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.

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