



Irving Oil – Coffee - Silver



Anna Time of Day



Please drink responsibly



Pumped up



Yeah I've tried it

GO AHEAD. Try to convince coffee lovers—in a culture filled with couture coffee shops— that a better brew exists where they buy gas. Find a way to overcome the negative perceptions of gas station coffee while reeling in the coffee dollar that goes to major coffee brands. This was the challenge for Irving Mainway (the convenience stores at Irving gas stations in Atlantic Canada) when they launched a six week campaign for their new coffee in November 2002. They had to get consumers to try their new World of Taste coffee. It wouldn't be easy. Atlantic Canadians love their Tim Horton's. The product was good. But would this be enough?

Coffee can be many things—emotional, habitual, social, rewarding, relaxing, comforting, and indulging—a companion for conversation, the newspaper, and the early morning. This offers many choices for creative strategy, but where should the focus be? Coffee has to be fresh and taste good, but beyond this, what are the motivators? The team homed in on two. The first was the social, emotional experience. The other, less part of the coffee ritual, but important nonetheless, was the caffeine hit.

Most brands focus on the coffee experience. It would, perhaps, have been safer for the team to follow this primrose path. But they didn't. Guided by what motorists want, and a desire for distinctiveness, they went after the caffeine hit. Creative then drove the message home. It was fun and friendly, hitting negative perceptions head-on. It was anchored by hyped up, fast-talking, lovable characters on radio. Support came from dramatically simple print and POP that played up all the benefits of the great new coffee. Media, of course, focused on the morning. In addition to drive time, this included 3"x3" Post-It Notes affixed to the morning paper in 37 communities, offering a free cup of coffee.

Year over year same-store coffee sales lifted 28% during the November-December 02 launch, and netted out at +17% for the full 6 months—and this was in a market where coffee consumption has remained virtually stable over the past decade.