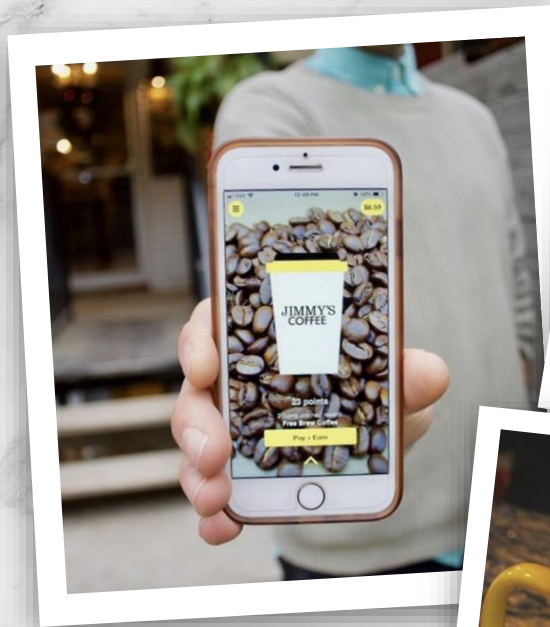


JIMMY'S COFFEE

Final Assignment
INM210SBB
Smit Rana



Agenda

- Company Overview
- Competitive Analysis
- Culture, Trend & Landscape Analysis
- Consumer Analysis
- Strategy Statement
- Tactical Recommendations

Key Goals

This presentation is based on a Digital Marketing Strategy for Jimmy's coffee. The trend of coffee is escalating and one of the main reasons for it is caffeine and that is because it is addictive.

Company Overview

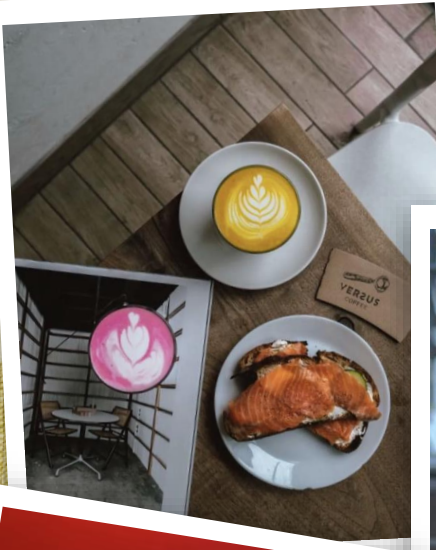
Jimmy's Coffee was created with the idea of simplicity and a place for creative individuals to meet in mind. The coffee company was founded on December 10, 2009, in Toronto, Ontario by Phil Morrison. The inspiration behind Jimmy's Coffee came from the familiarity and charming people named Jimmy like Jimmy Hendrix. Their first location opened on 107 Portland Street. After spiking popularity with their customers, they expanded their locations to many popular areas in Toronto. Currently they're located on 100 Portland Street, Kensington Market, Gerrard, Ossington, Queen West, McCaul, and Royal York.



Competitive Analysis

Jimmy's coffee can be considered as an independent coffee shop, we have selected 3 independent coffee stores competitors based on quality, service, ambiance and review.

- 1) Fahrenheit cafe
- 2) Versus Coffee
- 3) Hot black coffee





Fahrenheit Cafe

Voted Best Specialty Coffee House in Toronto since 2012. Fahrenheit Coffee offers three different espresso origins which rotate seasonally. The most preferred beverage is the Cortado. Fahrenheit Café currently have presence on social media(Facebook, Twitter, and Instagram). Fahrenheit cafe offers barista classes and organizes barista competition.



Versus Coffee

Versus Coffee opened in the year 2006 in St. Lawrence Market located in downtown Toronto. The concept is to serve quality product, provide unique ambiance which accommodate over 40 people and be friendly with customer.

Versus values the importance of community, local and support small businesses and also by partnering with local roasters and suppliers. In fact, versus coffee can be also found on various social sites. Their major marketing strategies is to collaborate in blog, food review app and digital newspapers like BLOGTO, NARCITY, CHEFHERO, FITT and many more.

Hot Black Coffee

The mission is to provide variety in coffee and drinks which is prepared from natural and fresh seasonal ingredients. Besides, they have various items for eating as well.

They assure to provide great atmosphere with class service with mouth watering flavors. Their Ginger brew latte is quite popular among everyone.

Hot Black Coffee can be also found on many social network sites and also they have their collaboration with many recognizable press.



Cultural, Trend and Landscape

Coffee trends have evolved over the past few years through the pandemic. Convenience, creativity, and health/dietary choices emerged to the growing culture of coffee.

- Coffee breaks still remain a huge part of the culture. Whether it be in a cafe or at home.
- Coffee sustains and energizes people to do work and school.
- We drink over 500 billion cups of coffee every year
- Industry that's worth over \$100 billion across the globe





Nitro / Cold Brew



Matcha and Health



Drive Thru / To Go



Customizable

- Wide- spread, coffee has become so easily consumed, it comes in cans
- Milk alternatives and customizable coffee has spread popularity
- Cafes provide ambience, togetherness, also a place for productivity
- Landscape the past few years included many convenient ways to drink coffee - drive thru, to go and delivery

Consumer Analysis

A research has found out that 78% Canadians prefer coffee as their go-to morning drink.

According to a data, 14 billion cups of coffee are consumed in Canada every year. It accounted for 16% of the non-alcoholic beverage sales in the country in 2008.

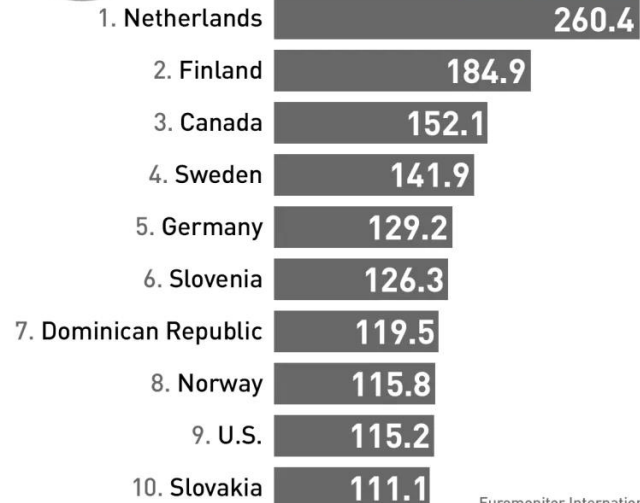
71% of the citizens claim flavor as their main criteria to choose their cup of coffee. The country ranks 3rd in coffee consumption

.Jimmy's cares about its consumer behavior and the environment in which they offer coffee. Its unique selling point has a first mover advantage that enables it to unlock value and gain sufficient share in the marketplace and cover the demand in the country.

Top 10

Coffee Consuming Countries

litres per capita



Euromonitor International



Statement Strategy

The recommended digital marketing strategy for Jimmy's Coffee is to improve their reach to consumers through social media accounts, building a better app and pushing more advertisements. This strategy will help gain a wider audience and market the cafe throughout the GTA area. Increasing awareness and spreading the charm and uniqueness of Jimmy's Coffee.

Tactical Recommendation

Advertising

- Paid Ads on Social Media
- In app ads for offers
- Restaurant recommendations/ Blogs
- Google Ads

App Improvement

- QR Codes for offers
- Digital Ads for offers

Social Media

- Contests: Give away
- Blog recommendations: @torbucketlist, @curiocitytoronto
- Engaging content: Better copy writing and photography.
- Hashtag: #myjimmycoffee
- Stories: About Lifestyle at Jimmy's.
- Local Food Blogs: BlogTO, Narcity, Curiosity, TripAdvisor, Yelp.

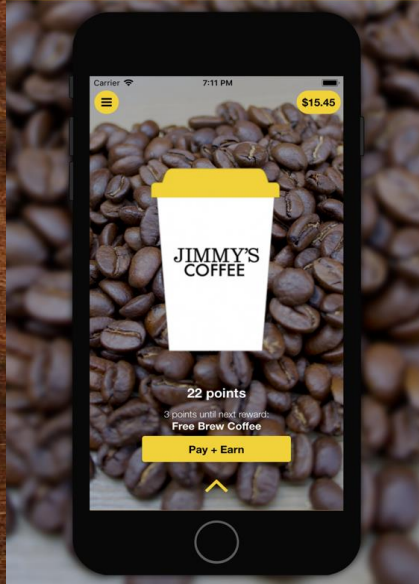
App Improvements and Creating More Interactivity

JIMMY'S
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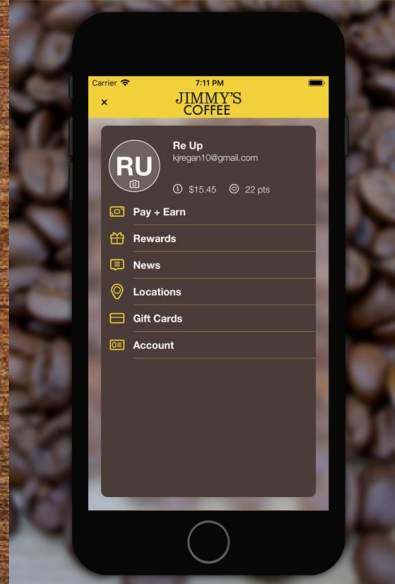
App Available On:



Earn points with every purchase!



Keep up to date and send your friends gifts!



Current

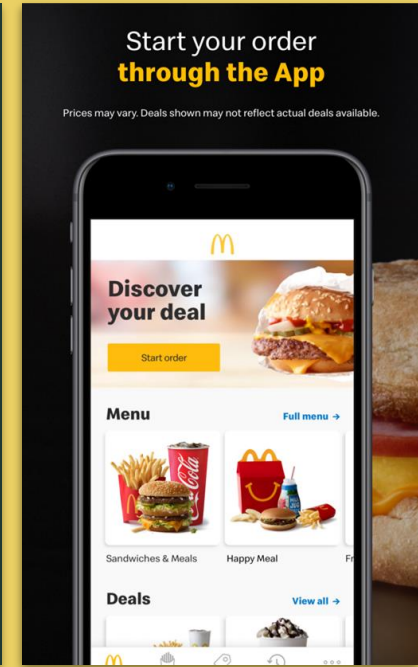
- Earn points with every purchase
- Send gifts to friends
- Reward is free stuff
- Pay with app
- News, Location
- Currently Unavailable and off the App Store
- Last heard about - 2020

Suggested Improvements

- Keep current app features and adding more
- Gamification to increase app usage
- Customize orders, delivery service/pick up
- Drinks/Offer only available certain locations
- Incorporating more QR codes for offers and easily redeeming them
- Advertisements or Features of new items/popular items
- Events specific for locations - In order to help



Gamification for Rewards



Menu, Order, Deals



Conclusion

The recommended digital strategy will help Jimmy's Coffee to get noticed among the target audience. The use of better content on social media, suggested App improvement and website will help to create more awareness and engagement, resulting in better conversion and growth.

References:

For Company overview:

- <http://www.jimmyscoffee.ca/>
- https://www.instagram.com/jimmys_coffee/?hl=en
- <https://www.facebook.com/jimmyscoffee/>
- <https://twitter.com/jimmyscoffee?lang=en>

For Competitive Analysis:

- <http://www.fahrenheitcoffee.com/#one>
- <https://versuscoffeebar.com/>
- : <https://torontoblogs.ca/best-coffee-in-toronto/>
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For Consumer analysis:

- <https://treescoffee.com/blog/2012/04/how-coffee-culture-has-evolved-in-canada-some-quick-facts/>
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