

RADIO case study

Caribou Coffee

Objectives

- Drive awareness (reach)
- Create momentum and increase traffic (frequency)

Strategies

- Reinforce the Caribou tagline “Life is short, stay awake for it.”
- Summer promotion: “Sip Up Summer”
 - Phase 1: Carbonated beverage launch
 - Post-Memorial Day through June
 - Bubbles: “wherever there are bubbles, we want to be there”
 - Phase 2: Blended drinks
 - Perfect Summer blend
 - July through August



Solution: SIP UP SUMMER

- “Sip Up Summer” promotion to support a 2-phased summer campaign:
 - Phase 1: Carbonated beverage launch
 - Phase 2: Blended drinks
- Radio talent endorsements where participating DJ’s were provided with gift cards and visited Caribou every day to try a new drink and talk it up on-air.
- Heavy-up media aligned with promotional messaging to maintain continuity in select environments.

Results

- Campaign drove increased traffic to select Caribou stores.