

CIT MARKETING STUDENTS DEVELOP INNOVATIVE PROMOTIONAL STRATEGIES FOR FRANK & HONEST GOURMET COFFEE COMPANY



BACKGROUND

Frank and Honest is an Irish owned gourmet coffee company with takeaway stations in SuperValu and Centra all over Ireland, including some Frank & Honest in-store cafés. The brand recently launched a new product range including whole beans, ground coffee and capsules. Fans of the drink can now purchase the new range in over 600 locations across Ireland.

THE PARTNERSHIP

With a need to develop insightful, innovative & impactful marketing campaigns, Frank & Honest collaborated with the Department of Marketing and International Business at CIT.

Working in groups, marketing students under the direction of Lisa Scannell (Marketing Lecturer and Project Mentor) and Holly Barry (Project Tutor) were tasked with developing advertising and promotional strategies for the Frank & Honest gourmet coffee range.

Ultimately, the students were required to develop marketing strategies that would ensure Frank & Honest is the chosen brand every time!

THE SOLUTION

In November, Twenty-nine student groups showcased their work in CIT. Rosemary Walsh, Frank & Honest Marketing Manager, DJ McAllen, Store Development Director, and many more from the Frank & Honest team were present to talk to each of the groups about their advertising and promotional campaigns. The campaigns gave Frank & Honest insight into new and innovative ways to reach their customer base.

Five groups were selected at this showcase to go forward and compete in the Frank & Honest CIT Live Case Competition #CITLive #CITBrandChallenge. The chosen campaigns were fun, innovative and true to the Frank & Honest brand.

THE WINNING CAMPAIGN

The winning campaign for Frank and Honest featured an interactive marketing campaign with the hashtag #BeHonestAndTellFrank. The students centred their campaign on the brand's personality which is a straight-talking and honest brand. They wanted to build on the idea of honesty. The students created "Frank, the mysterious silhouette man whom Frank and Honest customers can tell their truths to.

Through social media platforms, Frank would ask people to share their stories and truths using specific hashtags such as #MomTexts, #WorstGiftEver, #WhyI'mSingle, and #WhyDidISayThat. The campaign encourages people to talk and interact directly with the brand. As part of their campaign, the students created an interactive experiential element in the form of a digital screen known as "The Wall of Truth".

The most appropriate and funniest truths and stories to be displayed on "the Wall of Truth" are positioned in the standalone Frank and Honest cafes. In addition, the very best responses will be displayed and printed on the Frank and Honest cups.

BENEFITS OF THE ENGAGEMENT

The objective of this campaign ties in with the brand's communication message which is encouraging and allowing its customers to talk in an honest way. The campaign is very much a two-way conversation between the consumer and the brand. This gave Frank & Honest a strategy to create more engagement with their customers. The project also allowed the students to take their strategies and see them implemented in real-time through the CIT brand challenge event.



"I must say I thought the whole experience was brilliant. I'm delighted with all of the ideas generated and the insights that we have gathered from connecting with our core customers and we have very rich content that we can take forward and build into our plans for 2019. Thank you to Lisa Scannell, Holly Barry & Pio Fenton for working with Musgraves this year and I will absolutely recommend this programme to colleagues and associates."

- DJ McAllen Store Development Director and Director Sponsor Frank and Honest.