

What's Your Coffee Bean and Tea Leaf Story?

Although the Philippines is a developing country, the coffee industry is booming and competition between international coffee shops is stiff. The Coffee Bean & Tea Leaf Philippines (CBTL) wanted to reach out to a younger market while increasing walk-ins, trial and sales.

CBTL focused on the creative community to inspire a new generation of brand ambassadors with a consumer generated media campaign called "What's Your Coffee Bean & Tea Leaf Story?" (WYCBTL) The promo encouraged customers to submit stories, videos and photos of their memorable moments at CBTL for a chance to go to Hollywood and tell their own CBTL experience from California.

The promo was announced during a Tea Appreciation event and entries were logged on a microsite (www.whatsyourcoffeebeanandtealeafstory.com). To spur participation, CBTL hosted a Flash Creativity Class for invited members of the internet community, featuring prominent industry names in photography, video and creative writing. Participation was broadened by inviting consumers to vote or forward their favorite entries for a free tea latte.

The Impact: From April 18 to July 31, 2008, CBTL received 146 entries (94 stories, 6 videos, and 46 photos) each residing in separate mother blogs that receive a minimum of 3000 page views per month, per entry. Over a 3 month period, the entries in the individual blog sites and the microsite generated a total of 1,578,515.

TV, Print and Online Media Values: P7,915,710.10 (\$175,904.67) for every dollar spent, ROI was almost 20 to 1.

Walk-ins and Sales Uptake: Approximately 10,000 walk-ins and redemptions, leading to at least 4,000 additional purchases and an approximate sales spike of P800,000.00 (\$17,777.77) over a 30 day period.

Client: The Coffee Bean & Tea Leaf

Agency: GeiserMaclang Marketing Communications, Inc.

Budget: \$9000.00

Date of Campaign: April 18 to July 31, 2008

Case Study URL: <http://www.whatsyourcoffeebeanandtealeafstory.com/>