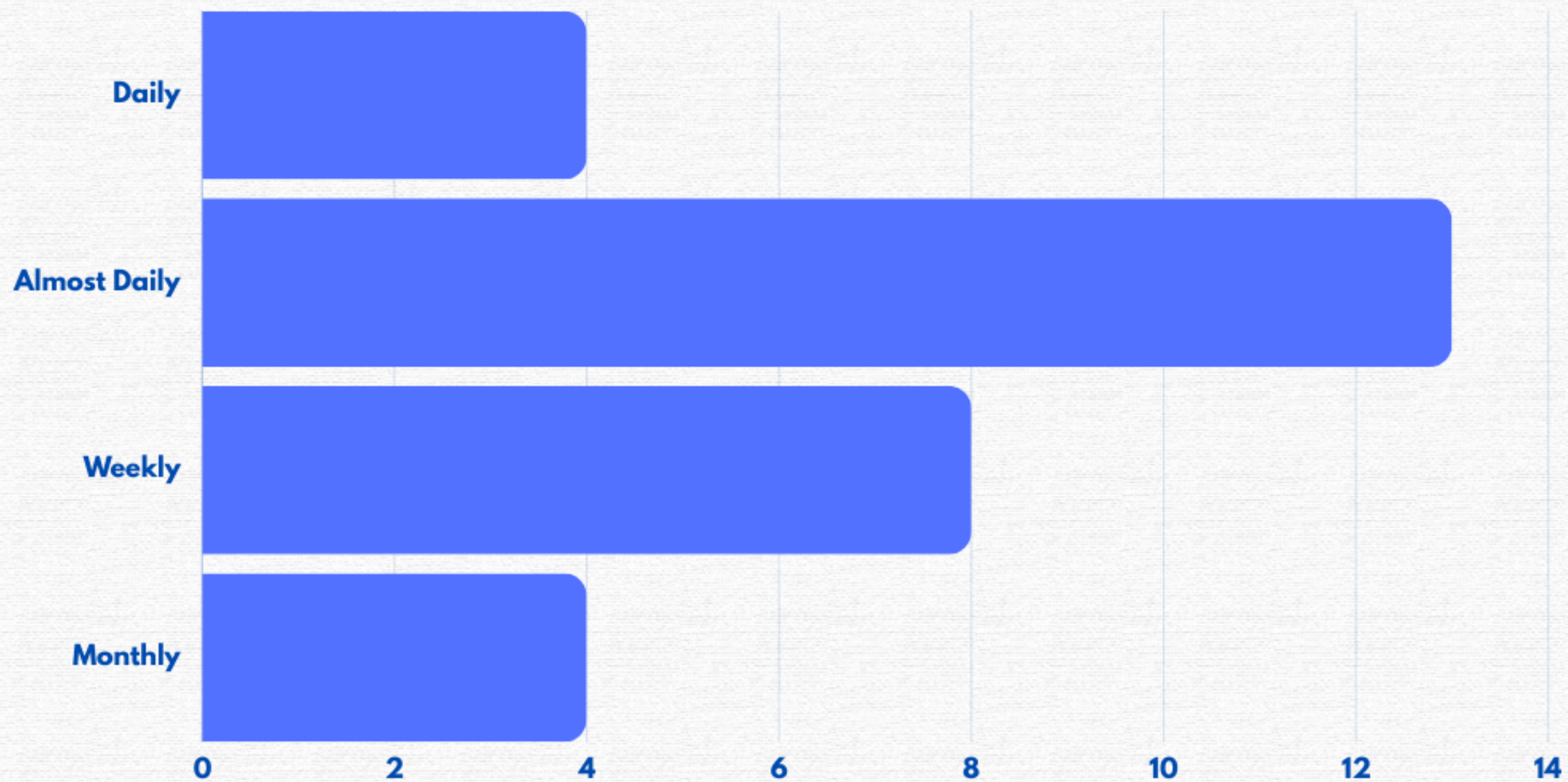
Distance From Shop

MATTERS COFFEE



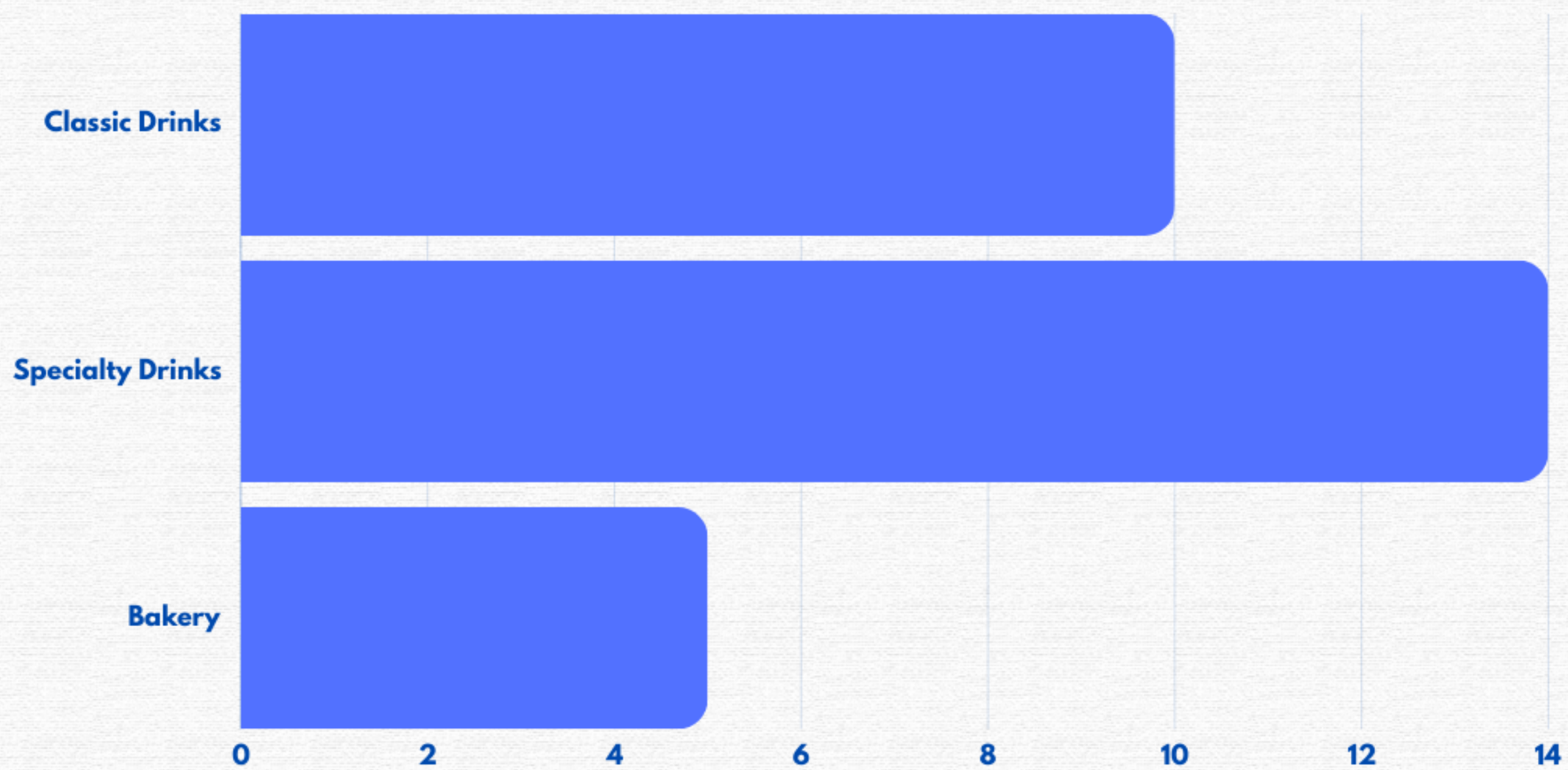
Frequency of Visits

MATTERS COFFEE



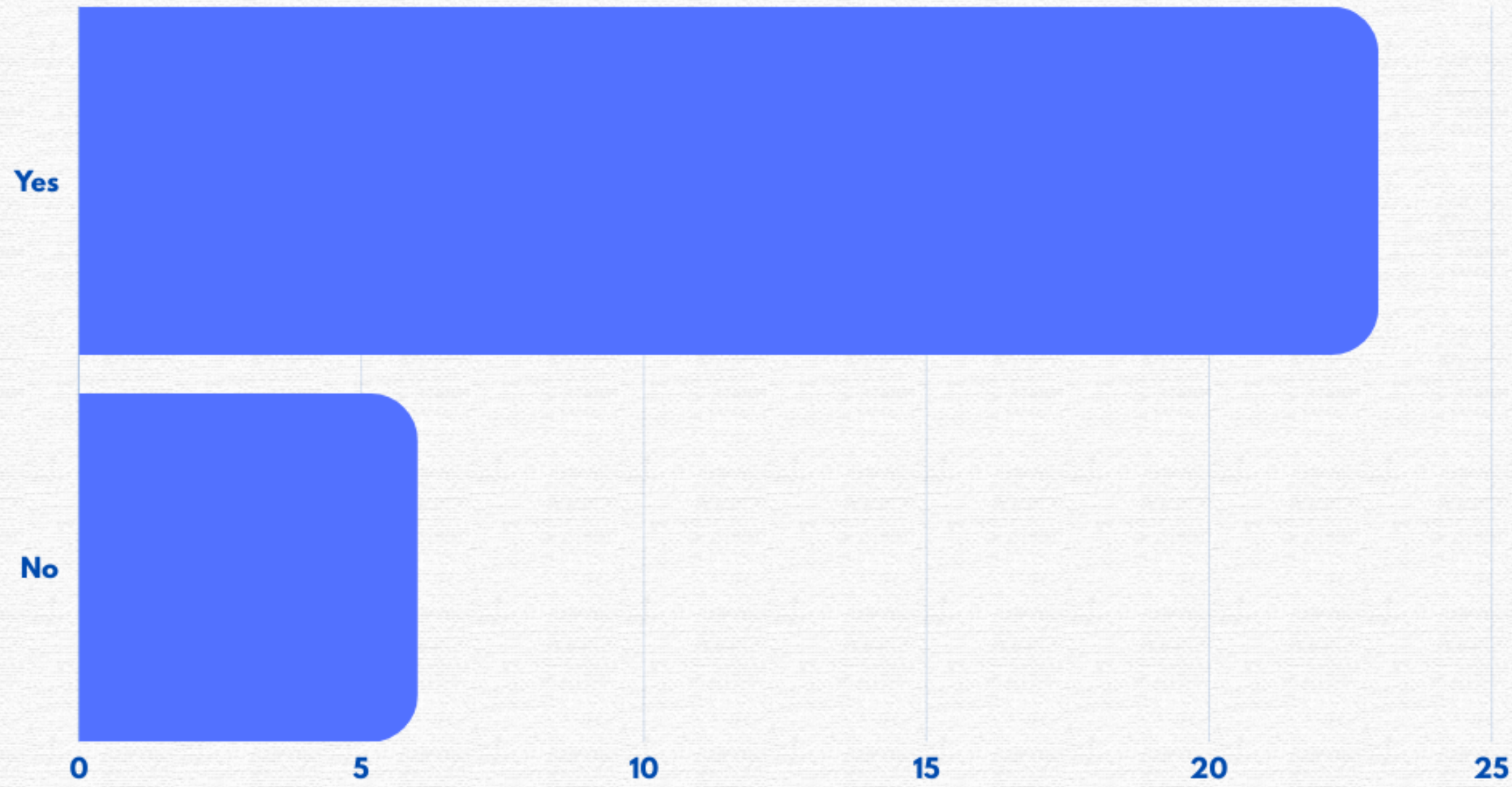
Favorite Menu Category

MATTERS COFFEE



Instagram User?

MATTERS COFFEE



STAGE 2: VERBAL

VERBAL BRAND

Brand Name: Matters Coffee

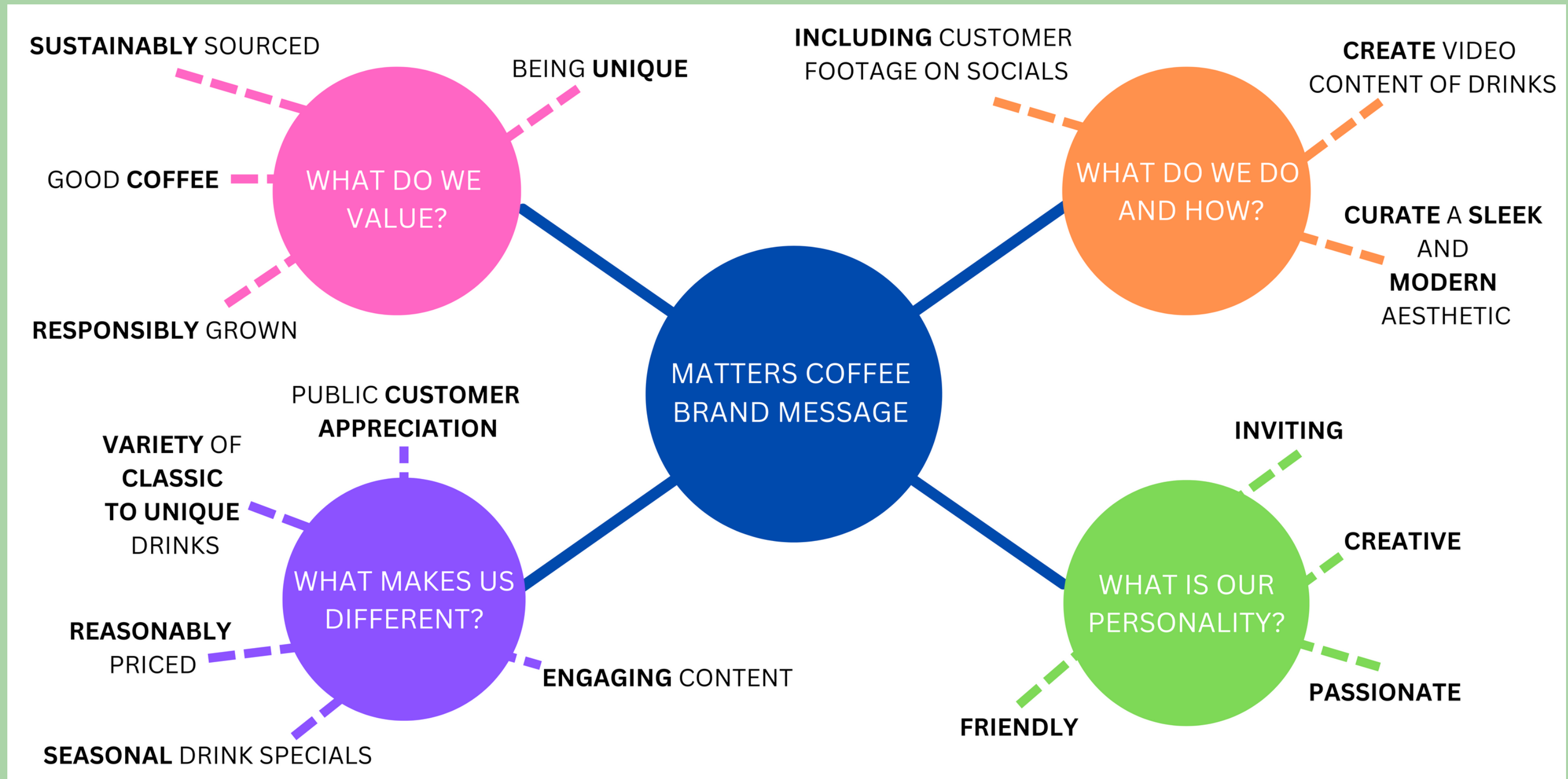
Brand Story: It is our greatest joy knowing that we can use our combined decades of knowledge to bring you insanely good coffee. Our mission has always remained the same: it has to be amazing- from source to brew. Throughout our journey of learning, exploration, and endlessly tasting, we have come to realize the difference it takes to do great coffee. We do great coffee.

Language: We Live For That First Cup

Tone of Voice: Passionate & Friendly

Brand Values & Personality: We only offer sustainably sourced, responsibly grown, specialty grade, premium roasted coffee.

BRAND MESSAGE



STAGE 3: VISUAL

LOGO IDEAS

MATTERS COFFEE

MATTERS COFFEE

WE LIVE FOR THAT FIRST CUP



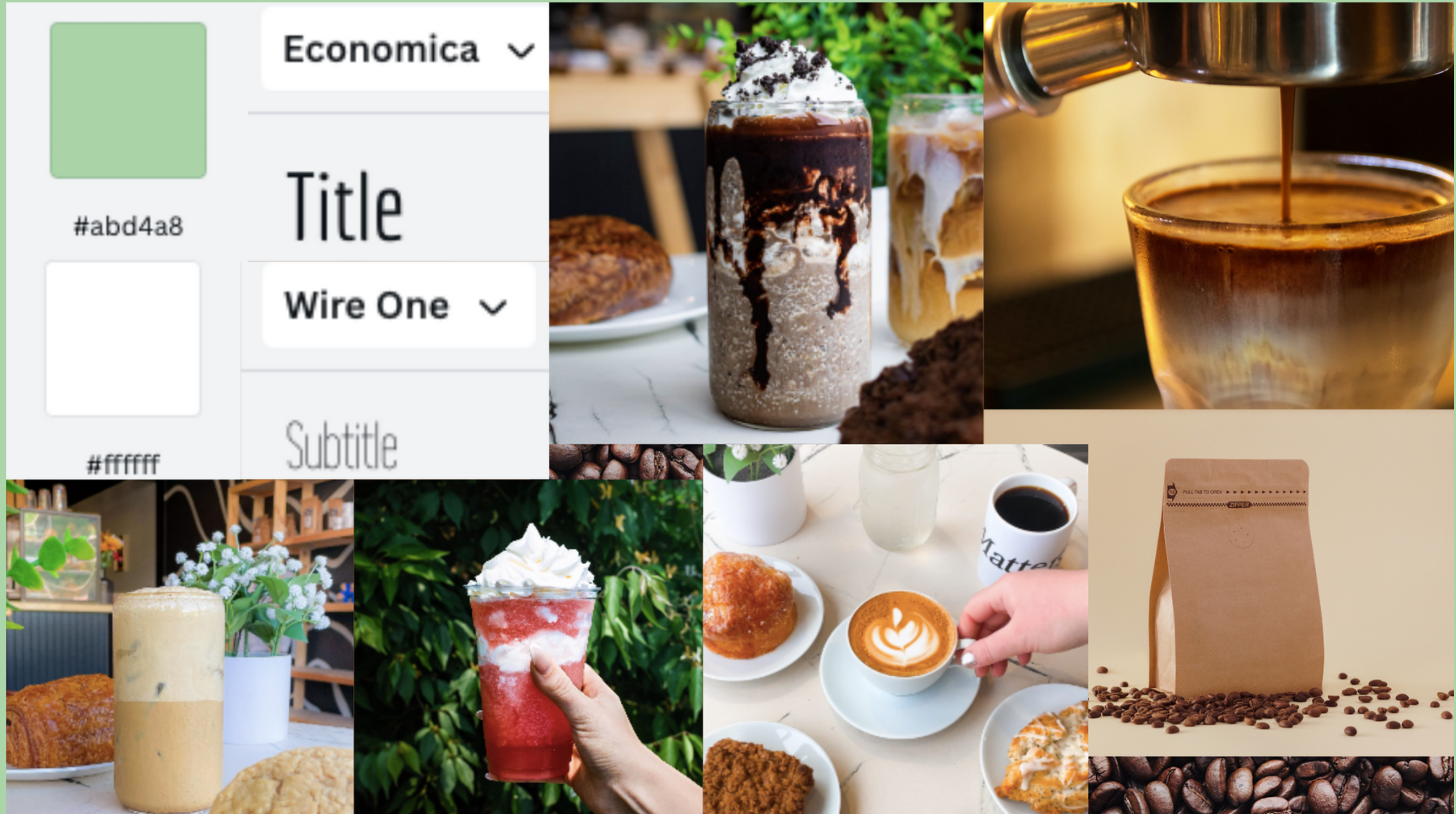
MATTERS COFFEE



MATTERS COFFEE



MOOD BOARD



STAGE 4: DEVELOPMENT

