



JUST LOVE COFFEE CAFE

Presented by
The Best Advertising Agency

Introducing **THE BEST AD AGENCY**

We are a one-of-a-kind advertising agency located in Knoxville, Tennessee.

As a group, we use research and strategy to understand customer behavior to help clients advance their appeal to consumers and potential consumers. We run off of creativity, determination, and impact.



Knoxville, TN



THE BEST AD AGENCY

Meet THE TEAM



ELLA WILLIAMS

**ACCOUNT
EXECUTIVE
DIRECTOR**

**FAV COFFEE:
ICED OAT MILK
LATTE**



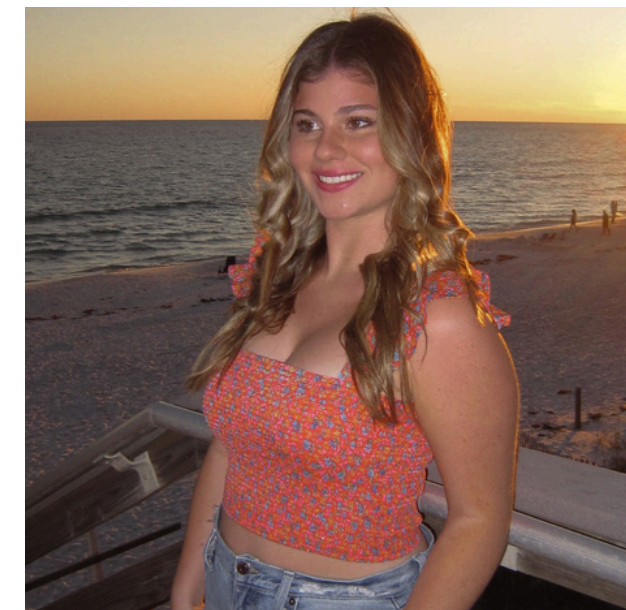
**KATELYNN
BLED SOE**

**CREATIVE
DIRECTOR**



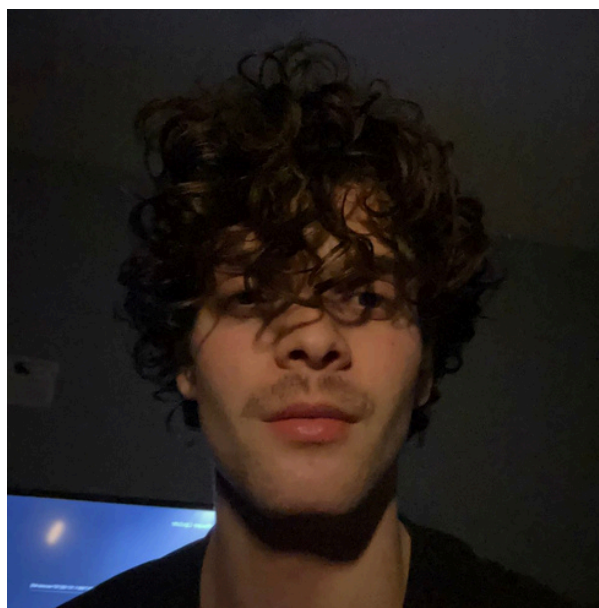
JAKE CAIN

DATA ANALYST



JULIA TIMMS

**MEDIA
PLANNER**



DYLAN RUBIN

**STRATEGIST AND
DESIGN
ASSISTANT**

Table of **CONTENTS**

Executive Summary.....	5
Objectives.....	6
Qualitative Data.....	7-14
Quantitative Data.....	15-19
Insights.....	20-21
Strategies.....	23-25



THE BEST AD AGENCY

Executive **SUMMARY**

**5 qualitative
interviews**
conducted with
18-24-year-old
coffee drinkers.

66 survey results
from 18-24-year-old
coffee drinkers
Surveyed

Based on the research collected we will present strategies that will guide Just Love Coffee Cafe on how to better reach their target audience. With our research, we will answer what advantage Just Love has on other Knoxville coffee shops and recommend changes and strategies that could benefit the company's sales and public awareness.



THE BEST AD AGENCY

RESEARCH

objectives

1

Learn how coffee shops fit into young adult lives

2

How young adults perceive Just Love compared to other coffee shops

3

Current perceptions of local coffee shops



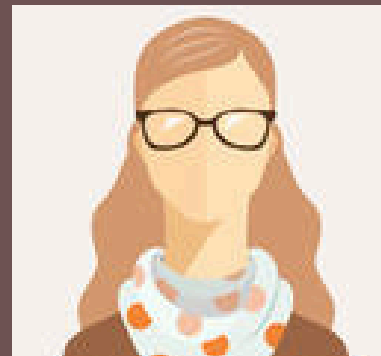
THE BEST AD AGENCY

QUALITATIVE RESEARCH AND FINDINGS

PARTICIPANT

profiles

Alexia Becton



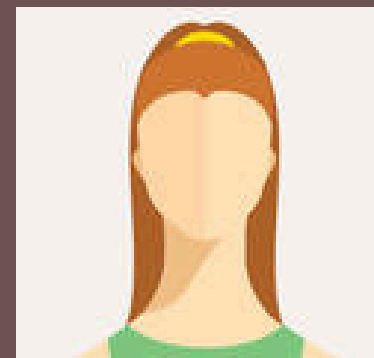
Female, 20
UT Junior
Lives off campus
Works Part-Time

Libby Love



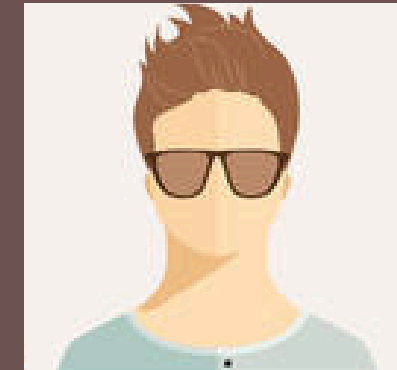
Female, 19
UT Sophomore
Lives in Sorority Village
Unemployed

Paige DeBoer



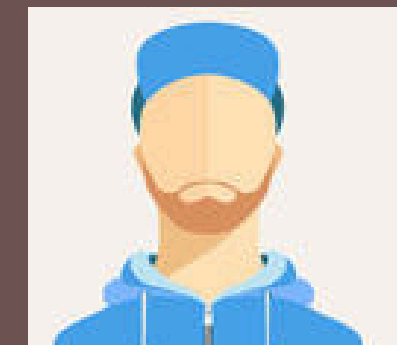
Female, 20
UT Junior
Lives off campus
Unemployed

Finn Sheehy



Male, 20
UT Junior
Lives off campus
Works Part-time

Matt Sliger



Male, 21
UT Junior
Lives off campus
Unemployed

insights

AN ON CAMPUS GET AWAY

Although Just Love is perfectly located in walking distance from campus, the interviewees feel that Just Love is an escape from campus,

“I’m not at college, I’m at a
coffee shop”
-19 yr old female

APPLICATION

The client could offer more variety of seating.

expanded



With the convenient, right-next-to-campus location, Just Love offers students an environment that feels like an escape from the on-campus hustle and bustle. To further this feeling for clients, more diverse and comfortable seating could be installed into the shop. This would significantly impact the shops relaxing vibes that differentiates it from classrooms and the library for students.



THE BEST AD AGENCY

insights

VALUE TO EVERY SIP & BITE

Price is a major consideration for the Just Love interviewees, considering they are college students with little/no self income.

“Price is one of the most important things to me.”
-21 yr old male

APPLICATION

The client could introduce deals for customers when they purchase both food and drink.

expanded



Young adults are the bulk of Just Love's consumer base. A great deal of importance is placed on the price of their coffee, and many interviewees considered this a major factor when choosing where to buy from. While Just Love offers a variety of foods from pastries to breakfast burritos, some patrons might not feel justified to purchase both. Some respondents report that they get food occasionally. We believe we could make it a more frequent occasion. If customers were offered a deal when purchasing both food and drink, they might purchase both instead of just one.



THE BEST AD AGENCY

insights

COMMUNITY CAFE

Just Love is a popular place for the target audience to have social gatherings and hangouts. This is a cafe where you can catch up with friends and surround yourself with others who also enjoy coffee.

“Coffee shops feel like their own community, I want to feel like I’m surrounded by like-minded people.”

-20 yr old male

APPLICATION

The client could offer community-based events, uniting old and new friends.



THE BEST AD AGENCY

expanded



When observing why some respondents visit other local coffee shops, some respondents claimed that their attendance at other shops began with an event/social gathering there. This sparked the idea for Just Love to host events to bring in new customers and bring current consumers together. This is a way for potential customers to be introduced to the cafe and for others to feel more involved and build a long-lasting relationship with Just Love.



THE BEST AD AGENCY

QUANTITATIVE RESEARCH AND FINDINGS



THE BEST AD AGENCY

METHOD

A survey was created by our team with questions that provide us with valuable information that highlights our objectives. The survey was published and distributed via social media, organization group chats, and email.

There were no incentives provided, the participants did this by choice and on their own time. We were able to receive a total of 66 responses, with 63 of them being from those in our target audience and 3 who were not.



DEMOGRAPHICS

65 Total Participants

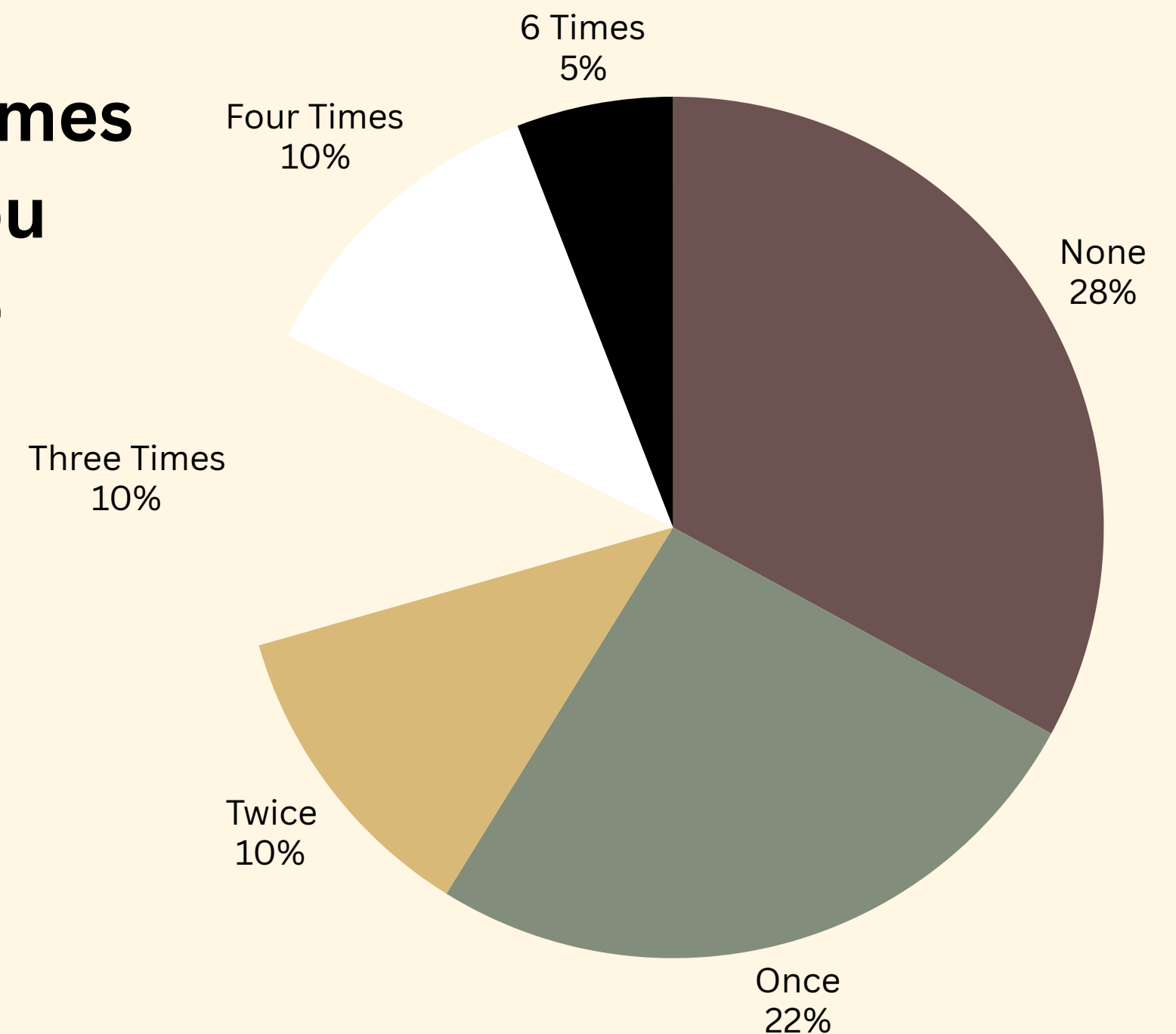
Gender

Female: 68%
Male: 32%

Race/Ethnicity

White: 77%
Black: 17%
Biracial: 3%
Hispanic: 2%
Asian/Pacific Islander: 2%

How many times a week do you visit a coffee shop?



DEMOGRAPHICS

What do you most often seek to achieve when visiting a coffee shop?

Classification

Freshman: 9%
Sophomore: 32%
Junior: 31%
Graduate Student: 0
Not in School: 5%

To catch up on
studying/schoolwork/emails:
29%

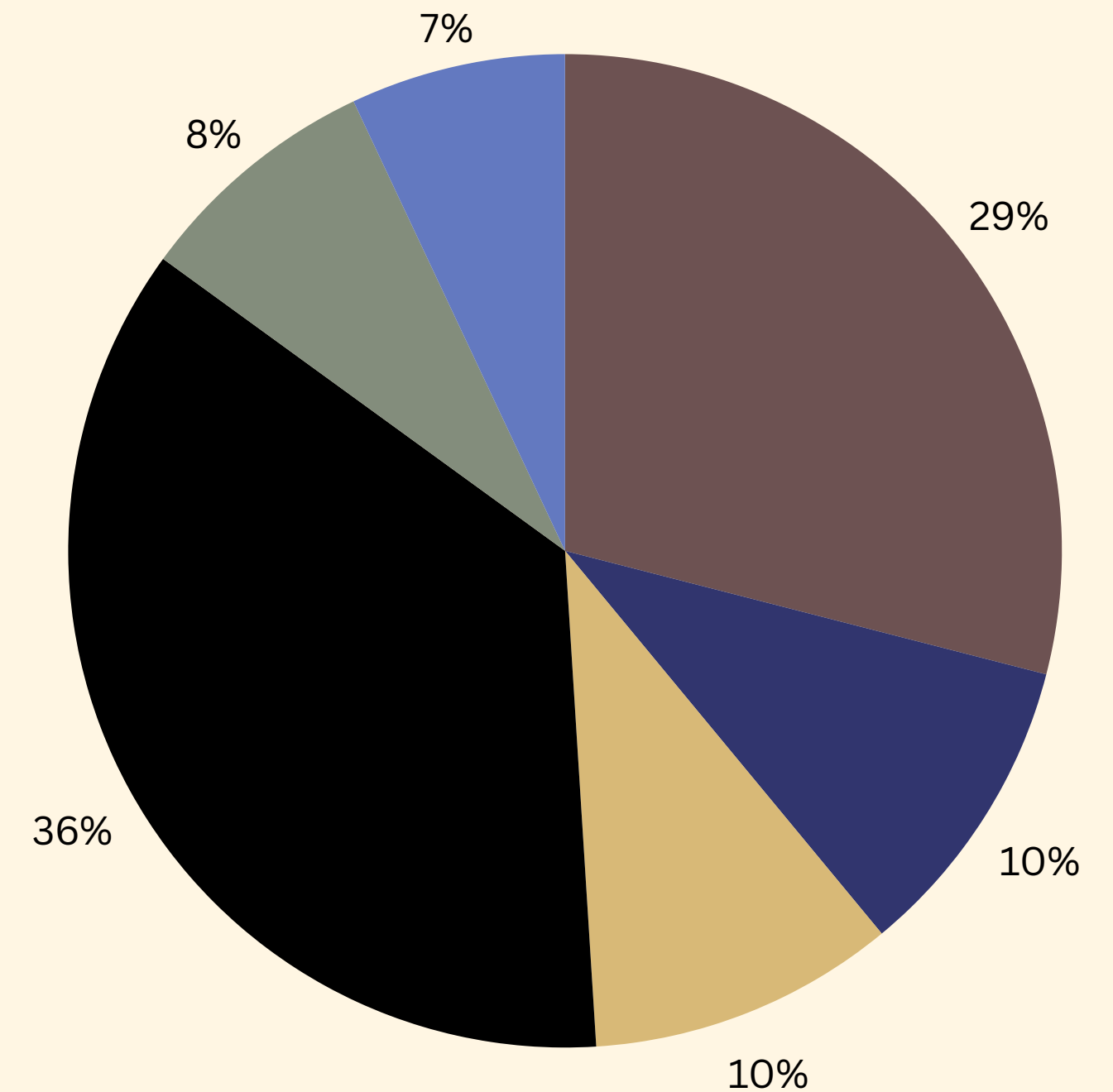
A relaxing study break: 10%

To catch up with friends:
10%

Solely grab a coffee/food:
36%

I don't visit coffee shops: 8%

I want something different
out of every visit I make: 7%



DEMOGRAPHICS

How did you find out about Just Love in Knoxville?

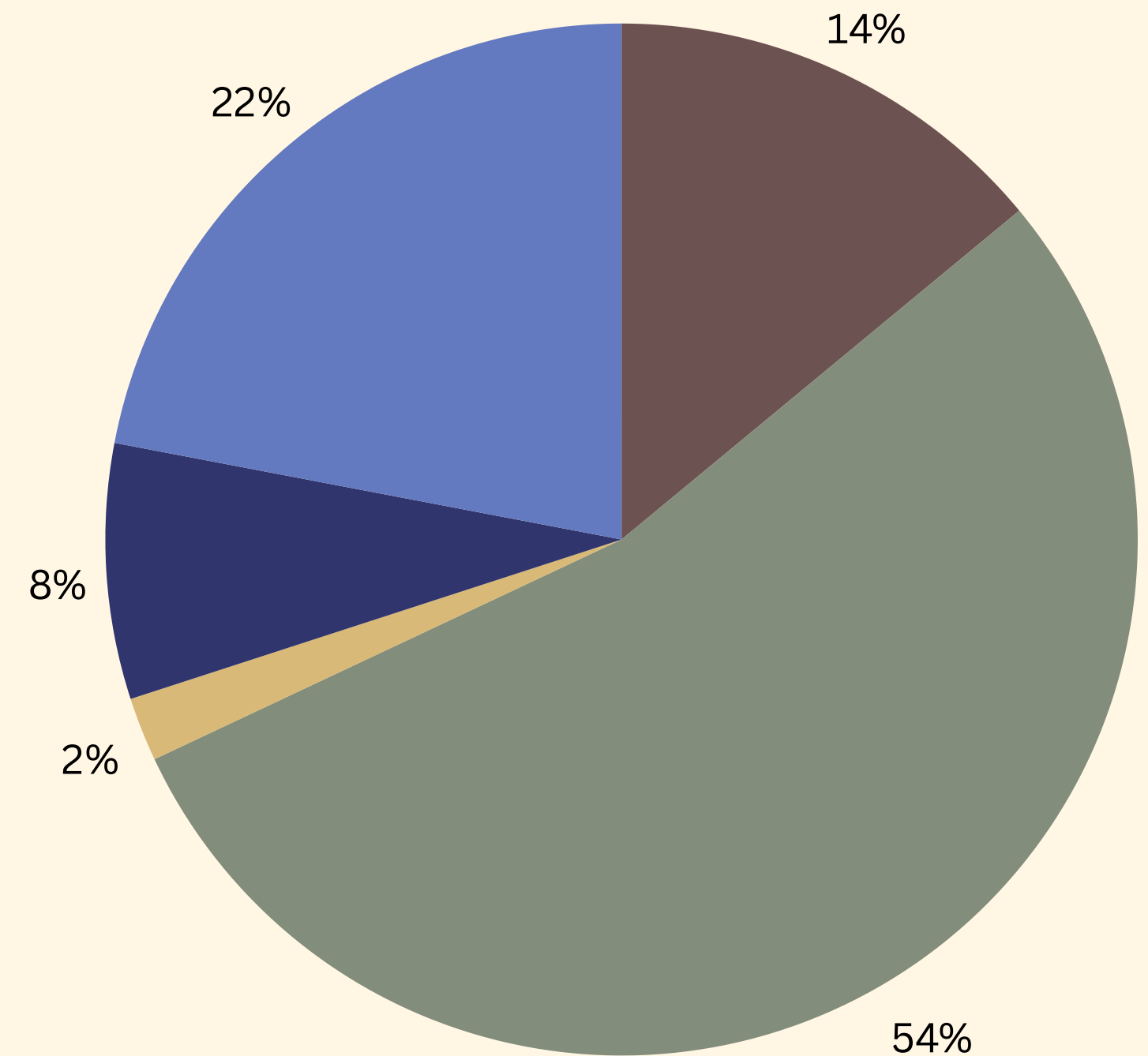
Word of mouth: 14%

I was walking/driving past it: 54%

I was searching for coffee shops online: 2%

I saw it on social media: 8%

Other/I forgot: 22%





THE BEST AD AGENCY

insights

- 28% of respondents said that they visit coffee shops 0 times a week, 22% said that they go once a week, and 25% said that they go twice a week.
- 54% of respondents said they found out about Just Love from walking or driving past it, 2% of respondents said they found out about Just Love through searching online, and 8% of respondents found Just Love through Social Media
- 32% of the respondents are college sophomores, and 31% of respondents are college Juniors.
- More than 75% of respondents are White, while 17% are Black, 2% are Hispanic, 3% are Biracial, and 2% are Asian/Pacific Islander



THE BEST AD AGENCY

what we learned

After evaluating the completed surveys, The Best Group agency has determined that although many in the target audience know about Just Love from seeing it on the street or hearing about it through word-of-mouth, not everyone has visited the shop. This tells us that Just Love needs to establish a relationship with these potential customers, grab their attention and persuade them to try it out. Those who do visit the shop are mostly seeking solely a coffee or bite to eat that has a justified price. This tells us that the quality of food needs to be consistent and delicious. Also, there needs to be value behind every dollar considering those in our target audience are not interested in paying high prices. The audience also seeks Just Love as a place where they can complete work/studying. This tells us that the environment is appreciated and the seating should remain open for those who are looking to complete assignments. Those who have been to Just Love greatly appreciate the location on campus. This tells us that Just Love made a good choice regarding location.



THE BEST AD AGENCY

STRATEGY

Strategy 1

STUDENT REWARDS PROGRAM

Since Just Love is in such close proximity to campus and students are the target audience, a promotional campaign directed towards students should be established. These students are concerned about the amount of money they are spending on coffee. The client should develop a rewards program for students. In this program, students could create an account using their school email and begin to take part in a point system. When they spend money at Just Love, they gain points that have the ability to take the place of money. This would give students an incentive to visit Just Love Cafe more frequently. This would increase customer loyalty, inspire potential customers, and increase sales.



THE BEST AD AGENCY

Strategy 2

USE FINALS TIME IN COLLEGE TO THEIR ADVANTAGE

for promotional use*

Again, since Just Love is so close to campus, and students make up a large portion of their audience, it'd make sense to have a promotional campaign directed towards students during finals. They could have an event where students could get a free food item or coffee during finals time in both Fall and Spring semesters. This event or promo could lead college students to have study groups, which would lead to more customers.

This could give students an incentive to visit Just Love Cafe more frequently, which could help them a lot since a lot of students we surveyed said they rarely go to Just Love Cafe.

Strategy 3

PEDESTRIAN WALKWAY PROMOTION TABLE

Just Love has made an impression on the students in Knoxville, but many have not given it a chance and actually tested and tasted what the cafe has to offer. To encourage students to give

Just Love a shot, the cafe should make the first step with the students. The client should arrange a day and time to set up a promotion table on Pedestrian Walkway. At this table there should be free samples of their most popular coffee and treat. In addition to that, there should be coupons as well as information about the app and the rewards program for students. The Just Love team should be inviting and friendly, making a lasting impression on students who are busy and in a rush.



THE BEST AD AGENCY

THANK YOU!