

Chamberlain Coffee

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Chamberlain
Coffee



Final Beverage Client Project

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Situation Analysis

Section 1 – Client

Chamberlain Coffee is the client for this situation analysis. Chamberlain Coffee is a coffee brand owned by social media influencer turned high fashion model Emma Chamberlain. Chamberlain began her career by posting videos to YouTube around 2017 and quickly gained an immense following by winning over audiences with her fun sense of humor, relatability, fashion choices, and video editing style. Over the years, Chamberlain established herself as a coffee connoisseur, founding Chamberlain Coffee in 2020. Chamberlain Coffee began with one simple idea and has grown into a \$20 million coffee company, according to [Forbes](#). Chamberlain designed coffee bags modeled off of tea bags so consumers are able to steep their own coffee from the comfort of home. The brand has grown tremendously since, introducing countless products such as coffee beans, cold brew, matcha, numerous tumblers and mugs, candles, straws, and [more](#).

The brand has seen wide success through their positioning as a trendy, fashionable, and tasty coffee brand. Chamberlain Coffee additionally makes each coffee blend and product have its own cartoon animal character, ranging from grizzly bear hot chocolate to alligator matcha. These loveable characters are also on the merchandise, furthering the cute and whimsical branding strategy. Chamberlain Coffee also does not adhere to greenwashing as many other companies resort to. The company [prides](#) itself in its organically sourced coffee beans, advocates for organic and sustainably sourced coffee to support farmers and promote environmental stewardship, and emphasizes the importance of supporting sustainable and ethical coffee production.

Some of the main competitors that may challenge Chamberlain Coffee include Peet's Coffee, Starbucks, Black Rifle Coffee Company, Nespresso, and Caribou Coffee. Although competitors' products are perceived as more brand dominant, Chamberlain Coffee's strong visual identity and connection to Gen-Z gives it enough of an edge to have a hold in the competition for the best purchasable coffee products. Additionally, by expanding into other caffeinated beverages, merchandise, and novelty items, Chamberlain Coffee has established itself as a leading brand with a robust presence.

Section 2 – Communication need

For this campaign, Chamberlain Coffee wants to drive up the sales of their canned coffee beverages around the Thanksgiving holiday season. The target audience is anyone who drinks coffee, but more specifically Gen Z consumers. With its fun branding and pop culture phenomenon behind the company, Chamberlain Coffee has established itself as a coffee brand for Gen Z consumers. Compared to past generations, the average GenZer begins drinking coffee at 15 rather than between the ages of 18-20, according to a [Mintel](#) study. These young consumers also prefer to opt for on-the-go forms of caffeine, including canned coffee beverages. These canned options make getting your daily caffeine dose accessible and easy, and even allows new flavor profiles to find different audiences.

Chamberlain Coffee's 12-ounce oat milk lattes provide Gen Z consumers with exactly what they want: delicious, easily transportable coffee. Additionally, these cans come in a variety of flavors such as mocha, cinnamon bun, cake batter, vanilla, and more. This makes the cans highly marketable to the target audience. Chamberlain Coffee will just need to continue to advertise towards younger generations. Promoting the cans specifically along with all of the other coffee paraphernalia will bring more attention to this easy and delicious beverage. More specifically, promoting the cans in some way that brings the focus back to the holiday season will allow Chamberlain Coffee's sales to go up.

Section 3 – Key publics

- Gen Z consumers
 - Why: The brand already caters towards this audience so it would be best to target them during this campaign.
 - Communication needs: Social media, billboards, ads
- Emma Chamberlain's followers
 - Why: Chamberlain's followers already keep up with her and enjoy her content, so by targeting them they already hold a loyalty to the brand's owner and most likely enjoy the aesthetic of the brand as well.
 - Communication needs: Social media, billboards, ads, Chamberlain Coffee content on Emma's social media, newsletter
- Influencers
 - Why: Many influencers would jump at the opportunity to collaborate with Chamberlain Coffee as Emma Chamberlain is an influencer

turned actual celebrity. Influencers like to promote trending items with a strong online presence, and Chamberlain Coffee is that brand.

- Communication needs: Social media, billboards, ads, sponsored ads
- Coffee lovers
 - Why: Chamberlain Coffee has delicious and affordable coffee that any coffee lover would enjoy.
 - Communication needs: Social media, emails, sponsored ads, billboards, ads

Goals and Objectives

Client: Chamberlain Coffee

Goal: Heighten sales of canned coffee products during the Thanksgiving holiday season

Objective 1: Increase canned coffee sales by 20% during the Thanksgiving season

Key Public: Coffee drinkers, Thanksgiving hosts, Gen Z consumers

Self interest: Coffee enthusiasts want convenience without compromising on quality, hosts want to impress guests with unique offerings, Gen Z wants to seem cool and also survive a family gathering with the help of caffeine

Opinion leaders: Lifestyle influencers and food bloggers, coffee experts, Thanksgiving-themed content creators

Channels: Social media, email newsletters, influencer partnerships

Key messages: “Elevate your Thanksgiving gatherings with the perfect blend of flavor and convenience.”

“Make every moment special with Chamberlain’s canned coffee—your new holiday essential!”

Objective 2: Introduce new seasonal flavors and increase sales among target audiences

Key Public: Families planning holiday gatherings, college students and young adults, coffee lovers seeking festive flavors

Self interest: Families want easy-to-serve drinks for their guests, college students seek affordable, delicious beverages, coffee lovers are interested in seasonal flavors.

Opinion leaders: Family lifestyle bloggers, college influencers, beverage critics

Channels: Social media sites, using certain demographics to decide which site to utilize for each key public

Key messages: “Enjoy exclusive holiday bundles and save while delighting your guests.”

“This Thanksgiving, let us do the brewing—serve our ready-to-drink coffee!”

Objective 3: Increase sales among Gen Z consumers by 40% by the end of the holiday season

Key public: Gen Z coffee consumers

Self interest: Gen Z want easy, affordable and delicious coffee, but they also care heavily about brands and self image. Chamberlain Coffee has both the coffee and the trendy image that they seek out.

Opinion leaders: Social media sites, influencers, celebrities

Channels: Social media, billboards, collaborations with other popular influencers

Key messages: “Make your cousins jealous with a delicious can of Chamberlain Coffee in your hand at Thanksgiving.” “No need to use Grandma’s coffee pot this year. We got you.”

Strategies and Tactics

Objective 1: Increase canned coffee sales by 20% during the Thanksgiving season

- Strategy: Targeted marketing campaigns
 - Tactic: Email marketing: Send out a series of Thanksgiving-themed emails featuring special promotions, recipes and bundle deals.
 - Tactic: Social media countdown: Create a Thanksgiving countdown campaign across platforms, sharing daily coffee tips, recipes and promotions leading up to the holiday.
 - Tactic: Personalized recommendations: Utilize customer data to send personalized emails with recommendations based on previous purchases, highlighting how canned coffee fits into their Thanksgiving celebrations.
- Strategy: Social media campaigns
 - Tactic: Thanksgiving recipe series: Share a series of posts featuring creative recipes using Chamberlain Coffee, such as coffee-infused desserts or beverages, encouraging followers to try them for their holiday gatherings.
 - Tactic: Live Q&A sessions: Host live Q&A sessions on platforms like Instagram or Facebook where followers can ask questions about the brand, products or Thanksgiving coffee tips, building a personal connection.
 - Tactic: Interactive stories: Use Instagram Stories to create polls, quizzes and questions about Thanksgiving coffee traditions, encouraging audience participation and engagement.
- Strategy: Strategic advertising
 - Tactic: Seasonal Google ads campaign: Create targeted Google Ads focusing on keywords related to Thanksgiving, such as "Thanksgiving coffee gifts" or "holiday coffee drinks," to drive traffic to the online store.
 - Tactic: Video ads on social media: Produce short, engaging video ads for platforms like Instagram and Facebook that showcase the ease and convenience of enjoying Chamberlain Coffee during Thanksgiving gatherings.
 - Tactic: Email ads to subscriber lists: Create visually appealing ad campaigns within email newsletters, promoting exclusive Thanksgiving offers, limited-edition flavors and bundle deals directly to subscribers.

Objective 2: Introduce new seasonal flavors and sell out of new flavors by Christmas

- Strategy: Influencer and community engagement
 - Tactic: Influencer flavor reviews: Partner with coffee and lifestyle influencers to create authentic reviews and content featuring the new flavors, reaching their audiences with engaging storytelling.

- Tactic: Community events: Host local tasting events or pop-up shops at community fairs or holiday markets, allowing customers to sample and purchase new flavors directly.
- Tactic: Customer feedback loops: Encourage customers to provide feedback on the new flavors through social media or surveys, using their insights to refine marketing strategies and product offerings.
- Strategy: Digital marketing and E-commerce optimization
 - Tactic: Enhanced product pages: Optimize product pages with rich content, including high-quality images, flavor profiles, brewing suggestions and customer reviews to entice buyers.
 - Tactic: SEO content strategy: Create blog posts related to holiday coffee trends, recipes using the new flavors and gift guides, improving organic search visibility and driving traffic.
 - Tactic: Email segmentation: Segment your email list based on previous purchase behavior to send targeted messages that highlight the new flavors tailored to specific interests.
- Strategy: Retail partnerships and promotions
 - Tactic: Retail promotions: Coordinate with retailers for in-store promotions that highlight the new flavors, such as discounts or special displays during peak shopping times.
 - Tactic: Co-branded marketing materials: Create co-branded marketing materials for retailers that showcase the new seasonal flavors, including shelf talkers and in-store signage.
 - Tactic: Sampling days: Schedule sampling days at partner retailers to allow customers to taste the new flavors, directly boosting sales through immediate experiences.

Objective 3: Increase sales among Gen Z consumers by 40% by the end of the holiday season

- Strategy: Cultivate a Gen Z-centric brand experience
 - Tactic: Social media engagement: Share visually appealing and engaging content that highlights unique uses for Chamberlain Coffee, seasonal flavors and user-generated content featuring Gen Z consumers.
 - Tactic: Influencer takeovers: Allow influencers to take over Chamberlain Coffee's social media for a day, sharing their holiday coffee rituals and promoting special offers.
 - Tactic: User-generated content contest: Host a contest encouraging Gen Z consumers to share their coffee moments during the holidays using a specific hashtag with prizes for the most creative submissions.
- Strategy: Gamified shopping experience
 - Tactic: Holiday coffee game: Create a fun, interactive online game that incorporates Chamberlain Coffee products and seasonal themes, offering

discounts or prizes for participation.

- Tactic: Loyalty points for engagement: Implement a gamified loyalty program where Gen Z customers earn points not just for purchases, but also for engaging with social media content, sharing posts or participating in contests.
- Tactic: Flash sales via social media: Host surprise flash sales on social media platforms where followers have a limited time to purchase products at a discount, creating urgency and excitement.
- Strategy: Cultural relevance and trend alignment
 - Tactic: Trend-based limited editions: Launch seasonal flavors inspired by current trends or popular cultural phenomena (e.g., flavors inspired by viral TikTok recipes or shows).
 - Tactic: Memes and relatable content: Create and share memes that resonate with Gen Z humor and cultural references, making the brand feel relatable and shareable on social media.
 - Tactic: Collaboration with emerging artists: Partner with Gen Z artists or designers for exclusive packaging designs or promotional materials, fostering a sense of community and creativity.

Evaluation plan

Objective: Increase canned coffee sales by 20% during the Thanksgiving season

Measure: Track the total units of canned coffee sold weekly during the campaign period

Benchmark: aim to achieve at least a 10% increase in weekly sales by the halfway mark

Objective: Introduce new seasonal flavors and sell out of new flavors by Christmas season

Measure: Track the total units sold for each new seasonal flavor introduced throughout the campaign. This will involve monitoring sales data weekly and comparing it to initial projections.

Benchmark: aim to achieve at least a 50% sell-through rate of the new seasonal flavors by the halfway mark

Objective: Increase sales among Gen Z consumers by 40% by the end of the holiday season

Measure: Track the total sales generated from Gen Z consumers through online and in-store purchases.

Benchmark: aim to achieve at least a 20% increase in sales among Gen Z consumers compared to the same period last year by the halfway mark

References

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