Boston University's

Guerilla Marketing Society

2018

Agenda

Company Background
Target Market and Personas
Market Research
Survey Results
Small Scale Marketing Tactics
Guerilla Marketing Tactics
Key Takeaways
Conclusion
Q&A

Idea: Ready-to-go coffee that provides ***convenient*** and ***wholesome*** energy.

The Mission: To increase ***brand awareness*** and grow the overall customer market.

Forto offers *100mg* of caffeine shots in 7 flavors. There's also *200mg* caffeine shots available 3 flavours.

Competitors? Starbucks, Dunkin' Donuts, and Bizzy Coffee.

Target Market

Who's our audience?

College

students aged 18-25

Working

young professionals

Organic

lifestyle followers

Target Persona:

Meet Zach.

Age: 19

Occupation: Engineering Major

Outgoing and **active**, Zach wants to live a healthier, more organic lifestyle. He needs to wake up early and never seems to have enough energy.

Strengths

Easy to carry
Organic and healthy
Offered online and in stores
Subscription based

Weaknesses

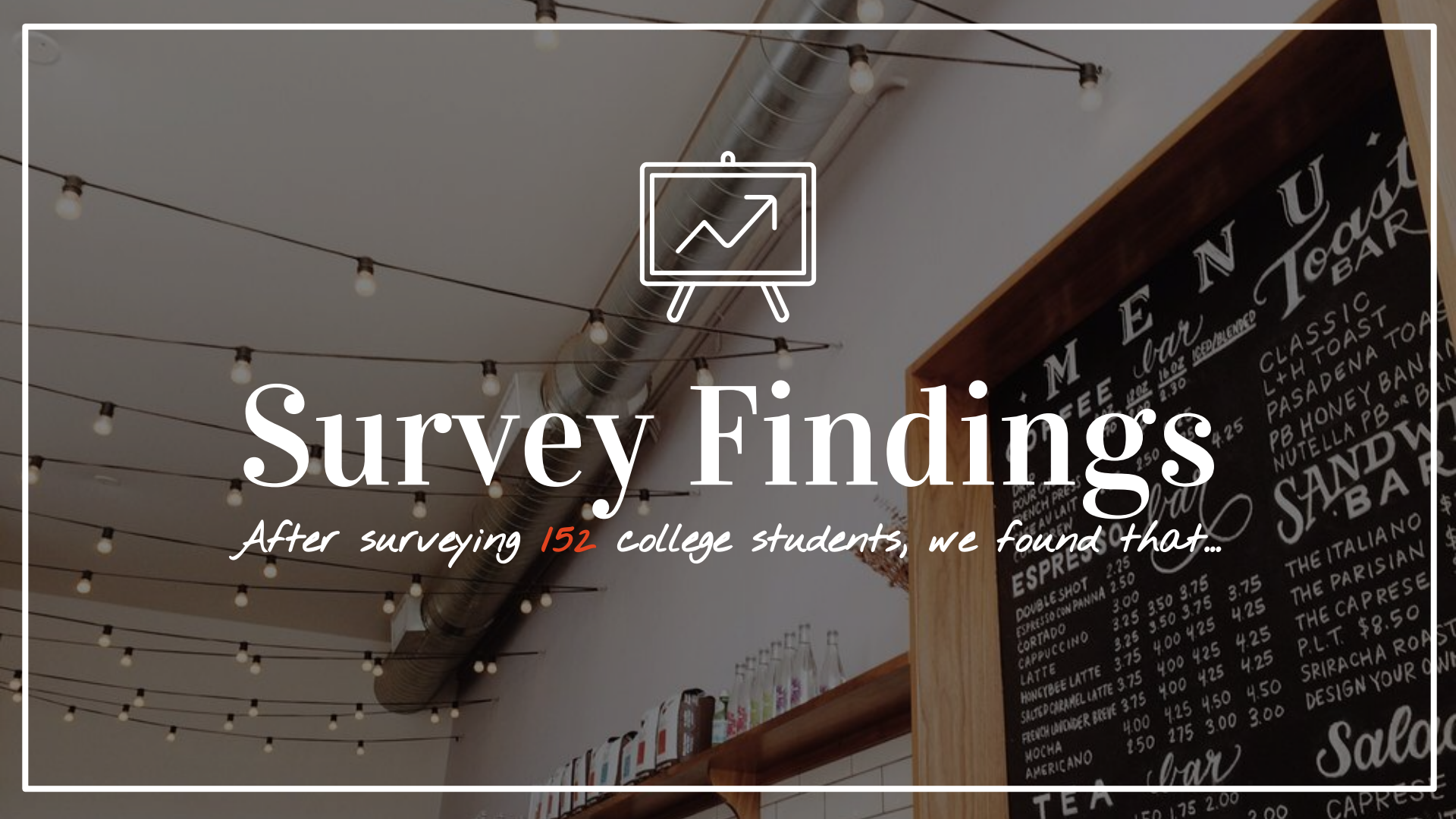
Low brand awareness
Targeting only young adults
Low exposure to product

Opportunities

Integration on campus
Brand awareness through social media

Threats

Many competitors
Customers prefer nitro over RTD coffee



Survey Findings

After surveying 152 college students, we found that...

$4.89

is the ***max*** one person would spend on one cup of coffee

61.49%

are open to trying ***new*** flavors

57.35%

buy coffee to feel ***energized***

74.48%

would prefer to buy coffee in a ***coffee shop***

Marketing

We come up with both small scale and guerilla tactics.

Small-Scale Marketing Tactics

Three ideas we are bringing to the table include...

Flavor Submission

Submit flavor *recommendations* on website, and win a prize if yours is selected.

Foodie Instagrams

Collaborate and work with food Instagram accounts, such as *@bostonfoodies.*

Stickers

Hand out free stickers with the Forto *coffee logo* to individuals to put on their devices.

Small-Scale Marketing Tactics

And here's three more.

Unique Cup Designs

Hold design competitions to create new and *fresh* designs for Forto cups that catch the eye.

Working with Artists

Local artists can create unique art that can be featured on the Forto coffee cups.

QR Code Rewards

Scan QR codes in order to unlock special Forto Coffee *rewards* or *coupons*.

Guerilla Marketing Tactics

1. Scavenger Hunt

***The Idea*:** to find empty Forto cups & solve/perform tasks at each station. Time-tracked. For example, this could be a riddle related to the company or coffee. • **Rewards:** Winning groups will get free Forto packs and vouchers for online purchasing

• **When and where?** Weekdays in the *morning* or *afternoon* in a designated area.

• **Bonus**: Vouchers & free samples hidden along the course.

• **Cost**: $10/hr per employee, depending on the task. (ie. rock climbing vs free pokemon go concept); maybe forto ambassador/employee has speciality (rock climber can belay); Have to account the cost of free samples and gift cards

Guerilla Marketing Tactics

2. *Sleepy?*

An arrow will lead to a place with **events** that promote Forto Coffee.
Ex: free merchandise, free samples, carnival games to win free cups or coupons, etc.

Where?

In places that has **most foot traffic**.
Ex: George Sherman Union at Boston University, Boston Commons, etc.

Guerilla Marketing Tactics

3: Forto Bus Party

The Idea: Distributors wearing Forto T-Shirts will give free samples of Forto Coffee, stickers, and other goods to students boarding the bus.

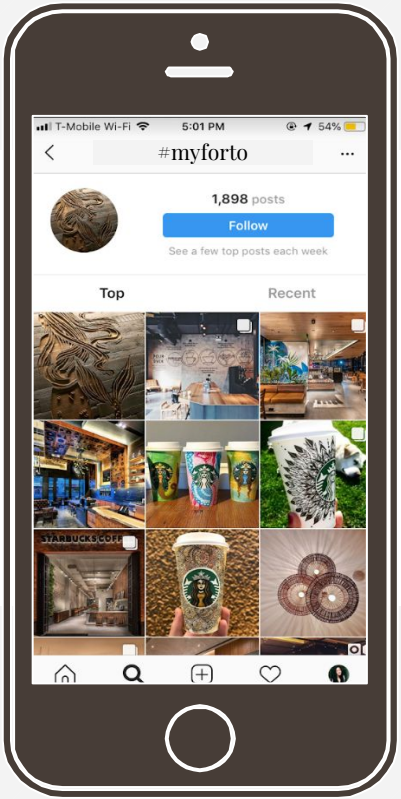
- **When and where?**

On Boston University shuttles, from the morning to early afternoon.

- **Cost:**
  - Free Samples: $150
  - Stickers: $45 for 2000 stickers
  - Custom Forto T-shirts: $5 each

Guerilla Marketing Tactics

4: #MyForto



The Idea: Hosted on *instagram*. Start a competition where people post their art on decorated Forto coffee cups.

There can be themed contests such as a ***"Forto Christmas tree challenge"*** during the winter.

The person with the most creative post will win a grand prize.

Guerilla Marketing Tactics

5: Charity Campaign

The Idea: Partner with another organization to help enforce a charitable cause through promotion of ***unique packaging*** or development of a ***new flavor***. (Ex: RED)

Result: Raises brand awareness, strengthens public relations, promotes a stronger sense of community, and brings attention to a noble cause.

Key Takeaways

Findings:

- Majority of target market purchases coffee to feel *energized*
- But majority prefer to buy coffee from a coffee shop
- Advertising in *energy drink* markets as well would increase customer base

Impact:

- Bring awareness to Forto Coffee on *college campuses*
- Gain a *loyal customer base* among college students
- Advertise to young adults living an *organic* lifestyle

Thanks!

Any questions?