

BAILEY KUHN

Coffee on the Bridge

COFFEE ON THE BRIDGE

SUMMARY

Coffee on the Bridge is revealing its newest seasonal coffee pod, the "Steel Beam Blend"! With a touch of golden honey, this rich, dark roast screams Pittsburgh. A true tribute to the Steel City, this flavor is made to kickstart your day and give you a real taste of Pittsburgh in every sip.

Steel Beam Blend launches this September, just in time to embrace the early fall excitement.

ABOUT COFFEE ON THE BRIDGE

Coffee on the Bridge is a beloved coffeehouse in Pittsburgh, PA, and in just two years, it has become a local favorite. At Coffee on the Bridge, their mission is to provide high-quality coffee and purchasable coffee pods while providing a comfortable and inviting atmosphere. They offer many selections of hot and cold drinks that focus on consistency and great taste. So, whether you're crossing one of Pittsburgh's iconic bridges, spending the day with friends, or simply just craving coffee from home, Coffee on the Bridge invites you to take a moment to relax, enjoy the perfect cup, and get a touch of Pittsburgh.

PERSONA



Jessica Hughes

- Age: 31
- Gender: Female
- Location: Pittsburgh, PA
- Education: Bachelor's Degree in Accounting
- Occupation: PNC Financial Services Group as an accountant

Interests:

Jessica likes to take part in engaging herself in the Pittsburgh culture, where she balances her professional life with her personal life. In her free time, she enjoys attending Steelers games and going to local events around the city. She is strongly committed to supporting the community and also frequently visits local businesses. She enjoys staying active by taking regular walks around the city on weekends. Getting out allows her to unwind and de-stress from the demands of her fast-paced job. When she's out and about, she loves visiting local coffee shops, where she enjoys grabbing a quick bite and sipping on her favorite coffee.

Media Consumption:

As a millennial, Jessica's personal and professional life is influenced by social media. She uses platforms like Instagram and Facebook for friends and family, but the main platform she is most active on is LinkedIn, where she can easily connect and reach her colleagues. She's not an avid social media user, but when she logs on, she does spend a significant amount of time swiping. She particularly enjoys the entertaining aspects of social media. She occasionally participates in social media contests, even though she has not won any.

Motivations:

When Jessica uses social media, she mainly uses it for entertainment but also focuses on staying connected to her Pittsburgh roots. As a local herself, she follows many Pittsburgh related accounts to keep up with the community and city. She engages with local businesses by liking and sharing their posts, appreciating the chance to support and stay informed about the area. Social media often inspires her to explore new

places and experiences within the city she calls home, making it a place for discovering what's happening in Pittsburgh.

Concerns:

Jessica's main concern with social media is determining whether something is legitimate. She often second-guesses herself before signing up for online offers or contests, worried they might be scams. She avoids participating unless she's confident the campaign is true.

Needs:

Jessica loves supporting small local businesses and relies heavily on coffee to kick start her mornings. She needs the flexibility of brewing her coffee at home while also appreciating a coffee shop where she can either sit and work in a relaxing environment or grab her coffee on the go.

OBJECTIVES AND TARGET AUDIENCE

Business Objective

Coffee on the Bridge aims to increase sales by launching its newest seasonal dark roast, the Steel Beam Blend Coffee pods. The company also plans to raise awareness of this new flavor by targeting individuals aged 20–55 who enjoy coffee, work 9-to-5 office jobs in the city, and embrace the fall season, which includes Pittsburgh favorites like Steelers football and Penguins Hockey. Coffee on the Bridge strives to encourage people to try the Steel Beam Blend, a flavor that reflects the city many locals love. Coffee, especially this unique blend, has a way of bringing the community together, whether it's for a big game day, just a casual stop to enjoy a cup of coffee, or making it simply from home with family.

Marketing (Communication) Objectives

- Promote the new Steel Beam Blend and the available coffee pods through targeted advertisements on social media platforms like Instagram, Facebook, and Twitter.
 - Raise awareness among social media users about the new flavor of the coffee pod associated with Coffee on the Bridge, encouraging them to actively engage and participate through likes, comments, and shares.
 - In-store promotions using posters and signage will help encourage customers to buy the newest flavor of coffee pods.
 - Emphasize what sets the Steel Beam Blend apart by creating engaging content, such as sharing stories from everyday coffee lovers that showcase how they enjoy the new flavor and incorporate it into their daily routines at home.
 - Engage customers through a loyalty program that rewards them with points for purchasing coffee pods, which can be redeemed for exclusive discounts or coupons.
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EXECUTION

Coffee on the Bridge will launch a targeted social media campaign on Facebook, Twitter, and Instagram, aimed at individuals aged 20–55 who typically work in business professions, have a passion for coffee, support small local businesses, and take pride in calling Pittsburgh their home.

Coffee on the Bridge is excited to partner with two local Pittsburgh businesses, La

Gourmandine Bakery and Love, Pittsburgh, to increase sales of the newest coffee pod flavor and reward loyal customers with the opportunity to win exciting prizes. This holiday season, enter the social media campaign for a chance to win in our *Holiday Brew Giveaway*! Three lucky winners will receive exclusive prize bundles featuring the new Steel Beam Blend coffee pods, holiday-themed candles, t-shirts, mugs, and more from Love, Pittsburgh, plus delicious pastries from La Gourmandine Bakery. Coffee on the Bridge is excited to show appreciation for its loyal customers while adding a festive twist to holiday gift-giving! These social media posts will feature visuals of company related products, images of Pittsburgh, and the sign to the store. Each post will have instructions on how to enter. Here are the steps to participate:

1. Follow @coffeeonthebridge on one or all participating platforms.
2. Like the giveaway post on one or all participating platforms.
3. Repost the giveaway post on one or all participating platforms.

Completing these steps will enter participants into the *Holiday Brew Giveaway* for a chance to win a holiday gift basket sponsored by Coffee on the Bridge, along with contributions from local businesses such as La Gourmandine Bakery and Love, Pittsburgh. There will be three lucky winners, one from each platform. This campaign extends beyond social media. When you visit Coffee on the Bridge in person and purchase a coffee or a coffee pod, you'll have the chance to write your name for an in-store prize drawing. The prize includes a \$25 gift card and a sample of the new Steel Beam Blend coffee pod, offering locals who may not actively use social media the opportunity to participate and win.

SOCIAL MEDIA GRAPHICS

Coffee on the Bridge will launch a social media campaign across Facebook, Instagram, and X (Twitter), featuring graphics for each platform. The posts will highlight the new Steel Beam Blend coffee pod flavor while showcasing the company's logo and promoting partnerships with brands like La Gourmandine Bakery and Love, Pittsburgh.

FACEBOOK POST



HOLIDAY BREW GIVEAWAY

La Gourmandine *G* 

STEEL BEAM BLEND
COFFEE POD

**FEATURING OUR NEW COFFEE POD
STEEL BEAM BLEND
SEE DETAILS BELOW—DON'T MISS OUT!**

Coffee on 
the Bridge

@coffeeonthebridge

🌐 Photo by Nathalia Segato on Unsplash

Attention, coffee lovers! 🍵❤️ Especially for those who love brewing at home, this one's for you!

We're thrilled to announce our newest coffee pod flavor: Steel Beam Blend—a bold dark roast with a touch of honey. 🍯 It's a unique twist that celebrates our city's black and yellow spirit while giving you the perfect start to your day.

We know what you're thinking—honey in coffee? Trust us, the flavor is amazing.

Try the **Steel Beam Blend** today, and don't miss your chance to enter our **Holiday Brew Giveaway!** 🎁🍵 Win a festive holiday basket featuring our newest coffee pod flavor, Steel Beam Blend, and more!

How to enter:

- ✅ Follow us @CoffeeontheBridge
- ✅ Like this post
- ✅ Repost and share with friends

For full details, visit CoffeeontheBridge.com ✨

#SteelBeamBlend #PittsburghProud #CoffeeOnTheBridge



@coffeeonthebridge

🌐 Photo by Madalyn Cox on Unsplash

🎁🌟 Win a Pittsburgh Holiday Gift Basket! 🌟🎁

Coffee on the Bridge is spreading holiday cheer with a basket of Pittsburgh-inspired products, including our *brand-new* Steel Beam Blend coffee pods! ☕🏙️

Here's how YOU can score this fantastic prize:

1 Follow us @Coffeeonthebridge

2 Like this post ❤️

3 Repost to your story and share it with your friends!

Don't miss your chance to bring a taste of the Burgh home this season. Enter now, and let's make your holidays extra special! 🎄🍰

Coffee on the Bridge is teaming up with **Gourmandine Bakery** and **Love, Pittsburgh** for this promotion!

#PittsburghProud #CoffeeOnTheBridge #HolidayGiveaway #SteelBeamBlend

X (TWITTER) POST

Coffee on
the Bridge 

HOLIDAY BREW GIVEAWAY

FEATURING OUR NEW COFFEE POD

THE STEEL BEAM BLEND

INTRODUCING THE STEEL BEAM BLEND— A BOLD DARK
ROAST WITH A TOUCH OF HONEY TO SWEETEN YOUR
MORNINGS.

SEE DETAILS BELOW—DON'T MISS OUT!



@coffeeonthebridge

🌐 Photo by Jason Hawke 🇨🇦 on Unsplash

What better way to kick off football season than with Pittsburgh's favorite Coffee? 🍷
Visit us in-store or shop online: CoffeeontheBridge.com!

PLUS, we're hosting our **Annual Holiday Brew Giveaway** 🎁 Here's how to enter:

✅ Follow us @Coffeeonthebridge

✅ Like this post

✔️ Repost this post and share it with friends

Winners will receive a Holiday Pittsburgh Gift Basket featuring our newest coffee pod flavor, Steel Beam Blend, along with treats and goodies from local favorites **La Gourmandine Bakery** and **Love, Pittsburgh!**

In-store customers can win, too! 🎉 Purchase any coffee or coffee pod, and you'll be automatically entered into a drawing for a chance to win a \$25 Coffee on the Bridge gift card and a sample of our newest coffee pod flavor, Steel Beam Blend. ☕️✨

Good luck! 🍀 #PittsburghCoffee #FootballSeason #Steelers