



Maintaining Relevant Messaging Throughout the Product Adoption Cycle

The "Cold Brew Curious?" campaign was designed to build awareness of NESCAFÉ Cold Brew Coffee in a relatively new beverage category. A year after the campaign launched, awareness of cold brew coffee spiked, moving it from the inception to the adoption stage of the product lifecycle. We evolved the campaign to make it more relevant to potential customers and captured qualified leads to support the sales team's efforts.

Results

136%

of forecasted content downloads achieved

129%

of sample requests achieved if campaign continued as forecasted

87%

of ebook downloads resulted from relevant, highly targeted social media ads

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Content Strategy

Evolved the campaign to "Cold Brew Curiosities" and created a recipe ebook that features surprising recipe ideas for foodservice operators using cold brew coffee as an ingredient

Channel & Messaging Strategy

Used paid search and segmented social ads with targeted messaging to persuade foodservice operators to download the recipe ebook in exchange for contact information

Lead Nurturing

Nurtured leads with an email series featuring additional recipes and a free sample offer

The Challenge

Evolve the "Cold Brew Curious?" messaging to be relevant with target buyers in the adoption stage of the product lifecycle

Capture 300 qualified leads that the Nestlé Professional sales team could contact

Focus on converting a target of 50 leads by building off the previous year's campaign momentum

Strategic Process

Quantify Relevant Awareness

Uncovered that foodservice segments were highly curious about using cold brew coffee as a recipe ingredient in food and beverages

Map Points of Influence

Successfully identified Facebook and paid search as the optimal channels to drive audience interest in the recipe ebook

Prove Your Business Value

Delivered relevant messaging that inspired potential customers to download the recipe ebook in exchange for contact information

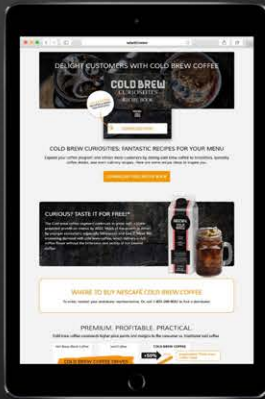
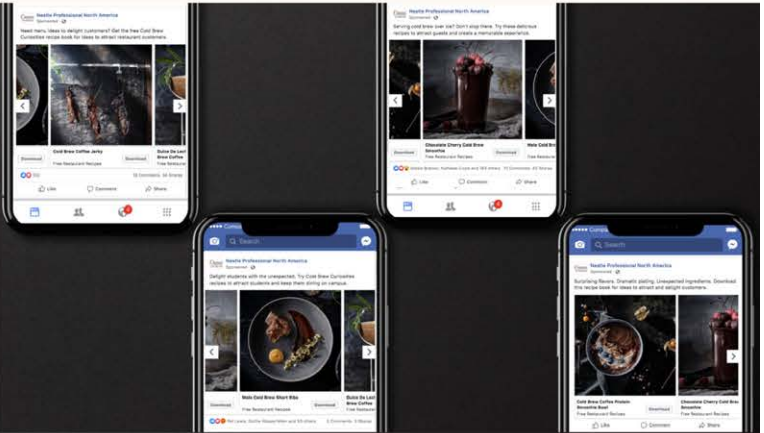
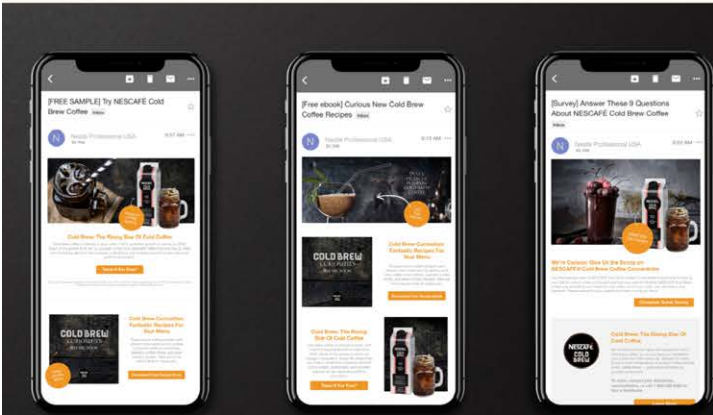
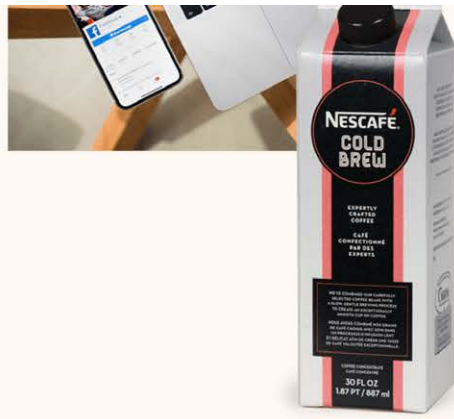
Align Tactics to Sales Funnel

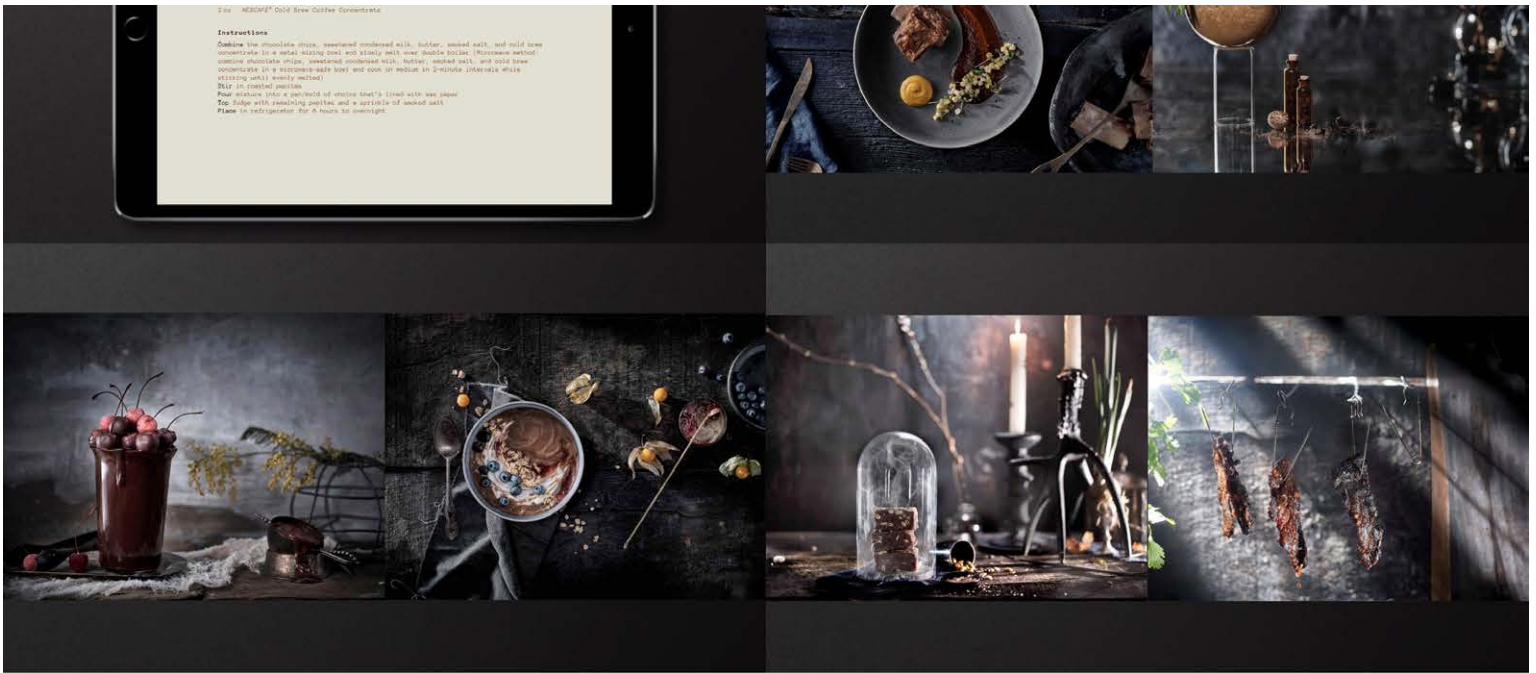
Used email to nurture leads and drive them to the cold brew coffee product page for purchase information

Rapidly Execute, Test & Analyze

Continuous campaign monitoring enabled us to quickly manage media when free sample demand outpaced supply







Metrics exceeded industry averages across all segments in Facebook, proving the targeting, messaging and creative was relevant with audiences.

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Have A Project For Us?

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