

# Café con Comunidad

## Communication Campaign Proposal for Mi Cafecito Coffee

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## About Mi Cafecito Coffee

Mi Cafecito Coffee is an independent family-owned coffee shop based in Pomona California serving specialty coffee, tea, espresso beverages, and pastries with an emphasis in Latinx flavors. From its inception the brand has a strong mission statement that values its Latinx identity and a motivating desire to be involved in building community, relationships, and fostering diversity over the shared ritual of coffee. In 2020 Mi Cafecito began taking its first step outside of its home in Pomona to open a new location in Downtown Riverside California.

## Organizational Goals

- Develop and expand Mi Cafecito's online store presence and offerings by January 31, 2021.
- Increase online sales by 15% from February through July 2021.
- Reduce pandemic-related loss projections by at least 5% for fiscal year 2021.

## Situational Analysis

### Strengths

- Mi Cafecito benefits from previous experience in building relationships within their community.
- Strong brand identity with strong ethos appeal due to being a family-owned business.
- Brand has a unique selling point in Latinx inspired specialty espresso drinks, café de olla, and pastries.

### Weaknesses

- Brand is relatively unknown in Riverside California.
- Location in the Riverside Food Lab does not have any dedicated seating. Encourages grab-and-go behavior.
- Basic boilerplate website provided by Square limits capacity for building website as a destination.

### Opportunities

- Brand's specialty drinks are unique selling points to both people who grew up with those flavors as well as non-Hispanic consumers who will see these products as novel and unique to Mi Cafecito.
- Quarantined and isolated publics likely to be more open to participate in community building experiences.
- Building website presence as a destination can drive sales to shore up diminished income during pandemic.

## Threats

- The continued economic impact of the Coronavirus pandemic may cut down on discretionary spending.
- Quarantine orders from the State of California may severely cut in-store income.
- Location in Downtown Riverside has numerous corporate and independent competitors in the coffee market.

## Formative Research

### Quantitative Method

Demographic data can be utilized to provide a better view of the cultural and economic diversity of the Riverside area. A larger Latinx public suggests that the campaign should use an identity-reflecting tone while a larger non-Latinx public would suggest that a neutral diverse and inclusive tone could be more effective.

### Qualitative Method

On casual research of social media there is an active community of coffee-drinking publics in the Riverside area who value coffee drinking culture and the communities that spring up around them. Independent coffee roasters and coffee shops voices on social media are highly active and are generally more supportive of each other than outright competitive. This may speak to a culture of cooperation in the specialty coffee community that may prove fertile grounds for in-depth interviews with questions about what they value about the coffee shop experience, what some do well, what can be improved on, and what unmet needs are there that can be capitalized on. This would be an opportunity to find out what kind of coffee shop events are preferred which can inform the direction and programming of the campaign.

## Communication Objective

- Bring brand awareness of Mi Cafecito to the area around Riverside California.
- Establish long lasting positive public relations between Mi Cafecito and its employees with publics.
- Encourage audiences to engage with Mi Cafecito and other people and organizations that are featured by Mi Cafecito's communications campaigns to build community.

### Audience

The primary audience are millennial to Generation-Z specialty coffee-drinking publics around Riverside, California.

The secondary audience are publics around Riverside California that do not have strong coffee drinking behaviors but do see value in the campaign's goal to foster community. An additional secondary audience is anyone willing to participate on social media. Because the campaign is primarily online, and any marketed products can be shipped, the reach is virtually unlimited. These secondary audiences may eventually convert to in-store customers or become regular online purchasers and brand evangelists.

### Segmentation

The primary audience of all coffee-drinking publics in Riverside California will be segmented into two categories: Latinx coffee-drinking publics and non-Latinx coffee-drinking publics. These segmentations are made based on the level of cultural knowledge of Latin America. Messaging to non-Latinx audiences will require more context and description of the products and flavors Mi Cafecito provides.

### Customer Avatar

Our avatar consumer is named Leticia a 30-year-old Latina native of Riverside California. She is a first-generation college graduate of parents who emigrated to the United States. Because of this history her multicultural cultural identity and expression is very important to her. She loves going out with friends and being involved with the community but has been responsibly isolating for so long that the emotional toll is getting to her and she is seeking ways to interact with others. Leticia is a big fan of Starbucks Frappuccino™ and pumpkin spice lattes but is increasingly concerned with supporting local businesses in the pandemic and is looking for something new in terms of flavor experiences.

### Campaign Narrative

The Café con Comunidad campaign aims to seek to change the target audience's feelings about Mi Cafecito's brand that range from neutral to positive depending on if the individual consumer is already familiar with the brand. The campaign also seeks to influence the audience's behaviors and encourage them to seek interaction with the brand and other people on a more personal level to build relationships.

The narrative relies on using ethos appeal to persuade audiences of its value to the local community by leveraging the organization's identity as a family-owned business of color and track record of community involvement. It also relies on pathos appeals to empathize with the target audience's potential feelings of emotional isolation during the pandemic and attempts to cultivate positive feelings of warmth, affirmation, acceptance, and support.

The start of the campaign will include promotional messaging from the owners of Mi Cafecito greeting the audience and expressing empathy for how deeply the pandemic has impacted everyone's ability to get outside and meet people and return to normal routines. As coffee shop owners they see themselves as not only as part of the community but feel it is an honor and responsibility to look out for the community and to offer opportunities to help people connect, laugh, cry, support, and learn from each other.

To that end they will promote a series of gatherings on Zoom that are hosted by a front-facing employee such as a barista on a range of themes such as social chats, games, musical performances, and informative talks about topics that are important to the community. These talks will be free to attend with no strings attached but announcing the events ahead of time will offer opportunities to promote purchasing of beans or other ready-made drinks ahead of time so they can fully immerse themselves in the shared experience of having coffee together.

Also, part of the campaign will include the hashtag #miconfecito being offered to allow anyone the opportunity to share slice of life thoughts, feelings, and moments that one "just has to share with someone". The hashtag is a compound word incorporating Mi Cafecito (my little coffee), and confession to create a word that implies "my little confession".

The campaign overall will provide Mi Cafecito opportunities to be in the conversation with both already existing customers and build relationships with new ones that will encourage a sense of connection and loyalty to the brand that may convert them to regular patrons once the pandemic ends. This campaign has potential for significant spreadability because of its potential unlimited reach and its novel approach to building relationships using technology that reflects on the authenticity and likability of the brand.

Testing of the community gatherings of the Zoom meeting can be monitored by analyzing the responses to promoting the meetings on social media and measuring the attendance of those meetings. If certain types of gatherings have more appeal and attendance, then the strategy can be adjusted to support more of those gatherings.

## Channels and Media Mix

The campaign's primary channel for executing community events will be done with video conferencing platform Zoom while also utilizing social media platforms Instagram and Facebook.

Media richness theory suggests that the most effective route for effective nuanced and rich communication is face-to-face communication. However, since space and health circumstances make this avenue of communication incredibly difficult, the second most effective channel for rich communication is video conferencing. Video conferencing allows for most of the non-verbal messages of gesturing and facial expressions to still be communicated and most importantly provides the ability to have instant feedback. Conversation and creating shared realities are a crucial part of the campaign so the usage of video conferencing is essential to this goal. Instagram is one of the largest social media platforms by users and influence in the United States and its platform offers multiple forms of communicating messages that include image posts, stories, live broadcasting, and long-form IGTV content. This also offers opportunities for audiences to engage with the brand by sharing and tagging with their own stories and messages.

Because the Mi Cafecito brand is strongly tied to the family that owns it, the brand voice should seek to emulate their affability, welcoming, and a desire to build "family" through their products and services. In that spirit, the tone of messaging on any medium should be both personality and audience focused. The brand seeks to treat customers as "familia" and messaging should reflect that care and concern one would show their own family while also featuring the public-facing employees so that audiences begin to make associations with names and faces instead of the unknown barista.

## Evaluation

Media monitoring can be done on Hashtags can also be monitored to view the depth of engagement people are having with the brand and can also provide insights for future campaigns.

Online measurement of outcomes can be done with Instagram and Facebook content by measuring the metrics of the number of interactions done on a certain type of posted content. This can allow for agile strategic changes to the types of content produced to effectively make content that will spread effectively and efficiently.

Online sales on Mi Cafecito's website can also be monitored for increases in revenue.