



# GROUND S

— COFFEE —

THIS IS YOUR COFFEE SHOP

# Campaign Brief



## *GROUNDS COFFEE*

---

**Category** — Specialty coffee brand and cafe concept

**Campaign Type** — Brand launch + campus market penetration

**Campaign Theme** — "This Is Your Coffee Shop"

**Target Audience** — College students aged 17-24 across US university campuses

**Primary Goal** — Establish Grounds as the culturally relevant coffee brand for university students

**Secondary Goal** — Drive foot traffic, loyalty program sign-ups, and merchandise sales



Grounds is not a coffee brand that happens to be near campus. It is a campus brand that happens to serve exceptional coffee. That distinction drives every strategic and creative decision in this campaign.

# *The Opportunity*

---

Starbucks dominates coffee for college students by default — not because it was designed for them, but because it is everywhere and familiar. Dutch Bros serves a younger demographic but skews more suburban and suburban-casual than campus-specific. No major coffee brand has deliberately positioned itself around the actual college experience: the late-night study grind, the pre-lecture rush, the group project hangout, the end-of-week decompress. Grounds claims that space intentionally.

# Market Overview

**\$74.3B**

US Coffee Shop Market  
(2025)

IBISWorld

**\$47.8B**

US Specialty Coffee Segment  
(2024)

Grand View Research

**9.5%**

Specialty Coffee CAGR  
2025–2030

Grand View Research

---

The US coffee shop industry reached \$74.3 billion in 2025, growing from \$53.2 billion in 2020. Specialty coffee is the fastest growing segment within that, valued at \$47.8 billion in 2024 and projected to grow at 9.5% CAGR through 2030. The on-trade channel (cafes and restaurants) is projected to grow at 11.5% CAGR – significantly outpacing at-home consumption growth of around 3%.

# Market Overview

## US Coffee Market Revenue Growth



Source: IBISWorld (2025), Grand View Research (2025)

# Market Overview

## Revenue Potential

**Average Transaction Value** — \$7.50+ per visit (specialty coffee average Q1 2024: \$5.46 for lattes, \$5.14 for cold brew — Toast Inc.)

**Daily Transaction Target (per location)** — 150 covers per day by Week 4 of launch

**Estimated Daily Revenue (1 location)** — ~\$1,125/day at 150 covers x \$7.50 average

**Annual Revenue Estimate (1 location)** — ~\$410,000 at 80% operating days

**Merchandise Revenue Potential** — 15% of total revenue from branded merchandise (industry benchmark for campus brands)

**TAM for Campus Coffee** — 19.7 million college students in the US (NCES 2024) × average \$24/week caffeine spend = \$24.5B annual campus caffeine market

# *Market Overview*

## Market Saturation & Competitive Landscape

The campus coffee market is dominated by Starbucks (via licensed campus locations) and Dutch Bros (suburban-adjacent). Truly campus-native independent brands are rare at scale. Independent cafes grew 14% between 2020 and 2023 nationally, confirming appetite for non-chain options.

# Market Overview

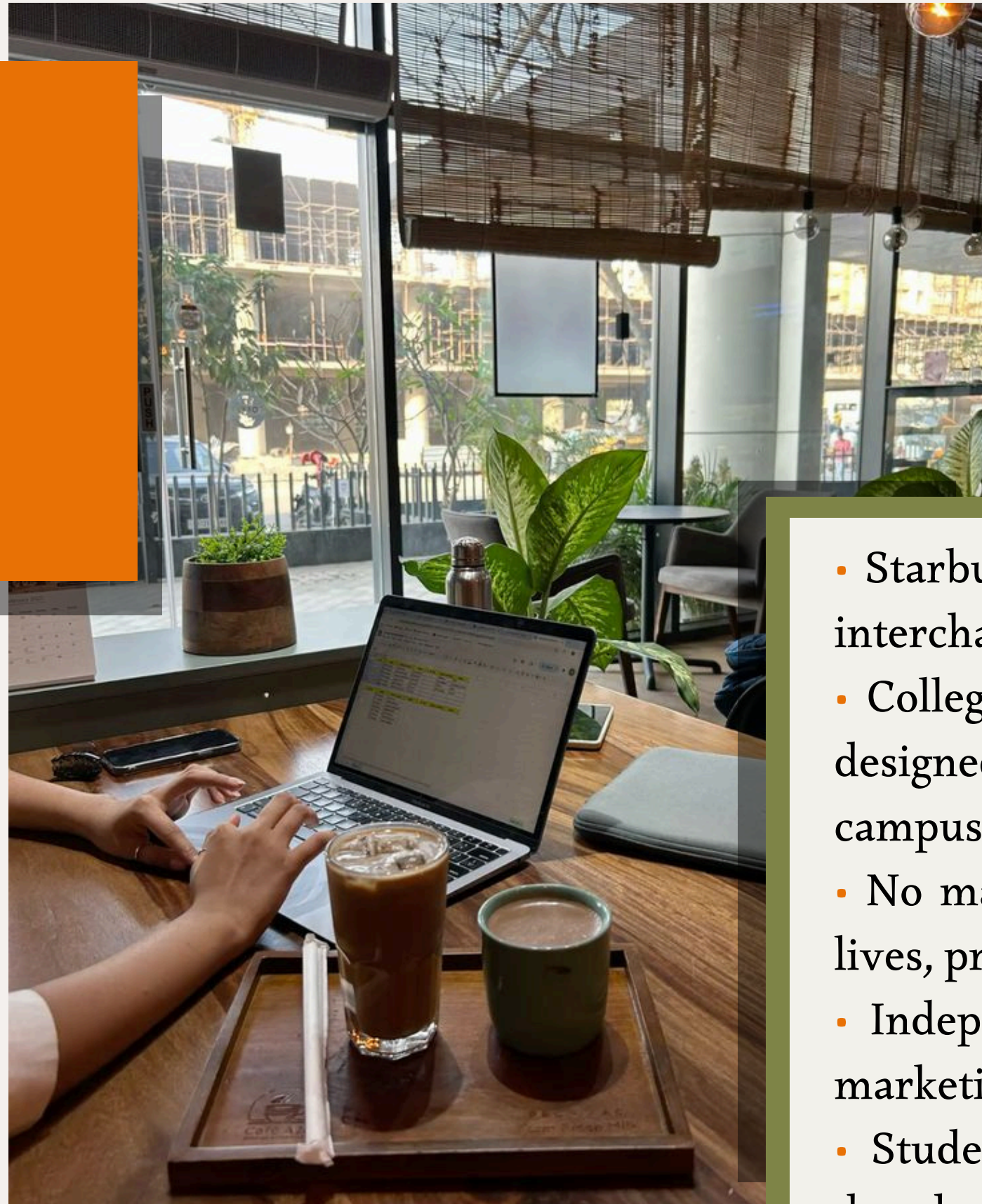
## Market Saturation & Competitive Landscape

Competitor	Positioning	Weakness vs Grounds
Starbucks (Campus)	Ubiquitous, familiar, mobile ordering	Transactional – no community, no campus identity, long-stay unfriendly
Dutch Bros	Drive-thru, fun energy, loyalty program	Not campus-integrated, no study environment, limited menu range
Independent Campus Cafes	Local, authentic, student-aligned	Limited reach, inconsistent quality, weak marketing and loyalty infrastructure
Panera Bread	Study-friendly, food + coffee combo	Not coffee-specialized, feels corporate, no campus brand identity

# *The Problem*

## *We Are Solving*

- Starbucks and similar chains are transactional — fast, functional, and entirely interchangeable with any other location
- College students want spaces that feel like theirs: comfortable for long stays, designed for studying alone or gathering with friends, culturally in tune with campus life
- No major coffee brand speaks to students in a voice that reflects their actual lives, pressures, and sense of humor
- Independent campus coffee shops often have the right culture but lack the marketing reach or consistency to build loyalty at scale
- Students aged 17 to 24 are forming brand preferences they will carry for decades — the brand that earns loyalty now earns it long-term



# *Brand Identity*

## **Name Rationale: Grounds**

Grounds works on two levels. Coffee grounds are the raw material of every cup — humble, essential, unpretentious. And 'grounds' means a reason, a foundation, a basis for being somewhere. 'These are your grounds' suggests ownership and belonging. The name is short, powerful, and feels like it belongs on a stamp rather than a logo — exactly the kind of identity that translates well to packaging, merchandise, and campus signage.



**GROUNDS**

**COFFEE**



# *Brand Identity*

## **Our Mission**

---

To be the coffee shop that college students actually feel is theirs — a space built around how they study, socialise, and decompress, served with coffee worth coming back for.



**GROUNDS**

**COFFEE**

---

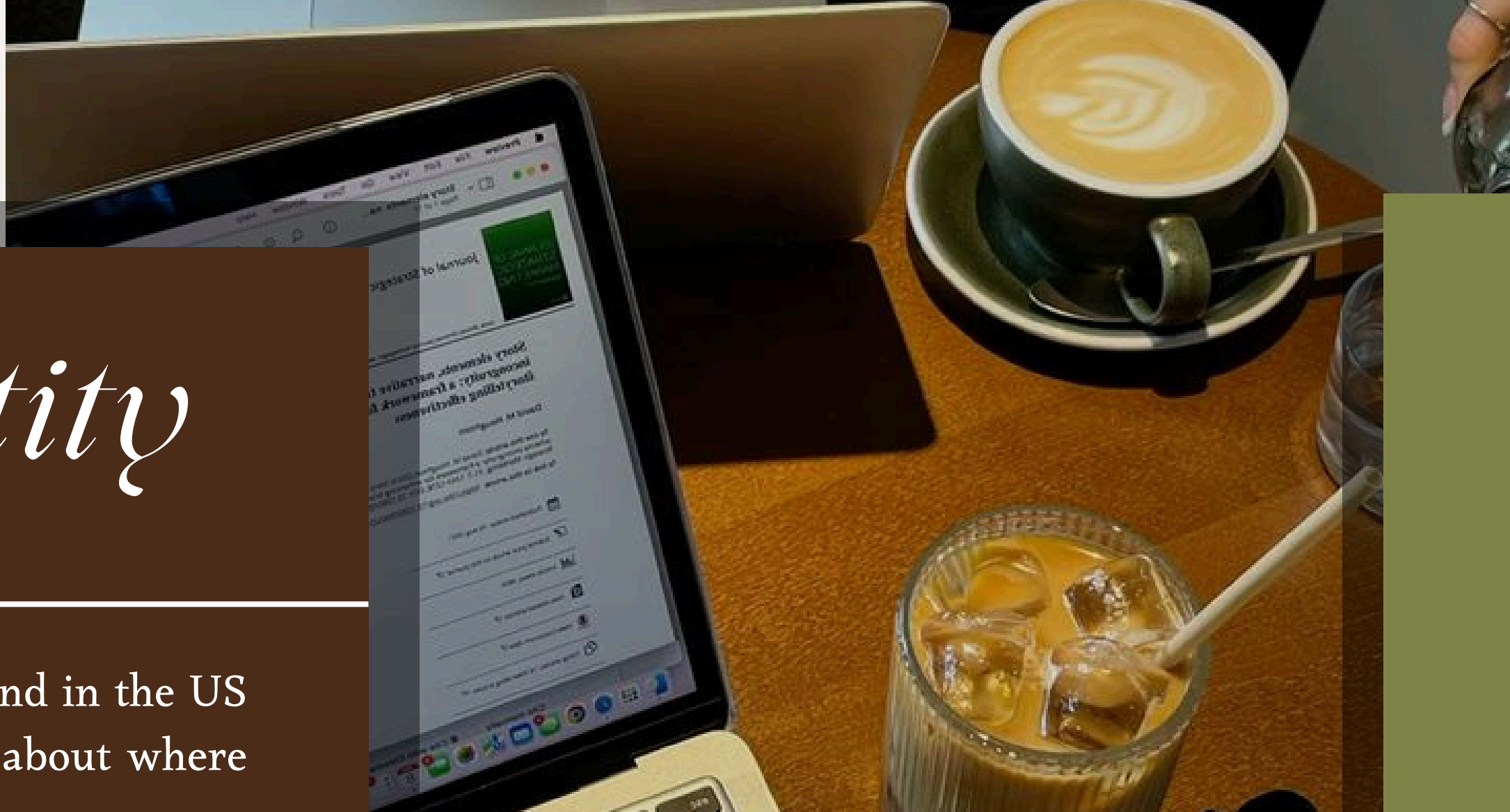


# *Brand Identity*

## **Our Vision**

---

To become the defining campus coffee brand in the US — the name students say when they talk about where they go, not just where they get coffee.



**GROUNDS**

**COFFEE**





# *Brand Identity*

## Our Values

---

- **Yours, not ours.** This space belongs to the students who use it. The community board, the long stays, the familiar faces — these are features, not tolerances. We build for belonging.
- **Quality without pretension.** Exceptional coffee does not require a lecture about elevation or processing method. We source well, brew well, and let the cup speak.
- **Stay as long as you need.** The laptop-open, headphones-in, three-hour visit is not an inconvenience. It is exactly what we are here for.
- **Real, not performed.** Our voice, our design, and our people reflect actual campus life — not a brand committee's interpretation of it. When something feels forced, we remove it.
- **Consistency is a form of care.** A student's regular order, remembered. A loyalty reward that actually surprises. Showing up the same way every single day — that is how habit becomes loyalty.

ND S

E





# *Brand Identity*

## Brand Personality

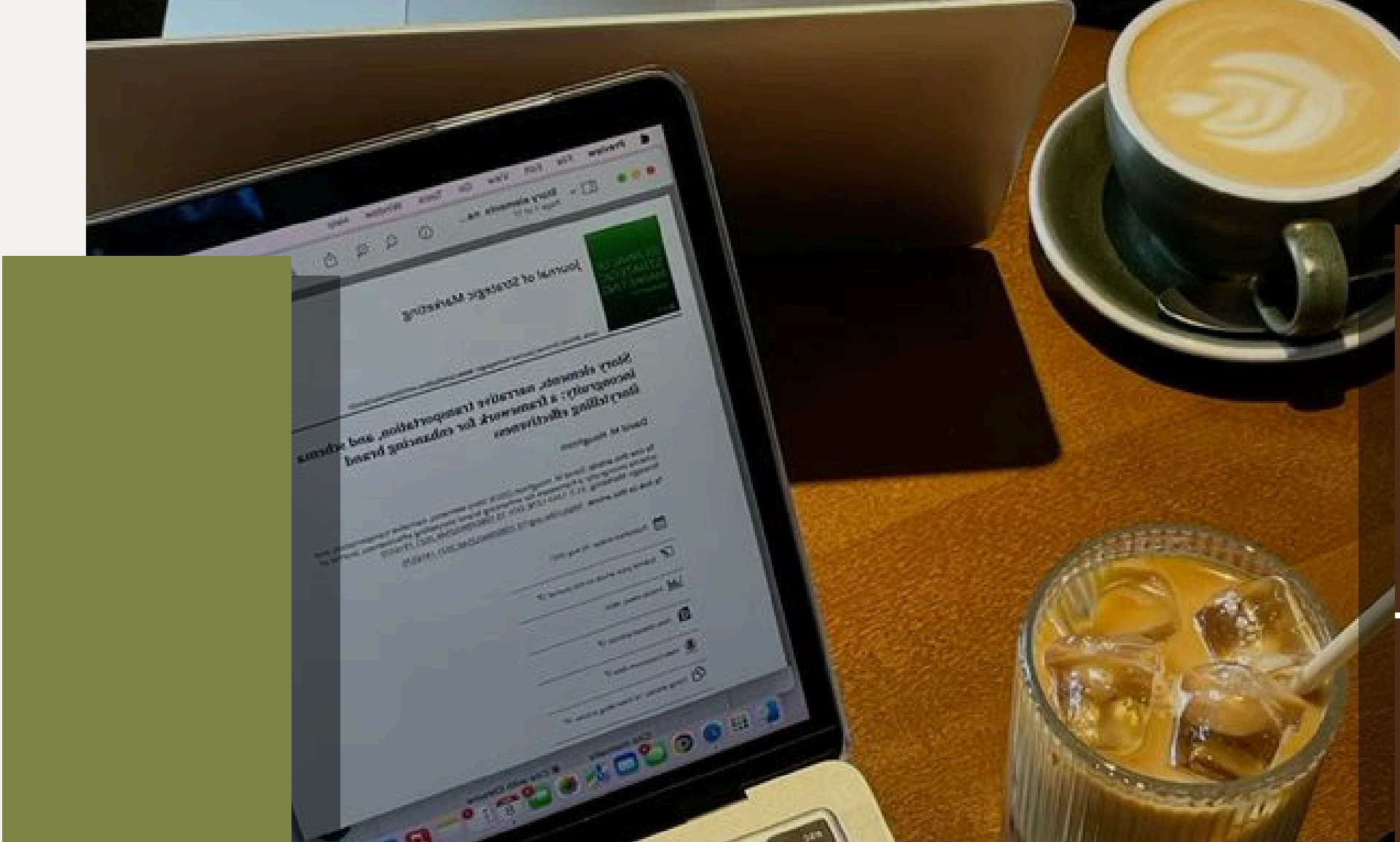
- Honest and unfiltered — talks to students like they actually talk to each other
- Warm but not saccharine — more corner cafe than corporate coffee chain
- Community-rooted — the shop that knows your name and your order by week three
- Academically aware without being studious — understands the culture of campus without lecturing



GROUNDS

COFFEE





# *Brand Identity*

## **Brand Positioning Statement**

Grounds is the campus coffee brand built around the rhythms of student life — a place where the coffee is exceptional, the space is yours, and you are always welcome to stay.

**GROUNDS**

**COFFEE**



# Target Audience

## Demographics

**Primary Age Range** — 17–24 (college students), expanding to 25–29 post-graduation

**Daily Coffee Consumption** — 95% of college students consume caffeine in some form (GCU National Survey, 2025)

**Morning Habit** — 74% of students drink coffee in the morning before class

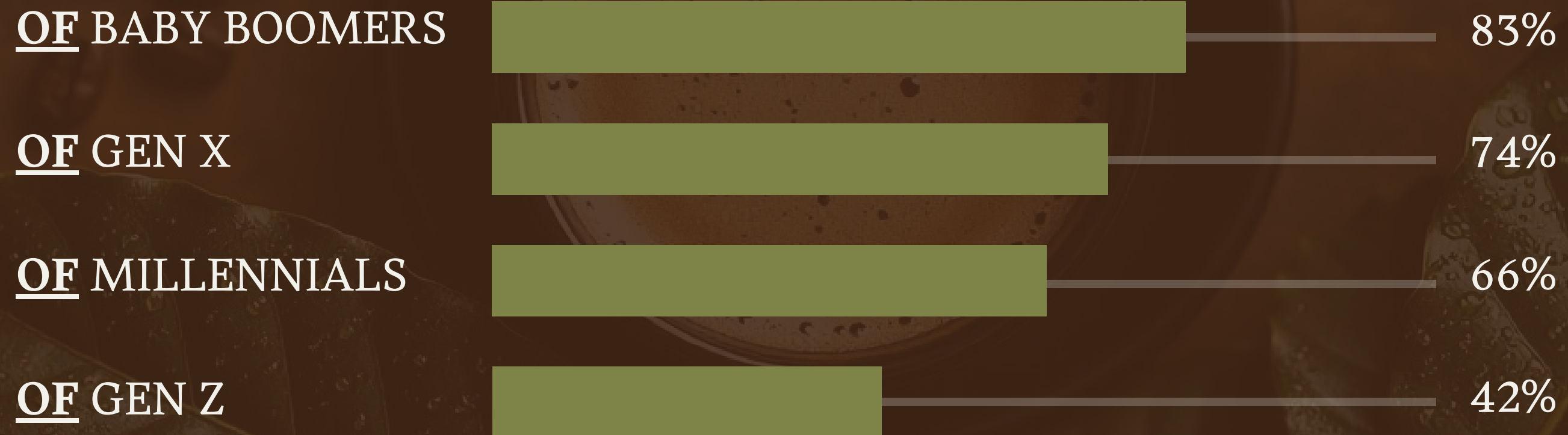
**Weekly Spend** — Students average \$24.11 per week on caffeinated beverages (GCU, 2025)

**Specialty Coffee Adoption** — 46% of 18–24 year olds consumed a specialty coffee drink in the past day (NCA, 2025)

**Daily Consumption Rate** — 42% of Gen Z drink coffee daily vs. 83% of Boomers — but Gen Z spend is higher per visit

# Market Overview

## Daily Coffee Consumption Rate by Generation (%)



Note: Gen Z's lower daily rate reflects starting habits later — but specialty spend per visit is highest.

Source: Statista / Drive Research (2024).

# Target Audience

## Psychographics & Behaviors

- Gen Z coffee consumers prioritize authenticity, sustainability, and personalisation over traditional brand loyalty
- 31% of Gen Z describe their coffee spend as 'very high' or 'quite high' (GlobalData Q1 2024)
- Coffee shop visits are driven by social occasion, studying, and workspace needs — not just the product
- 55% of US coffee shop visitors used a loyalty app in the previous month (Allegra World Coffee Portal, 2022)
- Iced coffee driving Gen Z consumption — 24% of US consumers reported daily iced coffee consumption in 2023, up from 17% in 2022
- Students mentally categorize coffee as a 'petty cash' expense — reducing purchase friction and increasing habitual spending (Thaler Mental Accounting Model)

# Target Audience

## Geographics

**Primary Markets** — University towns and college-dense cities: Boulder, Austin, Nashville, Denver, Ann Arbor, Chapel Hill, Berkeley

**US Market Leadership** — US accounts for approximately 25% of global coffee market revenue

**Campus Proximity** — Key positioning criterion — within 400m of campus core, high foot traffic zones

**Expansion Model** — 1 flagship campus location to prove concept; expand to 5+ campuses in Year 2

# Primary Audience Segments

## Segment A — The Study Regular (Core Revenue)

**Age** — 18-22

**Identity** — Needs a reliable study spot outside the library — values good Wi-Fi, long-stay tolerance, and consistent coffee quality

**Pain Point** — Starbucks rushes them out; campus cafeterias are loud and uninspiring; the library has no coffee

**Grounds Use Case** — 2 to 4 visits per week, 1 to 3 hour stays, consistent order, loyalty card regular

**Acquisition Channel** — Campus proximity, word of mouth, Instagram discovery, loyalty program referrals, & campus ambassadors



# Primary Audience Segments

## Segment B — The Social Hangout Crew

**Age** — 18-23

**Identity** — Uses coffee shops as a social gathering point — friend groups, first dates, club meetups, pre-game stops

**Pain Point** — Wants a space that feels comfortable for groups, not just solo workers

**Grounds Use Case** — Weekend and evening visits, group orders, event attendance, merchandise purchase

**Acquisition Channel** — Instagram, TikTok, event marketing, peer referral



# Primary Audience Segments

## Segment C – The Commuter Student

**Age** – 17-24

**Identity** – Does not live on campus, uses the coffee shop as a between-class base of operations

**Pain Point** – Nowhere comfortable to spend time between classes that is not the library or a dining hall

**Grounds Use Case** – Morning grab-and-go plus midday study stop – high frequency, value-sensitive

**Acquisition Channel** – Proximity to campus transit points, loyalty program, app-based ordering



# Primary Audience Segments

## Segment D — The Freshman Nester

**Age** — 17-19

**Identity** — New to campus, actively building routines and finding their spots — highly impressionable as a brand audience

**Pain Point** — Everything is new and unfamiliar — wants places that feel welcoming and easy

**Grounds Use Case** — First discovery moment turns into a long-term habit if the experience is right

**Acquisition Channel** — Move-in week activation, orientation events, freshman dorm proximity marketing





# *Psychographic Profile*

---

The Grounds customer values authenticity over polish, community over transactions, and comfort over efficiency. They are digitally fluent but crave physical spaces that feel real. They are financially conscious but willing to spend slightly more on something that feels like it belongs to them. They share experiences on social media not to perform but to document — and a well-designed coffee shop gives them something genuinely worth documenting.

coffee  
connects  
people.





# *Menu Strategy*



## **Core Menu Philosophy**

Grounds offers specialty coffee without intimidation. The menu is approachable, campus-affordable, and built around drinks students actually order. Every item has a name that reflects campus culture rather than pretentious origin stories.



# ***SIGNATURE DRINKS***

## ***(Named for Campus Culture)***

**The All-Nighter**



**Double espresso with a splash of oat milk and vanilla — the honest study fuel**

**The Thesis**



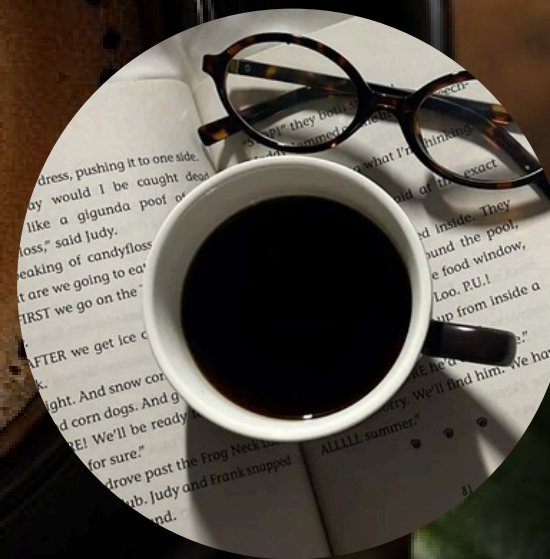
**Cold brew with sweet cream — strong, smooth, gets it done**

**The Drop/Add**



**Rotating seasonal specialty drink — changes each semester like a class schedule**

**The Office Hours**



**Classic cortado — for students who think they are sophisticated**

**The First Week**



**House latte with seasonal syrup — the approachable crowd-pleaser**



# *Menu Strategy*



## **Pricing Strategy**

Grounds prices slightly below Starbucks equivalents but above fast-food coffee. The goal is to signal quality without triggering the 'I can't afford this regularly' student hesitation. Loyalty program discounts make the effective price competitive with chains for regulars.





# *Brand Assets and Merchandise*

Every physical touchpoint is a brand impression. Coffee bags feature the stamp logo, roast name, origin, and a one-line note written in Grounds' voice – not a tasting note, but something a student would actually read and remember. Cups carry the logo and a rotating stamp message tied to campus life themes.

# *Brand Assets and Merchandise*



## **Merchandise Line**

- Tote bags: minimalist stamp logo in espresso on cream — the kind students will actually carry to class
- Ceramic mugs: 'Grounds' word mark with a simple tag line underneath — bring-your-own discount incentive
- Sticker pack: campus-culture micro-illustrations — laptop sticker culture is strong in this demographic
- Apparel: crew-neck sweatshirt and cap in brand colors — worn around campus as ambient advertising

# *The Grounds*

## *Loyalty Program*

The Grounds Card (physical or digital) tracks visits and rewards the behaviors that build long-term loyalty. Unlike point systems, Grounds rewards are milestone-based and personality-driven to match the brand voice.



# *The Grounds*

## *Loyalty Program*

---

**5** — Visits Free size upgrade — 'You're a regular now.'

**10** — Visits Free drink of choice — 'You've earned a break.'

**25** — Visits Name on the Wall — literally added to the shop's community board

**Semester Streak** — Free bag of retail coffee — 'You survived. Here's your reward.'

**Referral** — Bring a new regular, get a free pastry — 'Good people find good coffee together.'



"This Is Your Coffee Shop." – Ownership is the emotional hook. In a campus environment where students often feel like temporary residents, Grounds tells them this space belongs to them. It is not a chain tolerating their presence. It is built for them.




# *CAMPAIGN STRATEGY*



# Campaign Phases



## Phase 1 — Move-In Week Activation (Pre-Semester, Weeks 1-2)



Goal: Establish Grounds as part of new students' campus identity before habits are formed.

- **Set up a Grounds pop-up at or near freshman move-in areas** — free sample cups with loyalty card and QR code to follow social
- **Partner with university orientation programs for a welcome kit inclusion:** a Grounds sticker, loyalty card, and a 'your first one's on us' coupon
- **Localized geofenced ads:** targeting students arriving on campus in the first two weeks of the semester
- **Chalking, table tents, and yard sign presence in highest-foot-traffic zones:** main quad, library entrance, rec center
- **'Find Your Spot' launch campaign on Instagram** — invite new students to tag their study spot, amplify with Grounds-branded reposts



# Campaign Phases

## Phase 2 — Community Building (Weeks 3–10)

Goal: Convert early visitors into regulars and build the social community around the brand.

- **Weekly 'Late Night' study hours event** — extended hours during midterms and finals, with special menu items and ambient music playlists posted to social
- **'Your Order Is Ready' social content series** — feature real customers' go-to orders (with permission) on Instagram Stories
- **Campus organization partnership program:** student clubs can use the space for free meetings in off-peak hours in exchange for social mentions
- **Grounds community board in-store:** events, study group finds, sublet postings, local band flyers — a physical community hub
- **User-generated content campaign:** 'Show us your Grounds moment' — repost the best with a reward card



# Campaign Phases

Phase 3 — Loyalty Deepening and Seasonal Activation (Ongoing)

Goal: Drive repeat visits through seasonal campaigns and deepen brand identity on campus.

- **Semester drink launches tied to academic calendar**  
— new 'Drop/Add' seasonal drink revealed at start of each semester
- **Finals week survival campaign:** extended hours, study playlists, free refills for loyalty card holders — drives peak loyalty activation
- **'Stay a While' end-of-year campaign:** nostalgic content about the semester, community appreciation posts, end-of-year loyalty rewards
- **Summer retention for students staying local:** reduced summer menu, loyalty bonuses for off-peak visits

# CHANNEL & MEDIA STRATEGY

Channel	Role In Campaign	Budget Allocation
Instagram	Primary brand channel – lifestyle content, UGC reposts, community building	28%
TikTok	Awareness and discovery – behind the scenes, drink reveals, campus culture content	22%
Campus Experiential	Pop-ups, events, tabling – direct student contact and loyalty sign-ups	20%
Campus Ambassador Program	Peer-to-peer marketing through student brand reps on each campus	12%
Email / Loyalty App	Retention, seasonal promotions, loyalty program communications	8%
Paid Social (Instagram/TikTok)	Geo-targeted ads to campus-area users at semester start	7%
PR / Local Media	Campus newspaper, local lifestyle blogs, university social accounts	3%

# Content Strategy

## Instagram Content Pillars

- **Shop atmosphere:** warm, lived-in photos of the space — makes students want to be there
- **Drink content:** slow-pour videos, aesthetic flat lays of seasonal drinks — highly shareable
- **Community content:** student features, club spotlights, community board highlights
- **Voice content:** short-copy posts written in the Grounds voice — honest, warm, slightly irreverent



# Content Strategy

---

## TikTok Content Pillars

- **'Day in the life of a Grounds barista'** — behind the scenes builds brand authenticity
- **Drink reveal videos for seasonal launches** — drives anticipation and share ability
- **'What your order says about you'** — campus-culture humour tied to menu items
- **Study with me content filmed at the shop** — places Grounds in the study culture conversation



# *Content Strategy*

---

## **Campus Ambassador Program**

One to three student ambassadors per campus are the on-the-ground brand presence. They are not walking billboards — they are genuine community members who happen to love Grounds and get compensated for sharing that. Ambassadors organize study group meetups, post authentic content, and distribute loyalty cards. Compensation is a combination of free drinks, merchandise, and a small monthly stipend.



# A/B TESTING & EXPERIMENTATION

## *Experiment 1: Loyalty Programme Framing*

**Version A** — Point-based system: earn 1 point per dollar, redeem at thresholds — familiar and transactional

**Version B** — Milestone narrative system: named rewards at visit milestones with personality-driven messaging

**Measure** — Loyalty card sign-up rate, visit frequency among loyalty members, social sharing of milestone rewards

**Hypothesis** — Version B will drive higher emotional engagement and social sharing; Version A may convert more transactional customers initially



# *A/B TESTING & EXPERIMENTATION*



## *Experiment 2: Semester Launch Activation*

**Version A** — Free drink for first visit — remove all financial barrier to trial

**Version B** — Free drink on second visit — first visit at cost, reward returned on second to drive the repeat behavior

**Measure** — Total new customer acquisitions, second-visit rate, semester retention rate

**Hypothesis** — Version B will produce lower total trial but significantly higher conversion to regulars — quality over quantity of first visits



# *A/B TESTING & EXPERIMENTATION*



## *Experiment 3: Social Content Format*

**Version A** — Polished, high-production aesthetic posts — beautiful coffee photography and clean layouts

**Version B** — Casual, authentic lo-fi content — iPhone photos, real students, imperfect but genuine

**Measure** — Engagement rate, follower growth, UGC generation inspired by each style

**Hypothesis** — Version B will perform better with the 17 to 24 demographic who have strong radar for inauthentic branded content

# *KPIs & Success Metrics*

## *Location Launch KPIs (Per Campus)*

Metric	Target	Timeframe
Daily Transactions	150+ per day by week 4	Month 1
Loyalty Card Sign-ups	500 in first 30 days	Month 1
Instagram Followers (Local)	2,000 per campus account by month 2	Month 2
Repeat Visit Rate	40% of first-time visitors return within 2 weeks	Month 2
Average Transaction Value	\$7.50+	Ongoing

# *KPIs & Success Metrics*

## *Brand Growth KPIs*

Metric	Target	Timeframe
Total Loyalty Members	5,000 across 5 campus locations by year end	Month 12
Social Following	20,000 combined across all campus accounts	Month 12
UGC Posts Tagged	1,000+ posts with Grounds handle or hashtag	Month 12
Merchandise Revenue	15% of total revenue from branded merchandise	Month 9
NPS Score	65+	Ongoing

# Why This Campaign Works

---

- College students are forming long-term coffee habits right now — the brand that earns loyalty at 19 often keeps it at 35.
- The campus market is genuinely underserved by brands that understand it culturally, not just geographically.
- The experiential and community-first strategy builds loyalty that paid advertising alone cannot buy.
- Merchandise and word-of-mouth convert customers into brand ambassadors who market Grounds for free across campus.
- The brand voice and identity are specific enough to be memorable and authentic enough to earn trust with a skeptical demographic.



A top-down view of a black coffee cup filled with a frothy beverage, surrounded by coffee beans and coffee leaves. The word "Thanks" is written in a white, elegant script font across the center of the cup. There are two sets of three-pointed starburst graphics, one on the left and one on the right, flanking the word.

Thanks

G R O U N D S