



Our Team



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Account
Director



**Hannah
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Creative
Director



**Grace
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Social Media
Director



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Media
Planner

**We use the power of creativity to build better futures for
our people, planet, clients and communities**

Agenda

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WPP
Introduction

02

Executive
Summary

03

Target
Audience

04

Industry &
SWOT Analysis

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Costs

About Us

*Building better futures for
our people*

We invest in our people's
future, create inclusive
working environments,
and build cultures based
on the values of openness,
optimism and a
commitment to
extraordinary work.

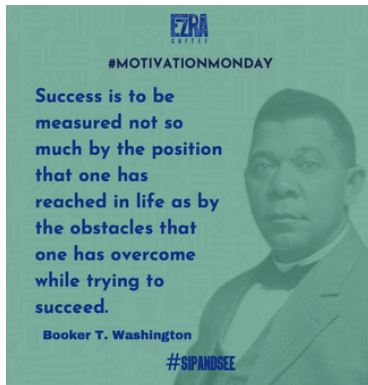


EZRA
COFFEE



"We intend for each sip of slow-roasted goodness to warm your soul and provide you with a profound sense of our collective American history"

Ezra Core Values



Educate

Blend names and packaging narratives educate audiences on history.



Ethically-Sourced

Driven by the motto "do right and right will follow."



Empower

Support students pursuing four-year degrees through scholarships.



Inclusion

Ensure everyone can enjoy rich, delicious and flavorful coffee.

Executive Summary

Current

- Appeal to three distinct markets
- Advertising through social media platforms
- Emphasis on community and collective history
- Social impact through scholarship

Our Proposal

- Connect current strategy to holiday campaign
- AIRPORTS
- Clear content strategy across media platforms & events
- Email campaign
- Increase brand awareness

Target Audience



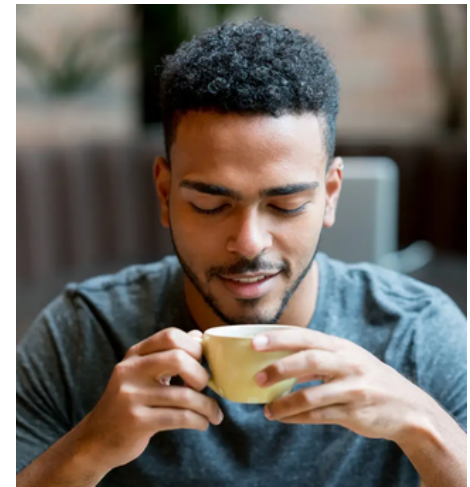
Woke Folk

Multicultural
males &
females, 35-50



Trendy

Multicultural
males & females,
20-30



Lactose-Free

Multicultural
males &
females, 25-65

Target Audience



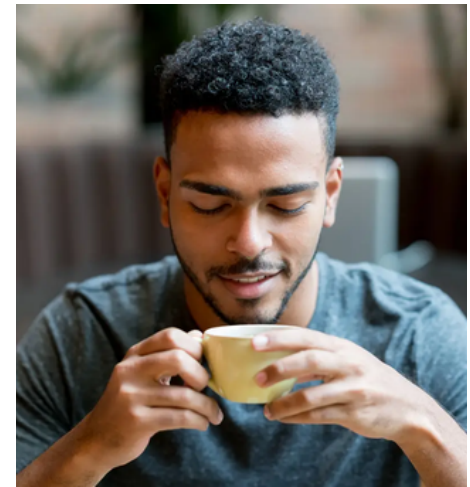
Woke Folk

Enjoy dark
roast coffee &
care about
black history



Trendy

Interested in
unique Ezra
Coffee roasts



Lactose-Free

Flavors appeal
to lactose-free
coffee lovers

Industry Analysis

Growth

- \$85.16 B industry
- 6.34% annual growth between 2022-2025

Competition

- DTC
 - Digitally-native brands
 - Direct communication with end-user audience
- Chains
 - Top-of-mind positioning



**Chamberlain
Coffee**



BLK&BOLD 



WPP

SWOT Analysis



Strengths

Clear niche

Quality
product &
packaging

Lactose-free

Scholarship



Weaknesses

Lack of brand
recognition

No storefront

Limited staff



Opportunities

Retail
partnerships

Email
marketing

Establish
voice



Threats

Competitors
(DTC & chains)

Rise of coffee
alternatives

Our Solution

01

Creative
Strategy

02

Creative
Elements

03

Media
Planning

04

Budgeting



CREATIVE OVERVIEW

Inspiration



Connection

Ezra Coffee is a brand that reflects community and conversation. Their customers are "family" and a campaign should reflect the welcoming atmosphere of friends and home.

Holiday Spirit

During the holiday season, Ezra Coffee needs a campaign that will help push their season favorite flavors and additional offers.

Marketing Strategy

Ezra Coffee needs a unified marketing strategy, with emphasis on social media efforts, to continue to develop their voice and connect with the right target audiences.

Vision

A cup of HOME

This Holiday season, bring the taste of home with you wherever you go.

Ezra Coffee is more than just caffeine: built upon deep history and connection, Ezra Coffee is a community of empowered individuals focused on building relationships with those around them.



Strategy

Branding

History

Culture

Social Impact

Holiday Spirit

Family

Conversations

Marketing

Advocacy

Retail

Social Media

Out of Home

Radio

Television

Objectives

Through our "*Cup of Home*" Campaign, WPP will assist Ezra Coffee in optimizing target audience engagement online, defining the brand voice, establishing partnerships with retail and seasonal retail options, and integrating marketing strategies across several different channels.

- Increase brand awareness through holiday offerings by 20%
- Increase customer loyalty by 30%

Partnership with the African American Museum of Dallas



AFRICAN AMERICAN
MUSEUM



Serve Ezra Coffee at lectures and big events hosted at the museum, use branded sleeves or coffee cups.

Feature as a blog post on the Ezra Coffee Blog

Partnership with the African American Museum of Dallas

ANNUAL GALA AND AUCTION

Saturday, October 15, 2022 – 7:00 p.m.

"Educating all generations and diverse populations"

Location: Renaissance Dallas Hotel

Opportunity: Serve coffee and share information
during the cocktail reception and
seated dinner

Contact: Carol Huntley Little

clittle@aamdallas.org | 214-565-9026 x 326

Internet Mockup

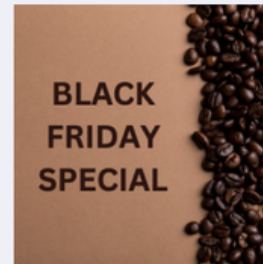
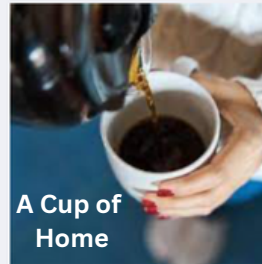
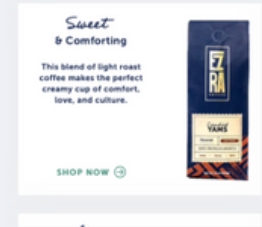


Email Campaign

We will utilize Ezra coffee's email list to create awareness for our Cup of Home campaign.



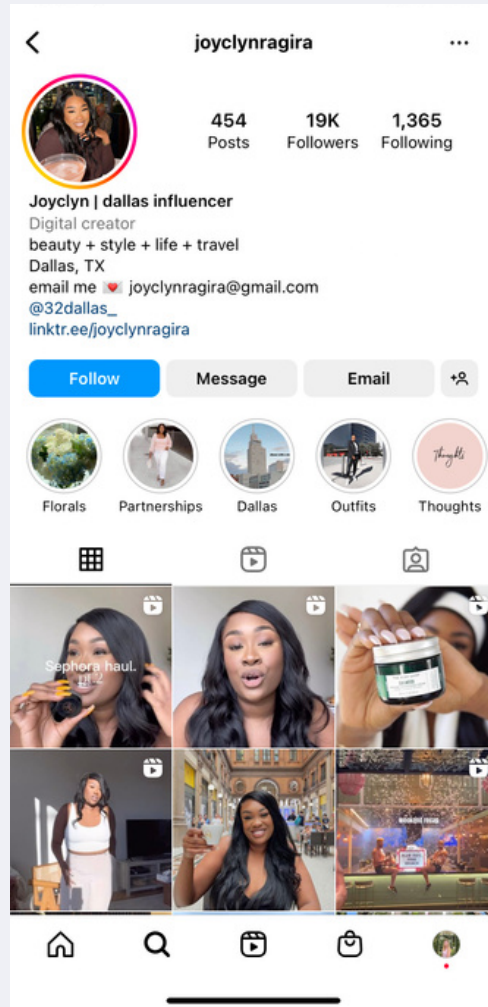
Social Media Mockup



#ezracoffeeco #cupofhome
#coffee #homefortheholidays

Influencer Partnerships

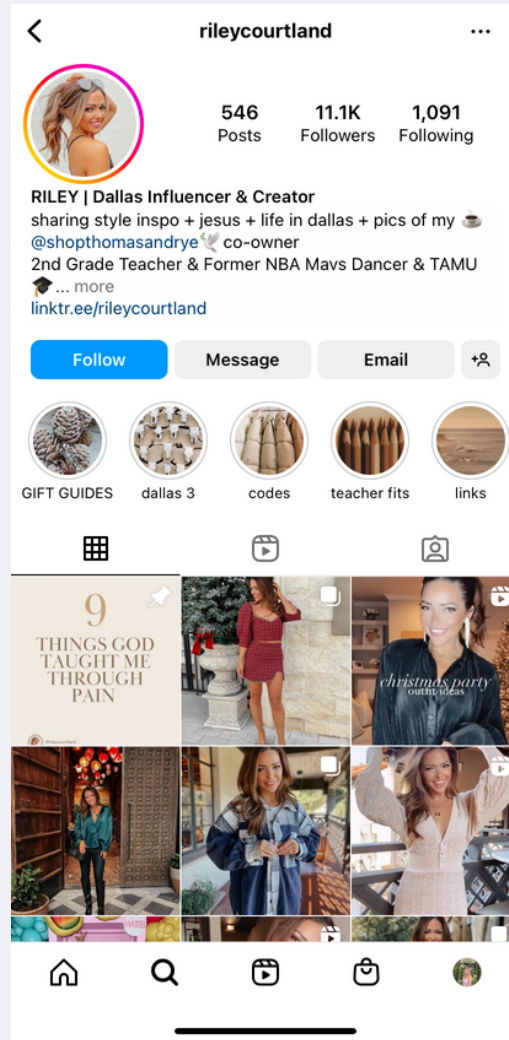
Joyclyn Ragira - Dallas Influencer with 19,000 followers



Aim for a single photo post, averages 500-1000 likes per photo which is much higher than video posts

Influencer Partnerships

Riley Courtland - Dallas Influencer with 11,000 followers



Aim for main photo post or Instagram story post to be added to "Coffee" highlights

Radio Platform Options

- Spotify
- 106.1 KISS FM or KDMX 102.9 (Interview)
 - 276 million listeners on-air every month
 - 133 million registered users through digital and mobile

Spotify Spot

sound of pouring coffee

Pour a cup of home this holiday season with Ezra coffee. Ezra Coffee is more than just a cup of coffee, rather it is a community of empowered individuals focused on building relationships with those around them. With a variety of blends each with their own unique story built upon deep history and connection, you can bring the taste of home with you wherever you go. Shop online today at Ezracoffee.com or online at Target.



Boutiques & Bars

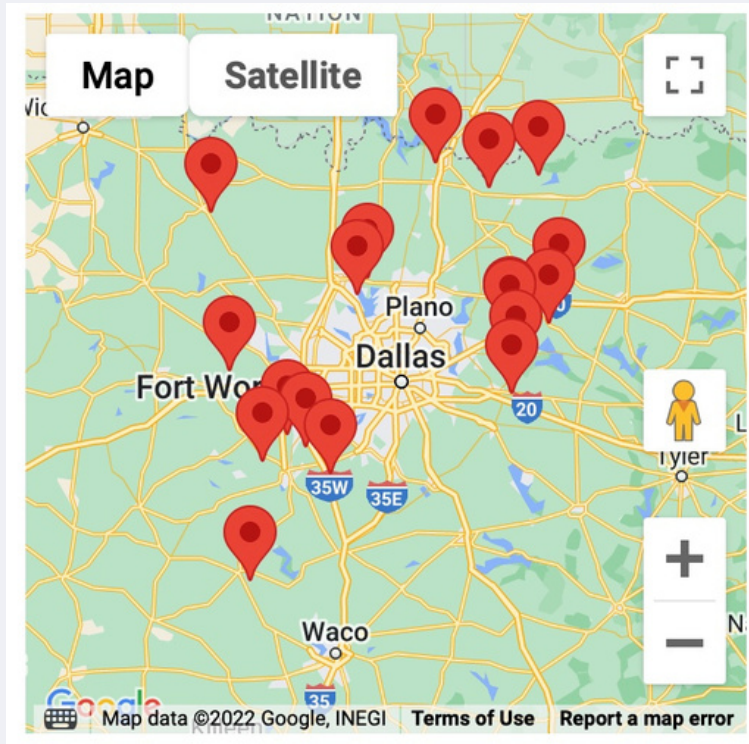
- Often have event nights where Coffee is generally an option served
- Reaches local "woke folk" and "trendy" coffee drinkers who could be encouraged to buy coffee based upon memorable experiences
- Raises brand quality associations

Christmas Tree Farms

- Associated with Holiday spirit and memory making
- Hot Coffee is often served but is generally generic whereas Ezra Coffee could make a bigger impact in an unexplored retail option
- 120 Texas Christmas Tree Farms organized with *Texas Christmas Tree Growers Association*



Christmas Tree Farms



- 4 CeeSons Tree Farm
- 4d Farm
- Bois D'Arc Christmas Tree Farm
- Brushy Creek Christmas Trees
- Elves Christmas Tree Farm
- Haynie's Green Acres Christmas Tree Farm
- Hemingway Hill
- Kadee Christmas Tree Farm
- Kajin Farm
- Lee's Christmas Tree Farm

Monday, November 21, 2022

Let's Make Dallas
Even Better

M MODERN
TEXAS LIVING

48° F | Dallas, TX

Menu News Food Culture Sports Home Living Business Weddings Magazines

Subscribe



A Cup of Home

This holiday, bring the taste of home with you wherever you go! A Conversation with founder Jessica Taylor.



Arts & Entertainment

Take a (Point and Shoot) Picture, It'll Last Longer

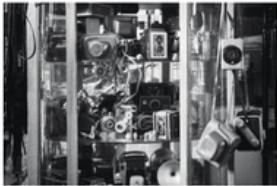
By Claire Collins



Local News

Winter is Near, and the State Agency In Charge of the Power Grid May Not Be Ready

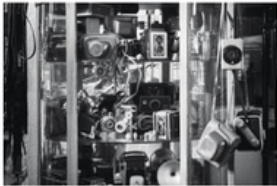
By Bethany Erickson



Partner Content

Should I Get Veneers To Improve My Smile?

By D Partner Studio



Photography

A Camera Shop That Keeps It Analog

By Tim Rogers

Advertisement in Modern Texas Living

The Dallas Morning News



This Holiday season, bring the taste of home with you wherever you go

Meet Jessica Taylor,
founder and CEO of
Ezra Coffee Company.

Ezra Coffee is an ethically-
sourced, inclusive brand
that aims to empower and

educate the community
on Black and American
history with every pour.

A Cup of Home

Ezra coffee is more than just
caffeine: built upon deep history
and connection, Ezra Coffee is
a community of empowered
individuals focused on building
relationships with those around
them. Brew a cup of home.

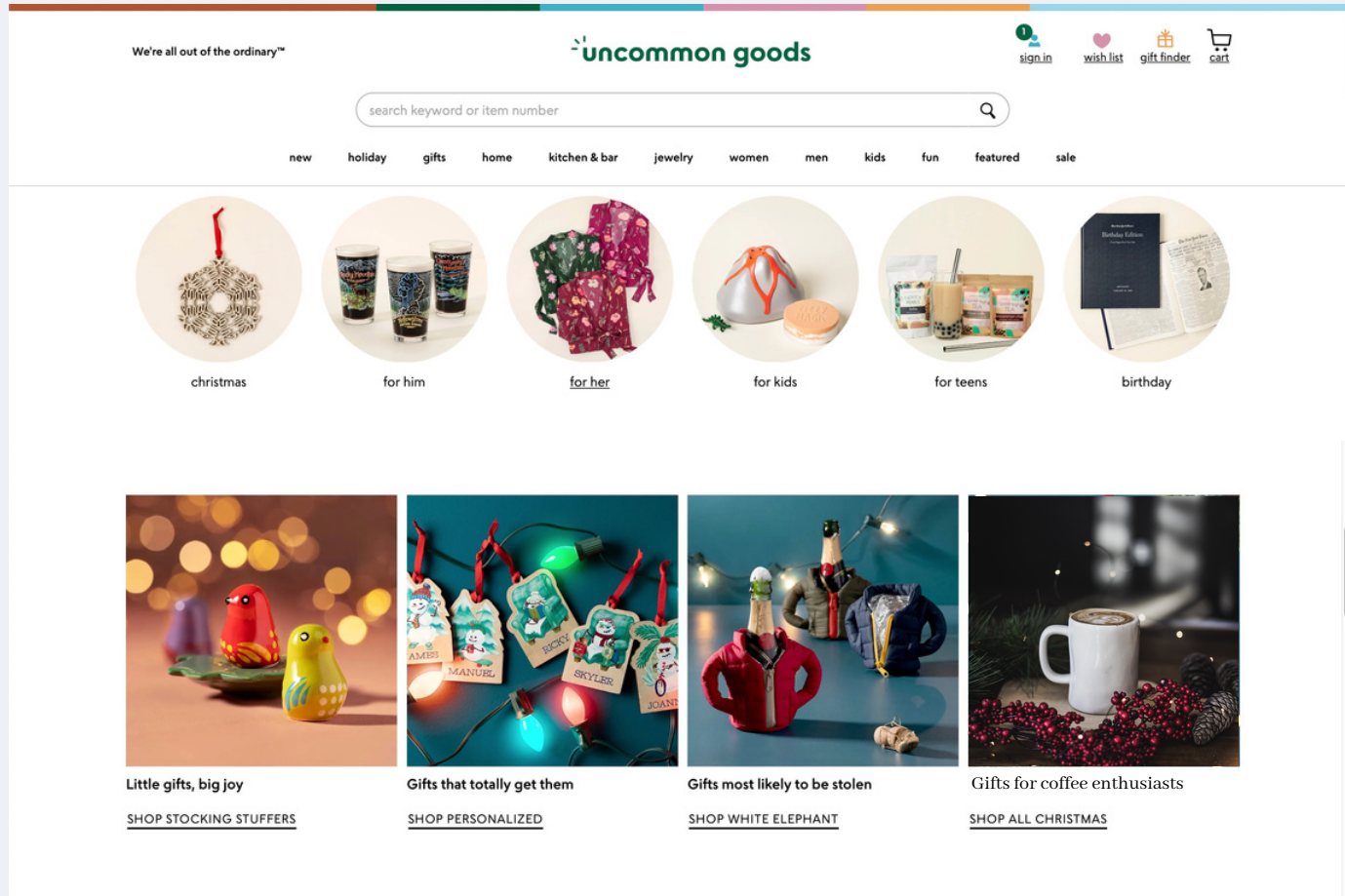


Feature Interview in The Dallas Morning News



Example online features

Paper City | Living | Black Texas | Dallas | Voyage Dallas

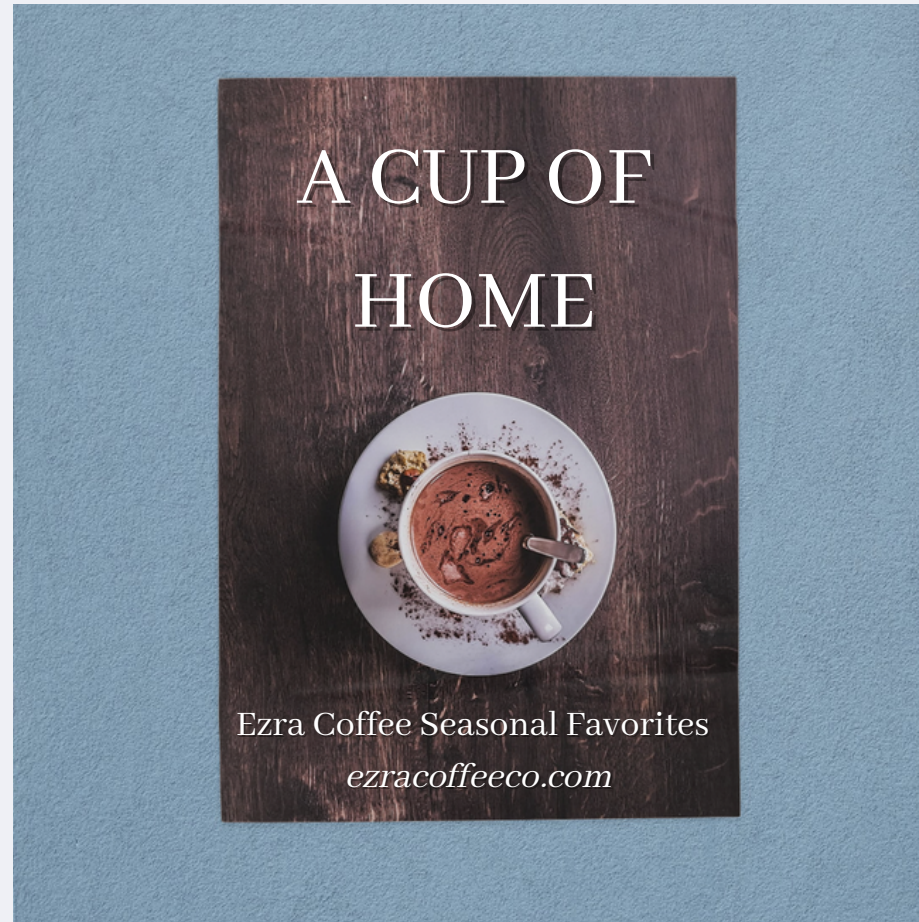


Gift Guide Feature | Ex. *Uncommon Goods*

Out of Home

Public Posters

- Increase awareness of Ezra Coffee brand and partnered retail options
- Coordinated with Social Media efforts
- Locations: near boutiques, bus stop digital boards



Out of Home

Coffee Sleeves

- Promote Ezra Coffee at events
- Advertise through exposure
- Cost Effective
- Locations:
museum
partnerships, retail
locations



Out of Home

A-Frames

- Cost Effective
- Increase word of mouth exposure
- Easily displayed
- Locations:
museum
partnerships, retail
locations, libraries
in Dallas



A Cup of Home Commercial



Run advertisement on YouTube
PR television interview feature - NBC 5 Dallas, WFAA
Highlighting Dallas-based businesses



MEDIA PLANNING

Media Plan

	September		October				November				December		
	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3
Advocacy													
Blog	EVENT	EVENT	EVENT										
African American Museum of Dallas	EVENT	EVENT	EVENT	EVENT									
Internet/Social Media													
Influencer													
Facebook	EVENT							EVENT	EVENT	EVENT	EVENT		
Instagram		EVENT		EVENT				EVENT					
Tik Tok													
Radio													
PR Interview (106.1 KISS FM or KDMX 102.9)													
Spotify													
Print													
PR earned media (Paper City, Living, Dallas)					EVENT					EVENT			
Modern Texas Living													
Gift Guide- Uncommon Goods													
OOH													
Coffee Sleeve													
Public Poster		EVENT						EVENT		EVENT			
A-frames													
Retail													
Boutique													
Christmas Tree Farm									EVENT		EVENT		
Streaming/Television													
Youtube													
PR earned media (NBC 5 Dallas, WFAA)			EVENT										

Campaign Expenses

Campaign Expenses		
Platform	Quantity	Expense
Social Media		
Instagram	0.30 CPC	\$ 500.00
TikTok	10 CPC	\$ 500.00
Influencer 1	1 post	\$ 300.00
Influencer 2	1 post	\$ 300.00
Radio		
Spotify	0.55 PPC	\$ 500.00
Print		
Modern Texas Living	1 page, 3 months	\$ 1,600.00
Out of Home		
Coffee sleeves	5,200	\$ 300.00
Posters	500	\$ 120.00
A-frames	8 weeks	\$ 160.00
Retail		
Christmas Tree Farms	4 weeks	\$ 500.00
Boutique	3 pop-ups	\$ 200.00
TOTAL		\$ 4,980.00



QUESTIONS?

