


KEURIG • ANNEX 88

Keurig Culture #4

Internal Review

11/29/2021



A top-down view of a desk with a laptop, a clock, and three hands holding coffee mugs. The laptop is open, showing the keyboard. A clock is visible in the upper left. Three hands are holding three different colored mugs (yellow, grey, and red) filled with coffee, arranged in a triangular pattern in the center of the desk.

WHY WE'RE HERE

CULTURE REPORTS ARE BACK

Ideas and activations that help us reach Keurig's 2021 social vision of becoming culturally famous.

Evolving our social strategy, we have 2 dedicated streams for 2 unique outputs

Goal
Drive HHP

Brand Platform - Brew the Love
Keurig invites the world to Brew the Love everyday because finding the extraordinary in ordinary moments make us love life more

Social Vision 2021+
Become a staple in the coffee conversation **AND BEYOND** by telling contextual stories that integrate Keurig's propositions into the world of present and future consumers.

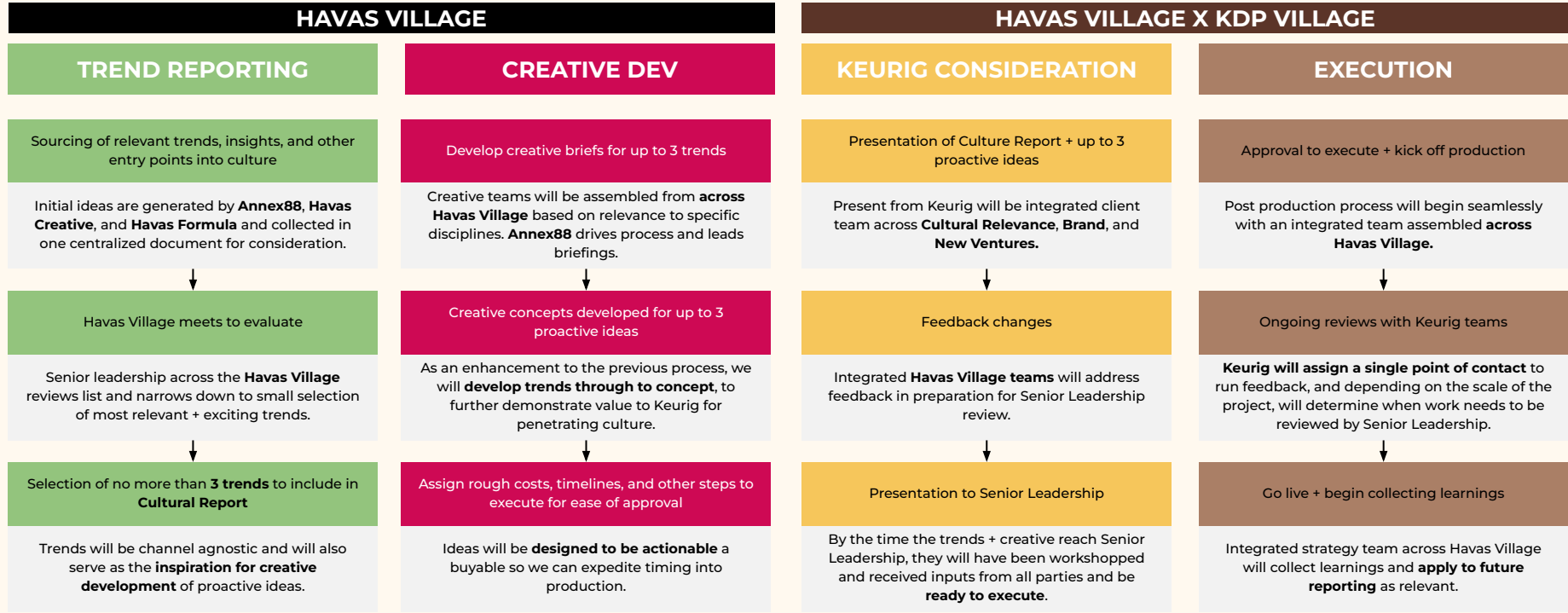
PARTY IN THE FRONT

KPIs
Earned reach, brand lift, positive sentiment, shares

BUSINESS IN THE BACK

KPIs
ER, VTR, CTR, ATC
(dependent on campaign)

Our New Process



Timing: 2 weeks

3-4 weeks

2-3 weeks

Total: 7-9 weeks to execution

The Ask

Concept at least 3 ideas against each trend including social, PR and influencer extensions.



WHAT YOU'LL SEE TODAY



YEAR OF THE ESPRESSO MARTINI



MILK ALTERNATIVES



COFFEE CUSTOMIZATION



**Year of the
Espresso Martini**

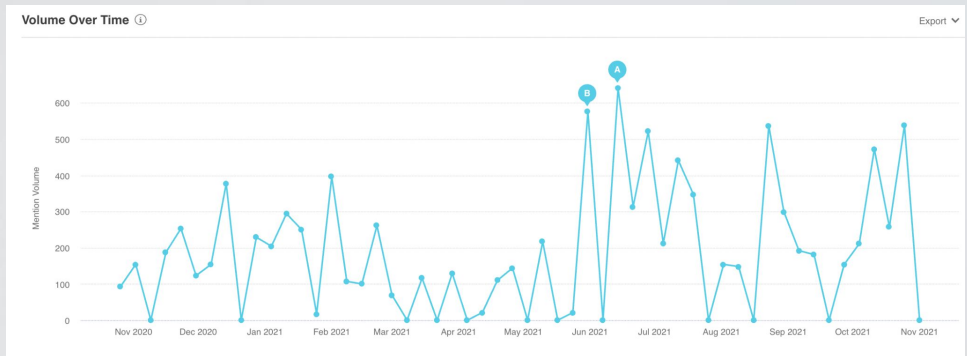


What's Happening?

The Espresso Martini, a drink made popular in the 90's has made its return to the zeitgeist and is continuing to grow in popularity on social.

- On social the drink saw a +304% increase in conversation in 2021 that is trending upward.
- In the first six months of 2021, "the rate of mentions of espresso martinis in U.S. food and restaurant reviews is up nearly 300 percent from the same period three years earlier.

Espresso martinis are easy to make but almost seldomly consumed away from home, at the bar....until now.





Chardonae 🍷 @sweetnothings_ · Nov 22

I want to try an **espresso martini**, now that I like **coffee**. 🍸

🗨️ 2 🔄 1 ❤️ 3 📤



Kuronyan dayo ? @Kuronyan_dayooo · Nov 21

I mean, there is **coffee** + alcohol and **Espresso martini** is something I want to try

🗨️ 🔄 ❤️ 1 📤

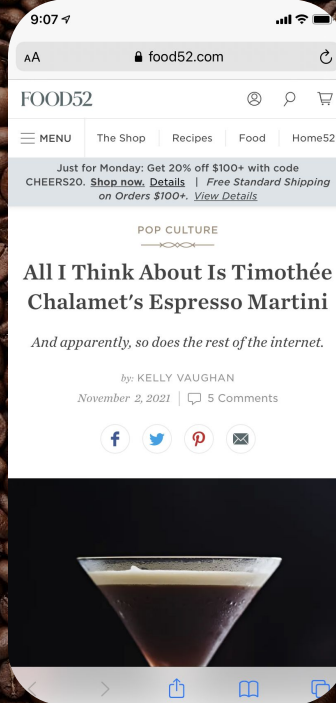
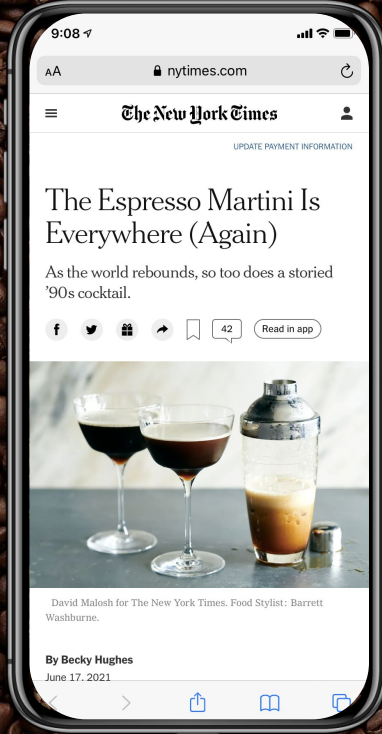


Five Star Woman @bonyamericangr · Nov 23

Having an **espresso martini**



🗨️ 🔄 ❤️ 9 📤



Assshhhh @Ash_Harris · Nov 27

Had my first every **espresso martini** last night.

I've now decided it's going to replace my morning coffee



🗨️ 🔄 ❤️ 3 📤



bg @bobbygelter · 17h

if it's not an **espresso martini** i don't want it

🗨️ 🔄 1 ❤️ 8 📤



Justin Alvis @JustinMAlvis · 16h

It's **espresso martini** season

🗨️ 1 🔄 2 ❤️ 9 📤



slb @louise_breww · Nov 25

Needing a **coffee** every time I leave my house ☀️ Needing an **espresso martini** every time I drink

🗨️ 🔄 1 ❤️ 10 📤



Keurig's Opportunity

Keurig gives you the equipment and premium flavor to craft bar or cafe quality espresso in the comfort of your own home...no matter what you choose to pair it with.

- The Keurig® K-Café™ Special Edition Single Serve Coffee, Latte & Cappuccino Maker makes shot size coffee brews, perfect for espresso blends.
- Espresso favorites Café Bustelo & Lavazza offer espresso blend pods for premium flavor and quality

What It Could Look Like

- Partner with mixologist influencer to make a suite of Keurig cocktails
- Partnership with a vodka and Kahlua brand to make the official At-Home Espresso Martini
- Espresso Martini challenge: celeb bartender educates how to make a EM with Keurig and then challenges social users to do the same + share on social for a chance to win



RTB // Comms Objective Targeted

- Wins incremental households
- Enriches lifetime value of Keurig system
- Extends the brand into wider territory, captures younger audiences

Why It Works With Our Audience

- This idea convinces Savvy Stylists that Keurig is pioneering a totally new personalized coffee experience.

What Are Brands Doing

NESPRESSO



Salted Caramel Espresso Martini

Nespresso offered one recipe on their website around espresso martinis in 2020.



Launched in Spring 21, DeLoce is a canned espresso martini brand, trying to put a new spin on the old classic.



Kalua's holiday spots this year feature Espresso Martinis of a girl gang's beverage of choice to celebrate the holidays.

Coffee and Milk Alternatives





What's Happening?

Dairy alternative milks are taking the coffee industry by storm.

- During the 52 weeks ending July 3, 2021, plant-based alternative milk products accounted for 15.5% of all milk dollar sales.
- Dollar sales reached \$2.4 billion, a one-year increase of 9.8% and a two-year jump of 27%

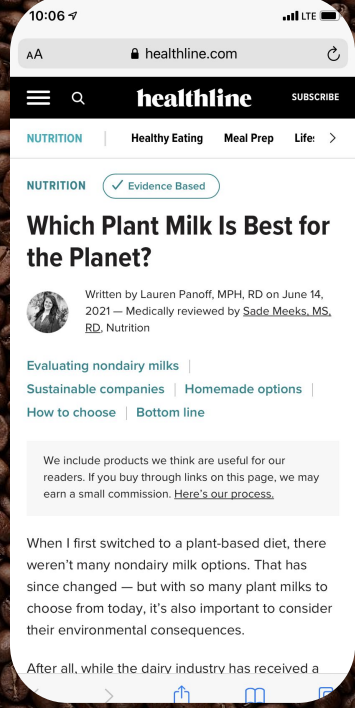
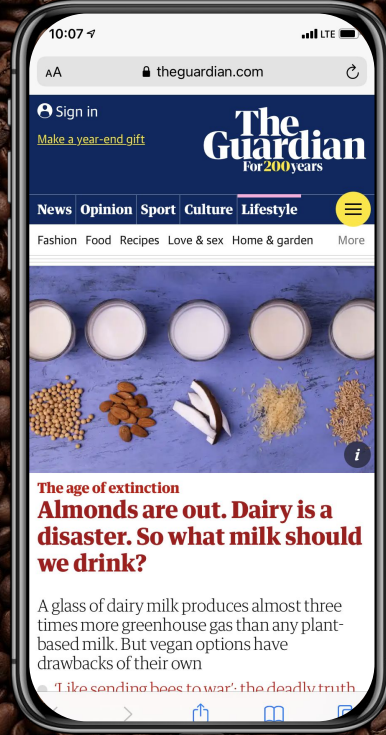
But the coffee industry has yet to adapt and cater to the evolving different alternative milk options.

And more so...there is positive conversation on social around Keurig and alternative milks.

(Em)ily @memequeen1414 · Apr 18
found a **keurig-milk foamer** combo at the thrift store so I will be sustaining myself purely on **oat milk lattes** starting today

Deryck Ripley @DeryckRipley · Feb 24, 2011
A little pre meeting french roast coffee courtesy of my **keurig**. Added a little **almond milk** and agave nectar. Wishing I had a bigger cup now!

alexis @clutchmarp · 12h
i steamed some **almond/coconut milk** in my **keurig** and added some chocolate syrup and honestly i love myself for this



issa carol clayton @fierefillenoire · Sep 13, 2016
Finessed a **Keurig** and started putting **coconut milk** in my coffee, now I'm boogie.

poss? @possmm · May 19, 2018
Keurig coffee + chocolate almond milk = good



Keurig's Opportunity

Keurig has the opportunity to be the first coffee brand that caters to and offers coffee creations geared towards the different milk preferences of our drinkers.

What It Could Look Like

- Recipe series that features Keurig Coffee Masters showing coffee drinkers which blends pair best with which milks
- Social campaign that is a Milk Showdown where fans can vote for which milk goes best with Keurig coffee + win free product for doing so
- Produce a line of Keurig branded milk alternatives that complement our blends



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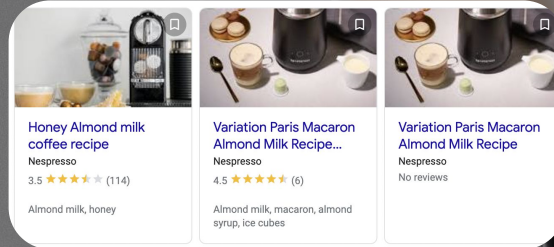
Why It Works With Our Audience

- This idea convinces Savvy Stylists that Keurig is pioneering a totally new personalized coffee experience.
- Expands customization credentials among a younger audience

What Are Brands Doing



As of March 2021, Starbucks finally offered oat + almond milks on their permanent menu, kicking it off with a suite of new oat milk drinks.



Nespresso caters to alternative milk drinkers by including different milks in recipes offered on their website.



McCafé teamed up with MILKLAB, a local maker of oat milk, to offer it on their Australian locations, not US yet.



PANTONE[®]
9180



PANTONE[®] 14-1119
Winter Wheat



PANTONE[®] 16-1439
Caramel

Coffee Customization





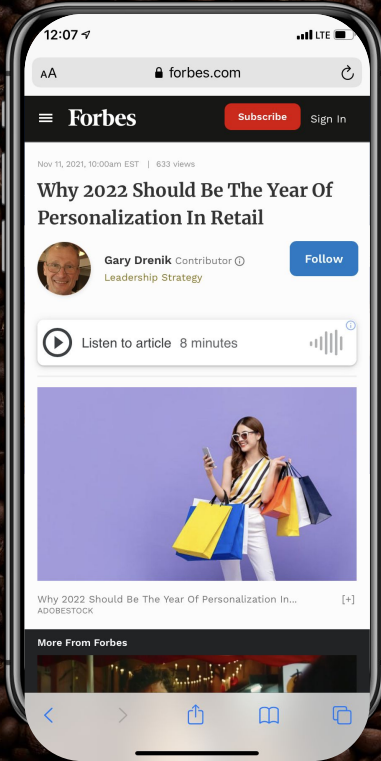
What's Happening?

In terms of brand connection and conversion, customization will continue to be king in 2022.

- 87% of marketers report a lift in success due to personalization
- 60% of consumers say they are likely to become repeat buyers after a personalized shopping experience.
- 2/3 of consumers remain loyal (and frequently purchase from a brand) due to personalized communications.

Keurig offers customization within sales and product capabilities,

As winning incremental households is a top priority in 2022, the keurig starter kit is the perfect way in **but the conversation around Keurig Starter Kits is nearly non-existent outside of Keurig.com**



my KEURIG

My taste, My style, My Keurig.

Customize your coffee maker to perfection from \$109.99.

[How to get started](#)

[Customize by Design](#) [Customize by Brewer](#) [FAQ](#)

Why choose a Keurig Starter Kit?

- ✓ The lowest prices anywhere on select Keurig® coffee makers including best-sellers and the new K-Supreme Plus® SMART — our first connected brewer
- ✓ 25% off hundreds of varieties of beverages from your favorite brands
- ✓ The convenience and versatility of Auto-Delivery, our popular coffee subscription
- ✓ Free Shipping on your Starter Kit + Auto-Delivery orders of \$25 and up
- ✓ Set your own schedule — you have 12 months to meet your pod commitment

K-Mini®
\$109.99

[MAKE IT YOURS](#)

K-Mini Plus®
\$129.99

[MAKE IT YOURS](#)

K-Slim®
\$149.99 Sale \$119.99

[MAKE IT YOURS](#)

KEURIG STARTER KIT

Choose the Starter Kit that's right for you, select your beverages, and set your schedule for convenient Auto-Delivery.

50% off K-Supreme Plus® SMART

- \$99.99 Brewer + 25% off pods with [SMART Auto-Delivery](#)
- 16-box commitment (first 4-box shipment is FREE*)
- Our first connected brewer featuring BrewID™ Technology

[GET STARTED](#)

Cancellation fees & restrictions apply.

50% off Coffee Makers

- Up to \$115 off Brewer + 25% off pods with [Scheduled Auto-Delivery](#)
- 16-box annual commitment
- 9 top-selling brewers to choose from

[GET STARTED](#)

Cancellation fees & restrictions apply.

FREE Coffee Makers

- FREE K-Select® or K-Mini Plus® with [Scheduled Auto-Delivery](#)
- 25% off pods with 24-box commitment
- Our most popular single-serve coffee makers

[GET STARTED](#)

Cancellation fees & restrictions apply.

Over 55% off K-Slim® Coffee Maker

- \$49.99 Brewer + 25% off pods with [Scheduled Auto-Delivery](#)
- Our lowest annual commitment — just 9 boxes
- Space-saving brewer features MultiStream Technology™

[GET STARTED](#)

Cancellation fees & restrictions apply.



Keurig's Opportunity

Insert Keurig's Starter Kits into existing customization and coffee conversations in the places prospective buyers are consuming content.

Through content that shows why Keurig is the best option from a financial, taste and convenience standpoint.

What It Could Look Like

- Suite of Keurig Starter Kit content geared towards prospective college students and their parents
- Influencer series where each partner builds their own starter kit and walks audience through how to do it and what is offered.
- Build your own coffee corner in mobile game i.e. Cooking Mama and offer a rebate on Starter Kits for those who play



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What Are Brands Doing



Nespresso offers monthly coffee subscriptions that consumers can tailor to their needs.



Atlas Coffee Club is among the most popular customizable coffee experiences with a coffee subscription that allows you to try coffee from around the world.



Commercial brewer company Animo allows you to add custom branding or design to brewers to fit office/space environment.

What We Need

A top-down view of a desk with a laptop, a pen holder, and three hands holding coffee mugs. The laptop is open, showing the keyboard. The pen holder contains several pens. The three hands are holding yellow, grey, and red mugs filled with coffee. The background is a light-colored desk surface.

Round 1

High level creative concepts

Round 2 - Looking Forward

After we align on which ideas to move forward with, we'll need to blow out our ideas with social, pr and influencer extensions and include a roll out plan + deliverables.

Culture Report 4

JOB NUMBER GOES HERE

Task Brief

12/03/2021

BACKGROUND

We've fine-tuned our culture report process and are looking forward to the first half of 2022 to see where we activate culturally. The Havas Village will come together and work on social, PR and influencer extensions prior to bringing trends to clients

OBJECTIVES

- Ideate the trends Keurig will activate in Q1 + Q2 of 2022 to make the brand more relevant in culture.

DELIVERABLES

- 3x concepts for each trend
 - Social extension: where is this living?
 - PR extension: what and where would earned media look like?
 - Influencer extension: who is the best to help bring this to life?
 - Timing: WHEN is the best time to do this?

TARGET AUDIENCE

Savvy Stylists

STRATEGIC DIRECTION

Identifying the audience and conversations relevant to each trend and producing content and a roll out plan that best caters to both.

MANDATORIES

- **The work must represent the diversity & inclusion we want to see in the world**

KEY CHANNELS

- Social
- Earned
- Influencer

TIMELINE

- 12/3 - Creative brief
- 12/10 - Int HV Creative Review
- 12/15 - Int HV Creative Review
- 12/16 - Production Ballparks/Timings
- 12/17 - Ext R1 Presentation
- 1/20 - Ext R2 Presentation (KDP senior leadership)

LINKS TO REVIEW

- [Keurig Culture Report Process](#)
- [Keurig Culture Report #4](#)

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Thank You!

