



VITTORIA COFFEE

Notes of Love CAMPAIGN

ALR703 TRANSMEDIA STORYTELLING CAMPAIGN

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EXECUTIVE SUMMARY

The campaign outlined in this marketing plan for Vittoria Coffee is titled 'Notes of Love.' Vittoria Coffee, a premium Australian coffee brand, showcases itself as an innovator in the industry. Through this campaign, they break out of the box by connecting the experience of having coffee to the act of falling in love. The campaign plan targets the audience, 'Cultural Savants,' who are trendsetters and appreciate high-quality things in life. The 'Notes of Love' campaign employs the strategy of having web films at their core, which expands to include a collaboration with a dating app, Coffee Meets Bagel, which leads to activations and events. The campaign also uses social media marketing platforms to increase visibility for the campaign.

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1. INTRODUCTION

The 'Notes of Love' campaign for Vittoria Coffee has been designed to showcase the relationship between coffee and love. Vittoria Coffee is a big player in a saturated industry and this campaign plan seeks to change their perception amongst their audience and create an emotional connection. Through campaign films that display snapshots of diverse stories, social media content, events for couples and single individuals embarking on a new journey, and with a collaboration with a dating app, the plan aims to improve the factor of relatability. Commencing in October 2024, the campaign will run until December 2025, wherein the target is to convert the defined audience segment into loyal brand consumers.

2. PURPOSE

a. SITUATION ANALYSIS

i. CURRENT BRAND POSITION

Vittoria Coffee is a part of the leaderboard in the retail coffee industry. A 2022 report states that Vittoria Coffee & Beverages accounted for 12% of the processed coffee market in the previous years (Adept Economics, 2022). With innovation as its key brand ideology, Vittoria Coffee continues to launch new products that can suit the different needs of the customers (Ralph, 2023).

ii. MARKET CHALLENGES

There is an oversaturation in the market due to an influx of identical products from domestic and international brands. This has led to price being the key defining factor in assessing competition. (IBISWorld, p.19) The key competitors for the brand are ALDI, Lavazza, Nescafe, and Nespresso in terms of their product range which includes coffee beans, pods, or instant coffee. (Statista 2024)

iii. OPPORTUNITIES / TRENDS

- There has been a growing interest in premium food products such as coffee beans and grounds that are fair-trade and hand-ground. Coffee pods and instant coffee offerings that replicate barista-style coffee at home are also gaining popularity. (IBISWorld, p.19, 30)
- Increasing interest by brands to invest in the development of new products or reduce environmental impact from operations. (p.27)
- Coffee consumption patterns and preferences for younger consumers lean towards roasted premium and blended coffee beans and are willing to opt for premium products (Adept Economics 2022).

b. PROBLEM

The primary problem the brand tackles is that the instant coffee market is saturated with multiple brands providing similar products. With Vittoria's premium offering, the brand situates itself at a higher price point but brand communications from the brand are unable to form an emotional connection with the audience. The messaging across promotional materials for the brand is focused on the brand being knowledgeable about coffee and does not address the needs or frustrations of the audience.

c. BRAND ARCHETYPE

i. BRAND ARCHETYPES

Vittoria coffee has a penchant for exploration. This can be seen through their brand history wherein the founders came from Italy to Australia and established the brand because of their love for Italian coffee culture and through their innovative product offerings.

Thus, the brand can be defined as an explorer brand archetype, which is ascribed to innovative brands that keep exploring new pathways. They connect with audiences that want adventure and discover the world for themselves (Sparkol 2022).

Additionally, for this campaign, the brand messaging will also seek to embrace the archetype of The Lover, as part of the aim of changing perception. This archetype focuses on the sensual pleasure a brand can emulate for their audience and showcase themselves as passionate with premium value (Sparkol 2022).

ii. BRAND VALUES

The brand aligns with the value of wholeness which Sachs (2012, p.131) defines as the need to have self-sufficiency while connecting with the larger community which can be seen through the brand's partnerships with various hospitality venues. The brand also carries traits of Richness and Uniqueness as it aspires to provide the highest quality coffee and keep innovating through its products.

3. AUDIENCE

a. TARGET AUDIENCE: Cultural Savant

The Cultural Savants are sophisticated trendsetters, who are tech-savvy and environmentally conscious. With an appreciation for finery, they value quality and are interested in gourmet products, fashion, arts, and culture.

i. KEY DEMOGRAPHICS

- Aged between 25-40 years, the segment includes all genders with a skew towards women.
- Middle to Upper-middle-class households that include a mix of single individuals, couples, or family units.
- Educated professionals, entrepreneurs, and creatives make up this segment.

ii. PSYCHOGRAPHICS

- This audience segment appreciates quality products and services, and is willing to pay a premium. They are motivated to indulge in luxury products.
- Well-informed and socially conscious, they seek out brands that are authentic and reflect their values and lifestyle.
- This segment also includes individuals who value innovation, seek to gain new experiences and have a positive outlook on life.

iii. BEHAVIOURAL

- They tend to research products thoroughly before making a purchase.
- Have a preference for premium, gourmet, and specialty products.
- Loyal to preferred brands, especially if they align with their values and are consistent in quality products.

iv. GEOGRAPHIC

- Primarily metropolitan areas and affluent suburbs.
- Located in cities such as Melbourne, Sydney, Brisbane, Perth, Adelaide, and other urban areas.

b. AUDIENCE PERSONA

Emily Johnson



"I'm looking for a coffee brand which is of premium quality and complements my culinary habits."

Age: 32
 Work: Finance Analyst
 Family: Married
 Location: Melbourne, AU
 Character: The Cultural Savant

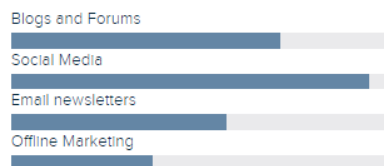
Bio

Emily is a Finance Analyst at an Investment Management Company. She has a discerning taste for high-quality, premium products. Despite her busy schedule, she aims to gain some information about the brands before purchasing. She is well-informed and environmentally conscious, and thus, prefers sustainable brands that align with her values.

Needs

- To find a coffee brand that Emily can rely on.
- To have the preferred coffee brand easily available.

Preferred Channels



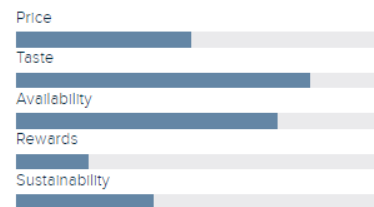
Goals

- To decide on the preferred product easily.
- To support ethical and environmentally conscious brands.

Frustrations

- Inconsistency in product quality
- Too many options to choose from
- Time poor which leaves less time for research or long shopping trips

Motivation



4. OBJECTIVES

To raise awareness of Vittoria coffee's products amongst 90% of the Cultural Savant audience segment by December 2024.

To encourage 70% of the Cultural Savant audience to associate Vittoria coffee's products with being premium, innovative, and unique by February 2025.

To build the likeability of Vittoria coffee's products amongst 40% of the Cultural Savant audience through interactive brand content by May 2025.

To have 25% of the Cultural Savant audience express an intent to buy Vittoria coffee's products rather than competitor brands through targeted promotions and launch of limited-edition products by July 2025.

To encourage 15% of the Cultural Savant audience to try Vittoria coffee's products through first-time purchase incentives, in-person events, and free samples by October 2025.

To encourage 5% of the Cultural Savant audience to repeat purchases of Vittoria coffee's products through loyalty programs, discounts, and exclusive offers by December 2025.

5. STORY

a. TRANSMEDIA STORYTELLING

This campaign for Vittoria Coffee takes on the innovative nature of the brand and merges it with the idea of romance between individuals to showcase that coffee complements love. The core web films exploring different facets of love will lead to a brand collaboration with a dating app, Coffee Meets Bagel, and explore different relationship stages. The campaign incorporates offline events and online promotions, all centred around the same conceptual idea, which makes a transmedia storytelling approach the rightful approach for the campaign.

b. CAMPAIGN NAME AND CENTRAL STORY IDEA

Campaign Name *[, w 2 d , 1, w] d y*

The central story idea for the campaign is: Coffee is the perfect accompaniment to love.

c. NARRATIVE OVERVIEW

The story world for the campaign explores the different sides of love, sparked through the common factor of coffee. By setting the campaign in the romance genre and showcasing various romantic stories, the narratives explore popular romantic tropes, reminiscent of Hallmark movies. The main characters throughout the story world are two individuals at different stages of a relationship, even the singles stage, and coffee, by extension, the brand Vittoria Coffee, assists in the relationship's progress for these individuals.

d. KEY MESSAGES

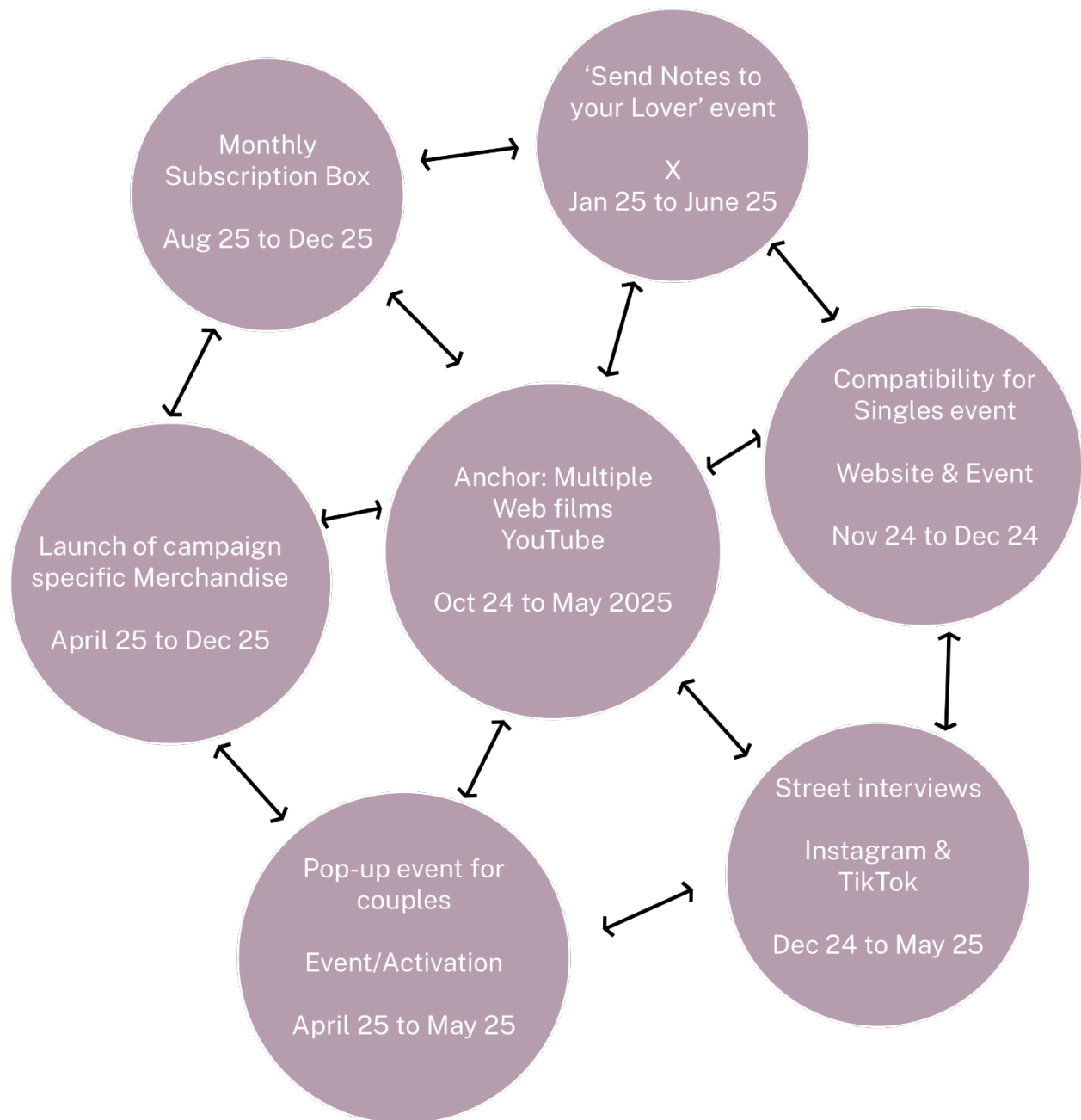
The key messages for the campaign are contained in the following keywords:

- i. Passion: Vittoria Coffee, as a brand, is passionate about coffee and aims to gain every nugget of knowledge around it.
- ii. Innovation: As a brand known for innovation, Vittoria Coffee is not afraid to break out of the box and innovate according to their customer's needs.
- iii. Love: As a brand with a rich heritage, the brand encompasses all factors of love that extend towards coffee as well.
- iv. Complementary: Vittoria Coffee is the perfect side for all situations.

6. PLATFORMS

PLATFORM	CONTENT	JUSTIFICATION
YouTube	A series of web films titled 'Notes of Love' that tell stories of relationships built around coffee and how coffee continues to be the cupid. (See Appendix 1)	YouTube provides the tools to view videos at the highest quality and encourages audiences to engage with the content through likes, comments, and sharing on other social media platforms.
Website & Event	Collaboration with the dating app Coffee Meets Bagel involves a compatibility test that matches people signed up for a singles event, hosted in partnership with the app, based on their coffee preferences.	By utilising the match-making algorithm from the dating app, the website variant would utilise the data from consenting individuals to match people for the event.
Instagram & TikTok	Street interviews of couples who wish to tell the story of how their relationship began and to quiz them on their partner's coffee preferences. Correct answers would lead to winning Vittoria Coffee products.	Collaboration partner Coffee Meets Bagel has a tried and tested format for this content type and with the inclusion of gamification, it will improve the visibility of the brand amongst audiences.
Activation	A pop-up event hosted in the city of Melbourne, in a structure that resembles a greenhouse, invites couples to learn how to make the best coffee for their partners. (See Appendix 1)	Brand events in a high footfall area would provide high visibility to the campaign and encourage audiences to participate.
Merchandise: Toys	Special mascot named 'Coffee Cupid', would be the face of the campaign.	Merchandise for the campaign increases visibility, attracts audiences outside or target segment and provide revenue.
X	'Coffee Cupid' mascot hosting a 'Send Notes to Your Lover' event that would redirect to a webpage displaying the sent notes. Users can share this on the platform with the hashtag #NotesofLove.	Can act as a prompt for audience participation in the campaign and increase visibility.
Product Subscription box	A box of Vittoria Coffee's products that showcase the best-selling items with monthly favourites and samples.	Can encourage audiences to try product ranges that they might not typically opt for. Bundle boxes can convert first-time consumers into repeat purchasers.

7. AUDIENCE JOURNEY



8. EVALUATION

OBJECTIVES	PLATFORM	PERFORMANCE INDICATOR
To raise awareness of Vittoria coffee's product amongst 90% of the Cultural Savant audience segment by December 2024.	Campaign film on YouTube, Compatibility test for singles event on website	Quantitative survey (awareness), YouTube Analytics (views, likes, comments, watch time, shares), news media monitoring (mentions), Website analytics (page views, click-through rate, navigation time)
To encourage 70% of the Cultural Savant audience to associate Vittoria coffee's products with being premium, innovative, and unique by February 2025.	Instagram & TikTok videos of street interviews, 'Send Notes to your Lover' event on X	Meta Business Suite (reach, likes, comments, shares, click-throughs), Hootsuite, sentiment analysis tools
To build the likeability of Vittoria coffee's products amongst 40% of the Cultural Savant audience through interactive brand content by May 2025.	Pop-up Event for couples, Sample distribution of Vittoria Coffee's products	Attendance figures, Number of items distributed
To have 25% of the Cultural Savant audience express an intent to buy Vittoria coffee's products rather than competitor brands by July 2025.	Launch of merchandise and limited-edition products	Quantitative survey (Preference), Sales data, Website visits, Social media analytics, Social listening tools
To encourage 15% of the Cultural Savant audience to try Vittoria coffee's products through first-time purchase incentives, in-person events, and free samples by October 2025.	Launch of Subscription or Best of the Month box, Discounts	Sales data from e-commerce website, Website analytics (Click-through rate, navigation time)
To encourage 5% of the Cultural Savant audience to repeat purchases of Vittoria coffee's products through loyalty programs, discounts, and exclusive offers by December 2025.	Loyalty program on the app, Newsletter Marketing	Number of sign-ups and App downloads by users, Click-through rate on emails, Website analytics (page views, click-through rate, navigation time)

9. CONCLUSION

The transmedia storytelling campaign for Vittoria Coffee incorporates the knowledge of coffee the brand prides itself on and connects that with the aspect of love and bonding that coffee has been increasingly attached to. By honing in on the premise that people love talking about love, the 'Coffee Cupid' campaign urges the target audience to share their stories, take a shot at finding love, and experience something new with their partners. With the factor of relatability being such a core part of the campaign, it will be able to build positive sentiment toward the brand and improve brand recall in the target audience.

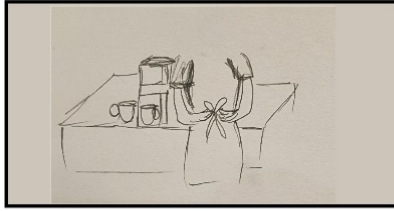
10. APPENDIX ONE

a. STORYBOARD FOR ONLINE VIDEO PLATFORM

Storyline: The film explores the love between two women who found each other in a small town in Italy. Their relationship that sparked through a cup of coffee continues in their home through Vittoria coffee. By associating Vittoria coffee with an aid in building new memories, the narrative suggests the two characters' continuation of their journey.

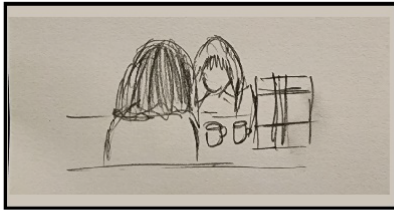
Client: Vittoria Coffee
Title: 'Notes of Love'
Media: Campaign film on YouTube
Duration: 120 seconds

FRAME 1



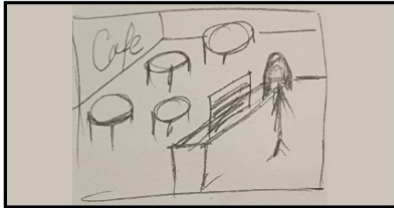
VIDEO: Woman A tying an apron with coffee machine in the background.
 AUDIO: Mystery of Love by Sufjan Stevens plays in background

FRAME 3



VIDEO: Two women share glances; Woman A starts making coffee and speaks.
 AUDIO: Dialogue by A - "The usual, love?"; Song volume adjusted to be lower

FRAME 5



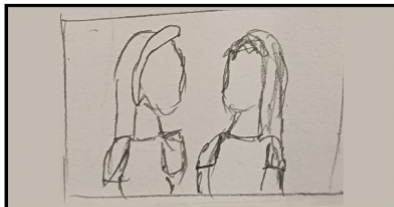
VIDEO: Flashback of Woman A working as a barista.
 AUDIO: Machine whirring sounds, crowd noises; pause on song

FRAME 7



VIDEO: Montage of Woman A serving coffee to Woman B, exchange of glances and a note being left behind
 AUDIO: Song resumes to play

FRAME 9



VIDEO: Woman B smiling and kissing Woman A
 AUDIO: Song heading towards outro

FRAME 2



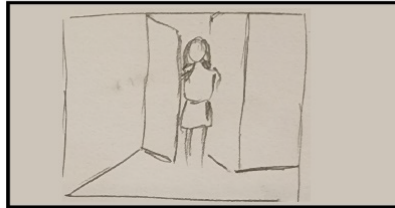
VIDEO: Woman B comes in and hands Vittoria coffee bottle.
 AUDIO: Song continues playing

FRAME 4



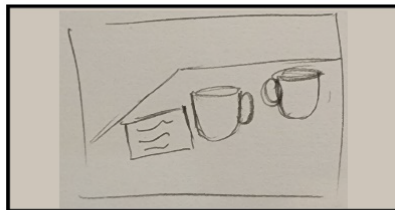
VIDEO: Woman B speaks while tying a scarf around the head.
 AUDIO: Humming then Dialogue by B - "Just like when we were in Italy"; Song volume adjusted to be lower

FRAME 6



VIDEO: Door opens at a coffee shop; Woman B walks in
 AUDIO: Quiet and then Bell jingle

FRAME 8



VIDEO: Present time: Woman A slides cup of coffee to Woman B with a note saying 'Good morning, love'
 AUDIO: Song continues to play

FRAME 10



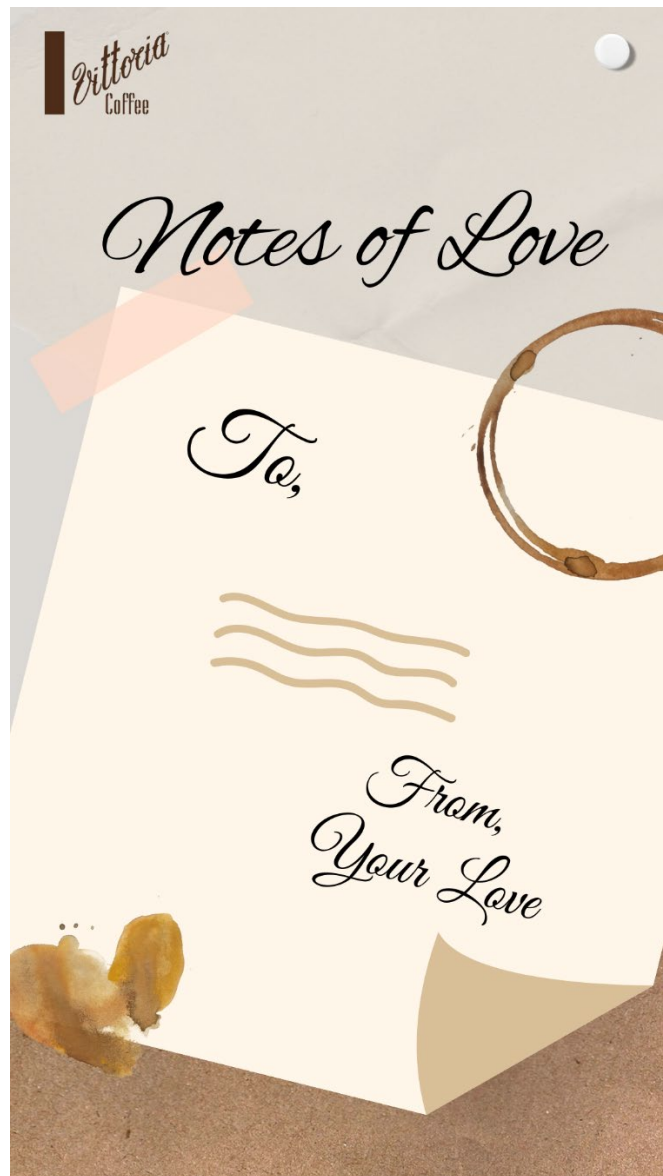
VIDEO: End screen with copy line "Notes of Love" and Vittoria Coffee logo
 AUDIO: Song ends

b. EVENT MOODBOARD

The event activation is a pop-up event hosted in the city of Melbourne. The structure resembles a greenhouse, and situating it in an urban area marks a contrast in the environment. The event invites couples to learn how to make the best coffee for their partners.



c. CREATIVE FOR SOCIAL MEDIA PLATFORM: X



11. APPENDIX TWO: FEEDFORWARD

The feedforward showcased the need to have a defined pain point that the campaign plan focuses on and urged the plan to showcase the value of enjoying coffee at home. The feedback also suggested that the brand can incorporate another brand archetype, namely 'Lover', to fully embody the concept of the campaign plan and explicitly state the reason for the brand making that choice. The feedforward has been incorporated thoroughly into the plan in the form of the web clip narratives that originate at home. The inclusion of the Lover archetype helped form the extensions for the campaign which provide the full sensory and emotional connection to the audience.

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