

**Plans Book for Chock full o'Nuts**

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## **Executive Summary**

Chock full o'Nuts is a legacy coffee brand born in New York City, proudly celebrating its 100th anniversary in 2026. To honor this milestone and connect with a new generation of coffee drinkers, the brand is launching a fully integrated marketing campaign designed to drive awareness among Millennials and Gen Z while celebrating a century of fueling the bold.

Rooted in purpose and cultural relevance, the "Brewed for Heroes" campaign shines a spotlight on the everyday heroes who make the world turn: first responders, nurses, teachers, blue-collar workers, parents, and more. These hardworking individuals may not wear capes, but their resilience, strength, and impact are undeniable. For 100 years, Chock full o'Nuts has been their fuel—bold, dependable, and brewed for those who show up day after day.

To generate national buzz, this PR-driven campaign is designed to earn media attention, with the ultimate goal of securing high-profile features on platforms like *Good Morning America*. The heart of the campaign lies in uplifting and honoring the people who embody the spirit of New York and the legacy of Chock full o'Nuts—people who push forward, inspire hope, and carry a better future with every step.

A mix of traditional and modern storytelling will bring this mission to life through print, digital, and out-of-home advertising that ensures wide visibility across key touchpoints. But this campaign goes beyond words—it takes action. Through surprise "Hero Breaks," the brand will deliver hot, free coffee to frontline workers using branded vending-style activations, bringing warmth, joy, and recognition to those who deserve it most. These real-world moments are designed to inspire sharing, build emotional connections, and remind New Yorkers that Chock full o'Nuts is brewed for them.

Timed to launch in the colder months when coffee consumption peaks, the campaign's success will be tracked through tailored KPIs to measure engagement, reach, and cultural impact in real time. With "Brewed for Heroes," Chock full o'Nuts isn't just celebrating a centennial—it's renewing its promise to the city that made it iconic and to the people who continue to inspire it every day. This isn't just coffee—it's fuel for those who keep the world turning.

## **Situation Analysis/Research & Findings**

### ***Brand Analysis/Audit***

Chock full o'Nuts is a strong, simple coffee brand offering quality at a reasonable price, appealing to value-conscious customers. It emphasizes its New York roots, fun spirit, and direct style. The "Get New York Roasted" campaign reflects the city's tough personality and the brand's bold coffee. The brand voice mirrors a New Yorker: strong, quirky, snarky, yet loyal. Its core customers are loyal baby boomers, mainly blue-collar empty nesters. To attract Millennials and Gen Z, the brand is updating its image through digital marketing and is interested in using TikTok to reach younger audiences.

Chock full o'Nuts faces several limitations: limited brand recognition outside the Northeast, an aging customer base, and a relatively small marketing budget. The brand also lacks a presence on key platforms like TikTok. Increasing competition from national brands and private-label coffee lines makes maintaining relevance in a crowded market increasingly difficult.

Opportunities include expanding into new product categories such as cold brew, flavored, and organic coffee, and increasing digital presence on platforms like Instagram and YouTube. Strengthening its e-commerce strategy via Amazon and direct-to-consumer platforms is critical. The brand's use of recyclable steel cans supports sustainability messaging that resonates with environmentally conscious consumers.

### ***Competitive Landscape***

In 2023, the National Coffee Association (NCA) released the U.S. Coffee Economic Impact Report, confirming that coffee remains America's most popular beverage after bottled water. More than 70% of American adults consume coffee each week, illustrating its widespread appeal. Beyond its popularity, coffee plays a critical role in the U.S. economy, supporting jobs and communities in every state. Consumers collectively spend over \$300 million on coffee products daily—equating to nearly \$110 billion annually. The industry generates over 2.2 million jobs and more than \$100 billion in wages each



year. Since 2015, the total economic impact of the coffee industry in the U.S. has surged by 52.4%, showcasing its growing significance.

According to Amber Carson, Brand Manager of Chock full o’Nuts, the brand’s top direct competitors include Folgers, Maxwell House, and Café Bustelo. Folgers stands out with a dominant market share and decades of brand recognition. Its iconic jingle, “The Best Part of Wakin’ Up is Folgers in Your Cup,” has become a cultural staple. In 2020, Folgers held over 25% of the U.S. ground coffee market, and nearly 40% of survey respondents reported having Folgers in their homes. While Folgers enjoys widespread loyalty, its communication strategy leans heavily on traditional branding, and the brand has not fully modernized its image on digital platforms. Its social media presence is consistent but lacks the interactive engagement or lifestyle-driven content often found in premium brands. Though its promotions are rooted in nostalgia and value, the brand’s mass-market image limits its appeal among younger consumers seeking specialty or craft options.

Maxwell House also has a strong heritage and diverse product offerings, holding approximately 10.5% of the U.S. ground coffee market in 2020. However, its share has declined over the years, due in part to the rise of specialty and premium coffee brands. While Maxwell House continues to promote its longstanding tagline “Good to the Last Drop,” its messaging tends to skew more traditional and has not evolved significantly with modern consumer preferences. Its social media content is minimal and infrequent, lacking the vibrancy or relatability that could help it better connect with younger audiences. Promotional efforts focus more on in-store displays and retail advertising than on robust digital marketing campaigns. In particular, its K-cups are the most expensive per ounce among its direct competitors, which may deter value-driven shoppers.

Café Bustelo differentiates itself with its bold, espresso-style coffee that resonates particularly with Hispanic consumers, emphasizing its Latin heritage in both branding and communication. The brand has built a strong cultural identity, often using vibrant packaging and bilingual messaging that appeals to a diverse audience. Its digital presence is colorful, culturally relevant, and community-focused. Café

Bustelo engages actively on platforms like Instagram and Facebook, often highlighting user-generated content and cultural celebrations, making it more relatable to its niche audience. The brand's limited product line, with only five ground blends and three K-cup options, restricts its overall market coverage. Despite this, it has successfully built loyalty through grassroots-style marketing and strategic sponsorships of Latin music and cultural festivals. While it does not match the volume or reach of bigger brands, its focused communication strategy has been effective in strengthening its unique brand identity.

Beyond these direct competitors, Chock full o'Nuts faces indirect competition from supermarket and private label brands like Walmart's Great Value and Costco's Kirkland Signature. These brands compete primarily on price and convenience, offering consumers affordable alternatives for at-home brewing. Their strength lies in distribution power and consumer trust through their parent retailers. However, private label coffee brands generally lack differentiated branding and engaging social media strategies. Their promotional efforts are typically limited to retailer-driven advertising and seasonal sales. They are not known for interactive campaigns or distinct personalities on platforms like Instagram or TikTok, which puts them at a disadvantage in building loyal online communities.

Popular coffee chains like Starbucks and Dunkin' also compete indirectly with Chock full o'Nuts by offering ready-to-drink and at-home brewing products. Starbucks dominates the premium coffee space with a global reputation and an extensive line of customizable beverages. The brand maintains a strong social media presence, engaging millions of followers with seasonal campaigns like the #RedCupContest and content that reflects consumer trends and values, such as sustainability and personalization. Starbucks uses platforms like Instagram and Twitter to foster community through user-generated content and interactive features like polls and stories. Dunkin' leans into its identity as a fast, affordable option with a playful and casual brand voice. Its social media channels, particularly Twitter and TikTok, are known for humorous content and quick responses, which help cultivate a loyal, younger fanbase. Campaigns like "Dunkin' Run" and celebrity partnerships with influencers like Charli D'Amelio have driven significant engagement. Both brands promote their at-home offerings—K-cups, ground coffee, and bottled

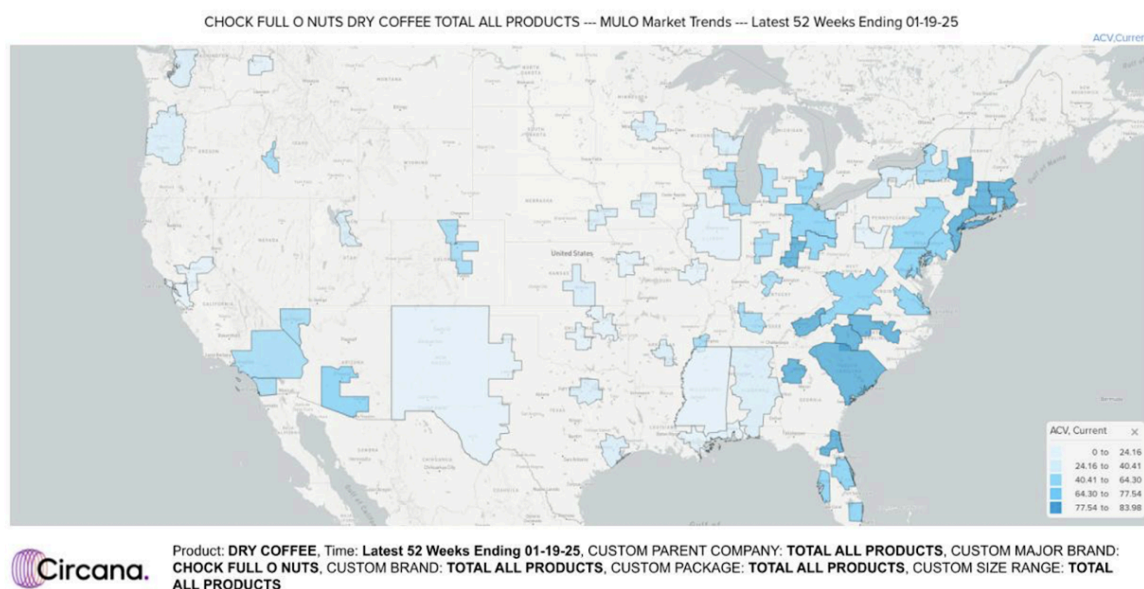
drinks—through integrated campaigns that blur the line between in-store and at-home experiences. In the highly competitive coffee landscape, Chock full o’Nuts must contend with both established legacy brands and innovative newcomers. While direct competitors like Folgers and Maxwell House rely heavily on brand heritage and in-store visibility, brands like Café Bustelo succeed through niche marketing and cultural alignment. Indirect competitors such as private labels offer price advantages, and coffee chains like Starbucks and Dunkin’ thrive through modern communication strategies and strong digital engagement.

### ***Collaborators***

Chock full o’Nuts is privately owned by Massimo Zanetti Beverage USA, which also serves as its supplier. Headquartered in Suffolk, Virginia, Massimo Zanetti Beverage USA is “currently the fourth largest coffee manufacturer in the U.S.” (Massimo Zanetti Beverage USA “Distribute”), partnering with specific coffee mills in Brazil, Costa Rica, and Honduras (Massimo Zanetti Beverage USA “Process”). In addition to its various international coffee mills, the company also has a domestic coffee mill that operates in Hawaii (Massimo Zanetti Beverage USA “Process”).

Major distribution partners include Ahold Delhaize, Amazon, Kroger, Costco, and Walmart. According to Amber Carson, Brand Manager for Chock full o’Nuts, the brand sees stronger distribution along key East Coast ports—a trend illustrated in the figure below.

## CFON Market Trends



*Note.* Circana CFON Market Trends All Commodity Volume Map. From Investigate the Brand and Competition, by C. Sparks, 2025.

Referencing the ACV map, the majority of sales are concentrated in states such as New York, New Jersey, Massachusetts, Rhode Island, Connecticut, Ohio, North Carolina, South Carolina, Florida, and parts of Southern California, closely aligning with Chock full o’Nuts distribution footprint. A key distribution partner, Ahold Delhaize, operates several well-known retail brands including Food Lion, The Giant Company, Giant, Stop & Shop, and Hannaford (Ahold Delhaize "Our Brands"). These retailers are primarily located along the Eastern Seaboard, which represents Chock full o’Nuts core market. Maintaining and deepening relationships with Ahold Delhaize and other major retailers in these regions is critical for growth.

### ***Climate Context***

The political and regulatory landscape plays a critical role in shaping the coffee market. U.S. coffee imports are heavily reliant on Colombia and Brazil, making them vulnerable to disruptions caused by political instability or changes in trade regulations in those regions (Coffee Market Report, 2024; UN

Comtrade, 2024). At the same time, environmental regulations are driving positive change across the industry. Government incentives that support sustainable practices give Chock full o’Nuts a competitive advantage, especially with its use of recyclable steel cans, an edge over competitors still relying on single-use plastics (Environmental Protection Agency, 2024). However, rising minimum wages and stricter labor laws may increase manufacturing and distribution costs, creating new challenges for operational efficiency (New York State Department of Labor, n.d.; Verité, n.d.).

Cultural shifts are also reshaping consumer behaviors and preferences. Older generations tend to prioritize tradition in their coffee choices (Winmo), while younger consumers increasingly view coffee as a lifestyle, often starting at a younger age and seeking variety and experience (Olsen, n.d.). While cold coffee remains popular, hot coffee is making a comeback among Gen Z and Millennials. Convenience is also a growing priority, particularly with the rise of hybrid work, which has fueled demand for single-serve and ready-to-drink options (Olsen, n.d.; Bloom, 2021). At the same time, eco-consciousness is becoming a powerful force in purchasing behavior. With 83% of consumers drinking coffee at home, there is increasing demand for sustainable packaging and environmentally friendly products like reusable or compostable pods (Jacobsen, 2023; National Coffee Association, 2024).

Economic conditions are accelerating many of these trends. Inflation is prompting consumers to seek affordable but high-quality coffee options, expanding the appeal of value-driven brands. The global coffee market is expected to reach \$521.89 billion by 2029, with the at-home segment alone projected to hit \$108.40 billion (Coffee: Market Data & Analysis, 2024). In 2023, the U.S. imported \$8.2 billion worth of coffee, including \$2.2 billion from Colombia, highlighting the industry’s exposure to potential cost fluctuations from tariffs, climate events, and labor disruptions (UN Comtrade, 2024; Verité, n.d.). As homebrewing continues to dominate, per capita spending is expected to rise to \$13.45 by 2029, driven by strong demand for bulk coffee, pods, and ready-to-drink products (Jacobsen, 2023; Coffee: Market Data & Analysis, 2024).

### ***Consumer and Customer Analysis***

The global coffee industry is valued at \$132.1 billion as of 2024 and is projected to grow to \$166.4 billion by 2029, with the United States leading at \$85 billion due to a strong national coffee culture (O'Connor and Cabrera, 2024; Statista, 2024a). Roast coffee is the dominant segment, accounting for \$75.3 billion, while instant coffee follows with \$13.25 billion in value (Statista, 2024b). In terms of consumer preferences, 67 percent of U.S. adults drink coffee daily, and 26 percent prefer espresso-based beverages (National Coffee Association, 2024). Other core motivators for coffee purchases include taste, indulgence, ethical sourcing, and overall product quality. Additionally, health-conscious behaviors are influencing the market, leading to increased demand for functional coffee infused with ingredients like protein or adaptogens, along with lower-caffeine options.

In the U.S., 66 percent of coffee drinkers make coffee at home on a daily basis, and 89 percent brew it at home at least once a week. Only 4 percent of people never make coffee at home. Among those who brew their own coffee, 30 percent prefer Keurig coffee pods, with 29 percent using drip coffee makers (Rodgers, 2024).

When looking at purchasing behavior and brand loyalty, Starbucks holds the largest market share in the United States at 50 percent, followed by Dunkin' at 44.8 percent and Folgers at 29.4 percent (Drive Research, 2024a). Dunkin' is especially popular among Baby Boomers, while Starbucks appeals more to Millennials, Gen Z, and Gen X consumers (Drive Research, 2024b). Coffee is primarily purchased through grocery stores, coffee shops, and mobile apps, with younger consumers showing a strong preference for digital ordering (O'Connor and Cabrera, 2024). U.S. coffee consumption continues to grow steadily, with an increase of 2.5 million 60-kilogram bags over the past decade (Drive Research, 2024a).

In terms of brewing methods, drip coffee remains a key method. In 2024, 32 percent of coffee drinkers in the United States reported using a drip coffee maker for their past-day consumption, making it the most commonly used method. Although this represents a 46 percent decline compared to 2010, usage is beginning to rise again as more consumers are preparing coffee at home, a trend influenced by

convenience, cost savings, and the growing appeal of at-home coffee rituals (National Coffee Association, 2024b).

Chock full o’Nuts continues to resonate with its core audience of urban Baby Boomers aged 60 and older, particularly in the Northeast. These consumers typically have household incomes between \$50,000 and \$100,000 and are motivated by tradition, consistency, and value (Advertising Redbooks, 2024). Their preferred purchasing channel is the grocery store, where value-driven pricing, such as \$12 for a can compared to \$10 per single drink at coffee chains, reinforces brand loyalty. The brand’s classic, full-bodied flavor supports its nostalgic appeal and ongoing relevance in a changing market. While trends in specialty coffee continue to rise, Chock full o’Nuts succeeds by offering affordable, high-quality products that appeal to a practical and loyal customer base.

The coffee industry remains a rapidly growing and consumer-driven market shaped by shifting preferences, innovation, and sustainability. Brands that successfully balance heritage with modern demands, such as Chock full o’Nuts, are well positioned to stay competitive by aligning with both long-standing values and emerging lifestyle needs.

### ***Chock full o’Nuts SWOT Analysis***

Chock full o’Nuts has several key strengths that support its longevity in the competitive coffee market. One significant strength is its strong and recognizable brand. The campaign "Get New York Roasted" does a good job of making the brand stand out by using humor and a plain New York-style marketing approach that appeals to coffee lovers who want good coffee at an affordable price. The brand offers a wide range of products including ground coffee, single-serve pods, and instant coffee, which allows it to meet the needs of customers with different preferences and brewing methods. Another major strength is its environmentally friendly packaging. Unlike competitors who use plastic, Chock full o’Nuts uses steel cans that can be recycled repeatedly (Chock full o’Nuts, 2025). Its core audience, urban Baby Boomers aged 60 and older, continues to support the brand due to their preference for tradition,

full-bodied flavor, and affordability in grocery stores. This practical and value-driven market remains especially strong in the Northeast (Advertising Redbooks, 2024).

Despite these strengths, Chock full o’Nuts faces some key weaknesses. Although it has a strong presence in New York, the brand struggles to expand into other markets, making it difficult to compete with more prominent national brands. Another weakness is that its customer base is aging. Younger consumers tend to favor specialty and third-wave coffee brands that emphasize artisanal brewing, sustainability, and unique flavors (Chock full o’Nuts, 2025). Demand for traditional canned coffee products is also declining, as many modern coffee drinkers prefer newer formats such as single-serve pods, cold brews, and ready-to-drink options (National Coffee Association, 2024). In fact, 30 percent of at-home brewers now prefer Keurig pods, while 29 percent use drip coffee makers, showing a shift in how coffee is consumed (Rodgers, 2024). Chock full o’Nuts also faces disadvantages when competing with brands that have larger marketing budgets, such as Folgers, Maxwell House, and Café Bustelo, which can advertise more widely and gain national attention more easily (Chock full o’Nuts, 2025).

Even with these challenges, there are numerous opportunities for Chock full o’Nuts to grow. Expanding beyond its primary market in New York into regions like the Mid-Atlantic and Southeast could attract more customers and increase brand awareness (Chock full o’Nuts, 2025). The brand can also connect with younger consumers by investing in social media marketing, forming influencer partnerships, and introducing new products such as cold brew, organic coffee, and flavored blends that appeal to changing tastes (Chock full o’Nuts, 2025). With 67 percent of U.S. adults drinking coffee daily and rising interest in ethically sourced, functional, and health-conscious coffee options including those infused with protein or adaptogens, Chock full o’Nuts has room to innovate with new product formats (National Coffee Association, 2024). There are also opportunities in increasing e-commerce and direct-to-consumer sales through platforms like Amazon, online grocery delivery, and social media commerce (National Coffee Association, 2024). Forming agreements with grocery chains and coffee shops could help the brand increase visibility and expand its distribution network (Chock full o’Nuts, 2025).



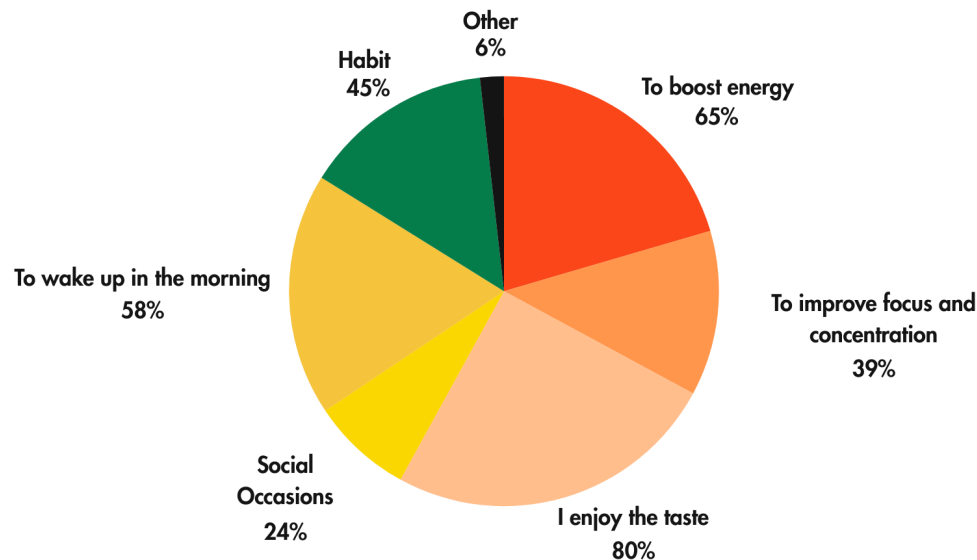
However, several external threats impact Chock full o’Nuts' ability to grow in the coffee industry. The brand struggles to secure shelf space in a market dominated by larger players like Maxwell House, Folgers, McCafe, Starbucks, and private-label store brands (Chock full o’Nuts, 2025). In addition, traditional coffee brands face pressure from specialty and third-wave coffee companies that focus on premium, socially responsible sourcing and craft brewing techniques (Chock full o’Nuts, 2025). Economic challenges such as rising prices for coffee beans and inflation can also affect production costs and how much consumers are willing to spend on coffee (National Coffee Association, 2024). Starbucks, for example, holds a 50 percent share of the U.S. market and continues to dominate through digital ordering and mobile apps, areas where Chock full o’Nuts still needs to make significant improvements (Drive Research, 2024a).

In summary, Chock full o’Nuts has a strong history, affordable premium positioning, and environmentally friendly packaging. However, it must address challenges like limited national recognition, an aging customer base, and evolving consumer preferences. To stay competitive, the brand should focus on entering new markets, developing its online presence, and launching innovative coffee products. By emphasizing its heritage, sustainability efforts, and bold brand identity, Chock full o’Nuts can attract new audiences while retaining its loyal customer base.

## **Survey and Interview Findings**

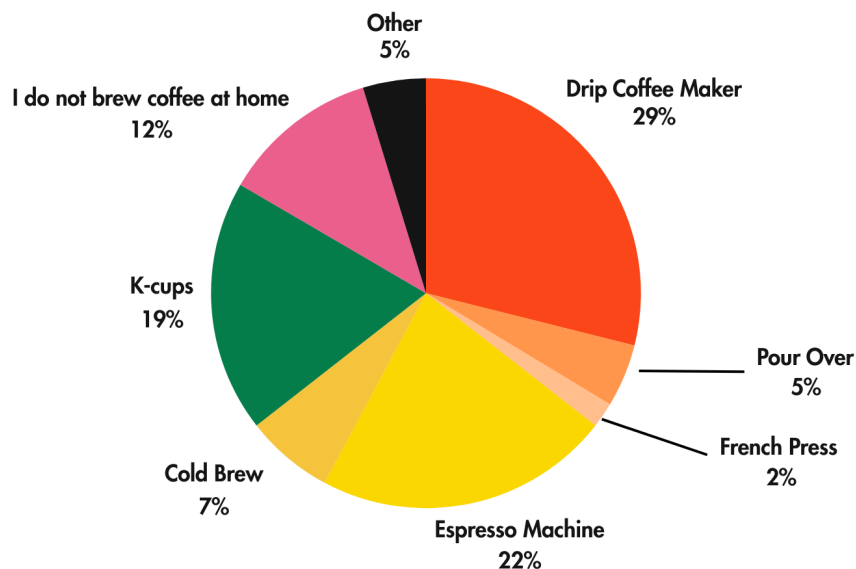
### ***Key Survey Findings***

Our “Coffee and Brand Perception Survey” was conducted using Qualtrics, where we received 242 total responses over a three-week period. These responses provided valuable insights into coffee perceptions, familiarity with Chock full o’Nuts, and the effectiveness of promotion and advertising strategies. At the start of the survey, we inquired about the frequency of coffee consumption to filter out participants who didn't drink coffee, ensuring more accurate results.

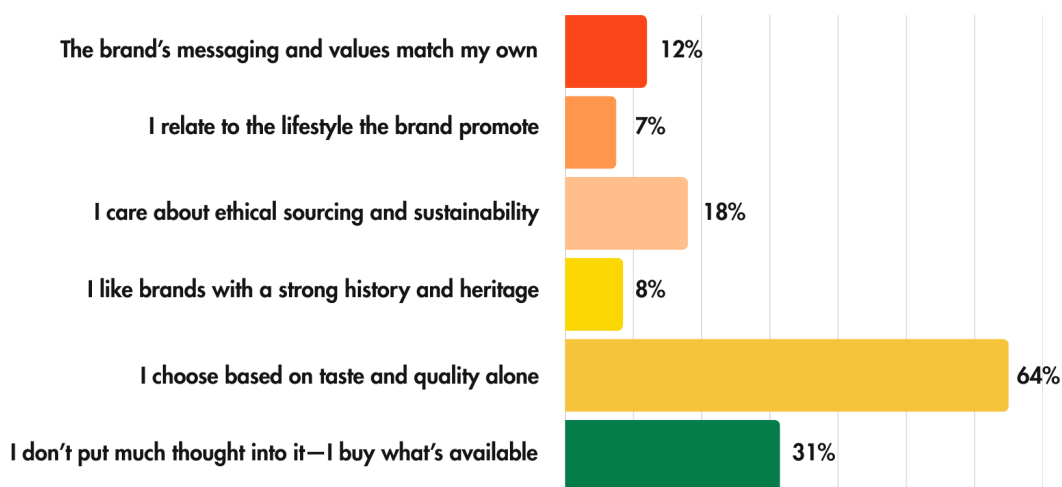
**Why do you drink coffee? (Select all that apply)**

Our team wanted to understand the core reasons of why consumers drink coffee. These insights provide an opportunity to tailor messaging, branding, and positioning to connect with consumers' motivations. When participants were asked “Why do you drink coffee? (Select all that apply)” the majority, 168 participants, 80%, said it’s because they enjoy the taste. 136 participants (65%) expressed they drink coffee to boost energy and 121 (58%) drink coffee to wake up in the morning. Other selections include habit (95 responses, 45%), improving concentration (83 responses, 40%), social occasions (51 responses, 24%), and other (12 responses, 6%) including responses like treating coffee like medicine, holding a warm drink in hand, health benefits, and past experience as a barista. Overall, the results highlight that while coffee is primarily enjoyed for its flavor and energizing effects, emotional comfort and personal history also play meaningful roles in consumer behavior.

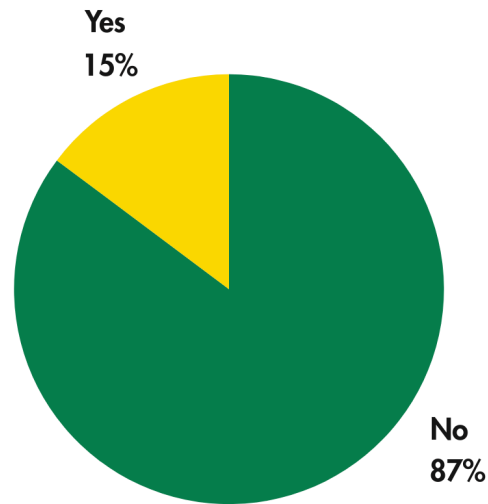
**Which of the following methods do you use to brew coffee at home?**



Understanding how consumers brew coffee at home provides valuable context for how they experience and interact with the product, ensuring that messaging resonates with coffee habits. When participants were asked “Which of the following methods do you use to brew coffee at home?” drip coffee received the majority, which was 60 participants (29%). Following that were both espresso machine with 47 responses (22%) and K-cups with 40 responses (19%). 25 surveyors, 12% stated they do not brew coffee at home. Leaving the last 24% split amongst 14 participants (7%) use a cold brew method, 10 (5%) utilize pour over, 4 (2%) prefer French press, and 10 (5%) participants said other. These insights suggest that while traditional drip coffee remains dominant, a significant portion of consumers are engaging with a range of brewing styles, from convenient single-serve options to more artisanal techniques.

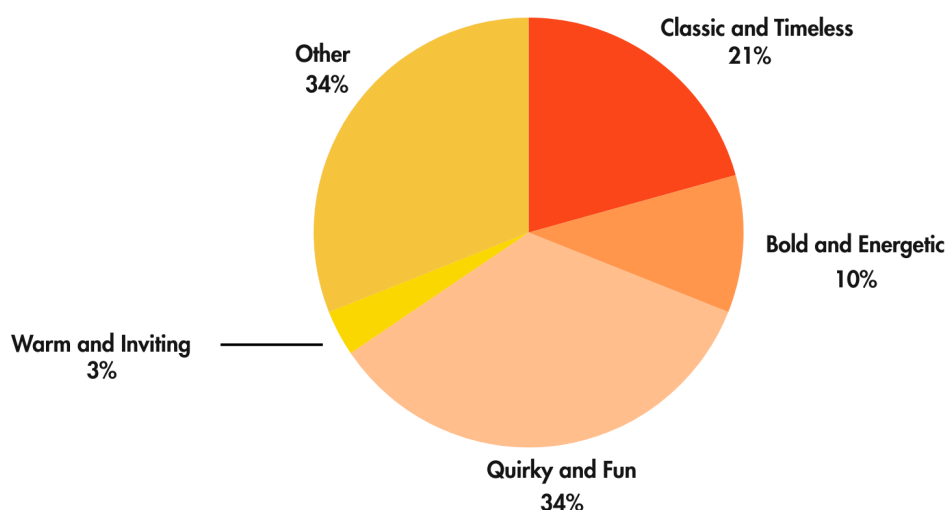
**How do you choose a coffee brand that aligns with your personality? (Select all that apply)**

Choosing a coffee brand that aligns with one's personality can offer surprising insights into personal values and decision-making habits. In this survey the option "I choose based on taste and quality alone" overwhelmingly received the majority of responses with 130 (64%). The next most common response was "I don't put much thought into it—I buy what's available" with 63 responses (31%). Beyond these, some consumers showed deeper brand considerations such as "I care about ethical sourcing and sustainability" with 36 responses (18%), "The brand's messaging and values match my own" with 24 responses (12%), "I like brands with a strong history and heritage" with 17 responses (8%), and "I relate to the lifestyle the brand promote" with 15 responses (7%). Together, these choices highlight how coffee selection can be as much about identity and values as it is about taste.

**Have you ever heard of Chock full o'Nuts?**

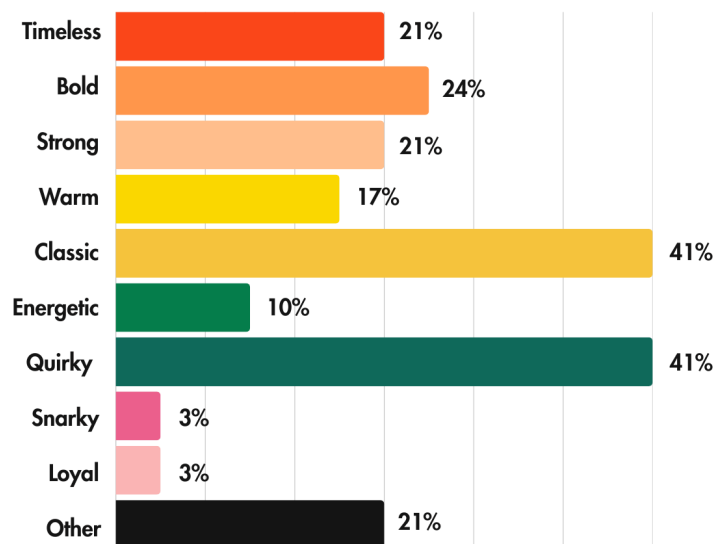
In hopes of gauging our audience's familiarity with Chock full o'Nuts we asked if they have ever heard of the brand. The overwhelming majority said no with 172 responses making up 85% whereas 30 participants (15%) said yes. For those familiar with Chock full o'Nuts, we wanted to understand how they discovered the brand. Grocery stores received the most responses with 13 (43%), word of mouth (friends, family, et.) received seven responses (23%), online (social media, ads, articles) had five responses (17%), and 3 responses (10%) for movies/television show. The other category received two responses: one participant stated hearing their jingle when they were a kid, the other respondent did not specify how they became acquainted with the brand.

**If Chock full o’Nuts were a person, how would you describe their personality?**

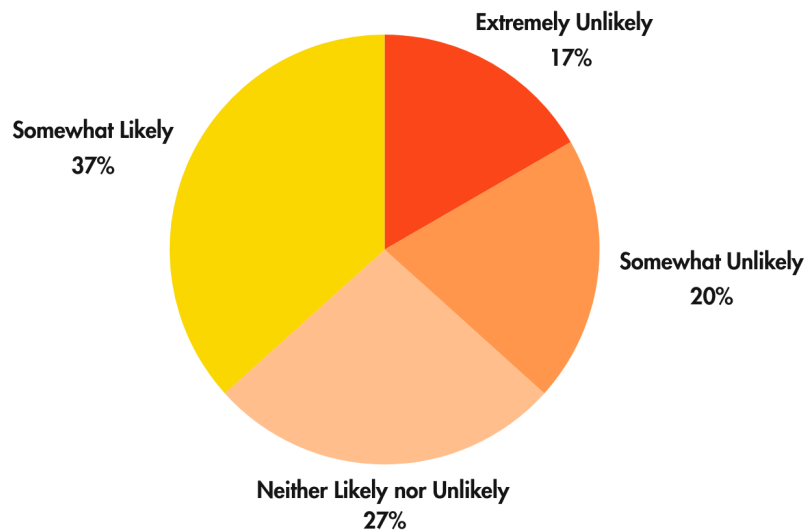


This question was directed towards those who had tried Chock full o’Nuts before, with the goal of gauging their emotional connections to the brand and identifying their interpretations of its voice and personality. By understanding how consumers not only viewed but personified the brand, ensured our campaign strategy would feel more humanized, memorable, and engaging. “Quirky and fun” received the most responses with 10 selections (34%), suggesting Chock full o’Nuts is playful and approachable. “Other” fell closely behind with nine responses (31%). The “Other” category allowed participants to write in their responses, the most notable answers we received were “Strong trader with not a lot of nuance,” “Unoriginal,” “Cheap, shady,” and “Unknown.” The remaining responses included “Classic and timeless” with six responses (21%), “Bold and energetic” with three responses (10%), and “Warm and inviting” with one response (3%). These results informed our team's understanding of how the brand was currently perceived, allowing the opportunity to reinforce certain ideas and address areas where brand perception could be strengthened.

**What are three words you would use to describe Chock full o’Nuts? (Please only select three options)**



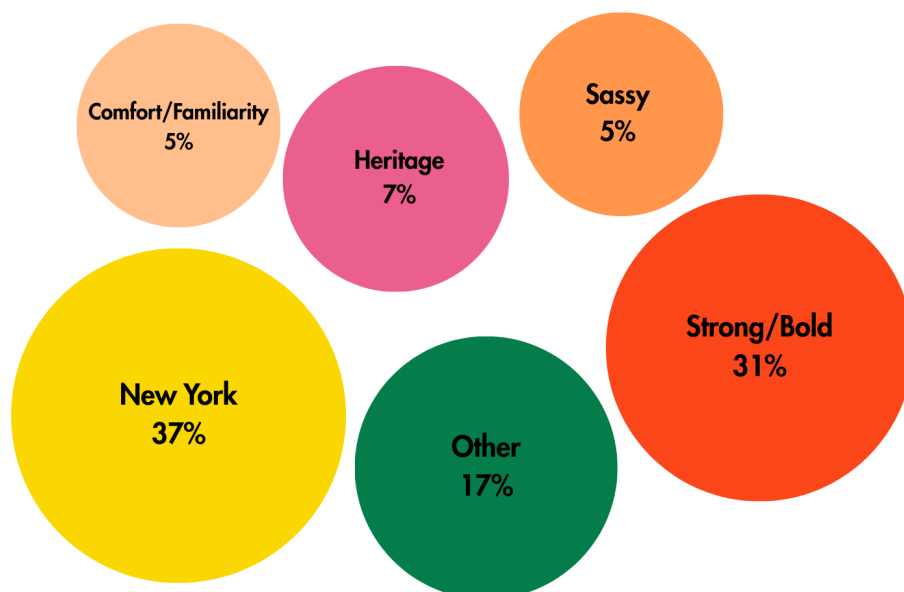
Focusing on brand perception, we wanted to gain a valuable understanding of the most important traits participants, and consumers associated with the brand. The most selected responses include “Classic” and “Quirky” both with 12 responses (41%). Closely followed by “Bold” with seven responses (24%). “Strong” with six responses (21%), “Timeless” with six responses (21%), and “Other” also with six responses (21%). For the “Other” category participants suggested words such as “Cheap, shady,” “Unknown,” and “New York.” Response such as “Warm” (five responses, 17%), Energetic (three responses, 10%), and “Snarky” and “Loyal” each with one response (3%). From this data our team could refine the brand’s positioning, while evident that many consumers associate the brand as being classic, quirky, and bold, there are mixed perceptions surrounding energy and familiarity

**Likelihood of Trying Chock full o’Nuts: How likely are you to try Chock full o’Nuts**

Evaluating the likelihood of trying Chock full o’Nuts products is important because our results measure not only current brand appeal but the potential for future growth. Assessing the market opportunity allows us to consider the customer journey. From our survey we found that the majority of participants were “Somewhat likely” to try Chock full o’Nuts with 11 responses (33%). Followed by “Neither likely nor unlikely” (eight responses, 24%) showing us insights of indifference. The remaining respondents selected “Somewhat unlikely” with six responses (18%) and “Extremely unlikely” with five responses (15%), suggesting that some consumers are loyal to other brands.



**What emotions or associations come to mind when you see this label?**



Understanding how consumers immediately react to Chock full o’Nuts current packaging is important to identifying brand image, and explores the potential changes to enhance the label design. “New York” was the most selected with 73 responses (37%) and “Strong/Bold” was the second most selected with 61 responses (31%). The “Other” category has 34 responses (17%), we encouraged participants to write in their associations. We received nineteen answers that included: “Fun,” “Loud,” “Dated,” “Basic,” (2 responses) “Cheap,” (2 responses) “Old,” “Sad,” “Old-School. Something my grandparents would like,” “Heritage and stagnant/vintage branding,” “Ugly colors,” “Flavored,” “Old Fashioned,” “Weird,” “Nutty,” “Fake,” “Not coffee...chock...chocolate....nuts...for me the brand calls for a flavored chocolate based drink more than coffee,” and “New Orleans.” This feedback suggests that while the brand is seen as strong and deeply tied to New York, it also carries perceptions of being outdated, loud, and somewhat confusing in terms of its product identity. Other selections include “Heritage” with 13 responses (7%), Comfort/Familiarity with ten responses (5%), and “Sassy” with nine responses (5%).

The survey revealed that coffee is deeply emotional for consumers; more than just a caffeine fix, it is tied to comfort, routine, and identity. While most choose brands based on taste or availability, this passive loyalty presents a key opportunity for brands with a clear and meaningful story. Chock full o’Nuts struggles with low awareness and mixed perceptions, often seen as outdated or misunderstood. To stand out, the brand must modernize its image, lean into its New York heritage, and create emotionally resonant moments relevant to today’s coffee drinkers.

### ***Interview Findings***

Four loyal Chock full o’Nuts coffee drinkers were interviewed to better understand the motivations, habits, and emotional connections that influence their coffee choices. These individuals come from different backgrounds and represent a range of lifestyles, but they all share a genuine appreciation for the quality, comfort, and authenticity of the brand. Their stories highlight how coffee plays a meaningful role in their lives, whether through daily rituals, personal traditions, or social interactions. These insights reveal the emotional, sensory, and ethical factors that shape coffee consumption today. For a brand like Chock full o’Nuts, embracing these values, especially nostalgia, taste, and community impact, can strengthen consumer relationships and foster long-term loyalty.

James, an academic counselor, represents the ritualistic coffee drinker. For him, coffee is more than just a beverage; “it is an experience, a routine, and sometimes, a way to connect with people.” He describes his preference for really dark coffee and often brings his own to mix and personalize it, saying, “I like really dark coffee, so I bring some of my own and mix it up.” As a longtime fan of Chock full o’Nuts, James enhances the brand’s bold flavor by adding a touch of cinnamon, creating a unique and comforting ritual. His approach to coffee reflects a strong desire for both flavor and control, emphasizing how deeply personal coffee consumption can be when it becomes part of someone’s daily rhythm and social life.

Cindy is a business manager who emphasizes the emotional and cultural value of coffee, framing it as a ritual tied to comfort and familiarity. “It is not just about the caffeine. It is about ritual, connection,

and a sense of home.” For her, Chock full o’Nuts is more than just a morning boost; it is a social experience. She brews a pot of coffee for the office each morning and enjoys connecting with her coworkers over a shared cup. Cindy also points out that “Chock full o’Nuts is strongly associated with the East Coast and nostalgia. Leaning into that could be powerful,” which presents an opportunity that can be leveraged for strategic branding.

RJ, an instructional associate professor, represents the nostalgic coffee drinker. He emphasizes that “the taste is more important,” highlighting how flavor plays a central role in his coffee preferences. For RJ, coffee is closely tied to family memories. “My relationship with coffee grows out of my relationship with my dad.” He associates Chock full o’Nuts with childhood and tradition, recalling it as the brand the adults around him always drank while he was growing up. This sentimental connection reinforces the idea that coffee is not just a beverage but a meaningful and emotional part of daily life. His prioritization of taste also suggests that flavor is a key driver in brand preference and long-term loyalty.

Mary Grace, a twenty-three-year-old master’s student in biology, represents the intentional coffee drinker. She explains, “I really just didn’t like the Keurig. I feel like the flavor just is not strong... I just think it tastes better.” For her, taste is the priority, and coffee serves a clear purpose in her day. “I enjoy the taste for sure... I usually am drinking coffee when I have to be productive and studying.” Her preferences are guided by consistency and quality, saying, “I’m more preferential towards taste. If I don’t like it, I’m not gonna keep buying it,” and, “I would pay more for good coffee.” Once she finds a coffee she likes, she remains loyal, sharing, “Once I find one that I like, I stick to it.” Mary Grace is also wary of influencer marketing, stating, “I think influencers receive too much PR... It’s oversaturated now, and you can’t fully trust them every time.” Instead, she’s more motivated by brands that demonstrate real-world impact, saying, “I would be more likely to support a coffee brand that gives back to the community, like free coffee for first responders and nurses.” Her belief in Chock full o’Nuts’ potential is clear: “It’s good coffee, it’s good quality coffee... once people taste it, they’re more likely to go out and buy it themselves.”

Mary Grace embodies a growing demographic of young consumers who seek authenticity, social responsibility, and a satisfying coffee experience that enhances their daily routine.

Coffee serves as more than a beverage; it is a ritual, a source of comfort, and a symbol of personal identity and tradition. The people who love Chock full o’Nuts are the everyday hard workers who enjoy relaxing with a cup of Chock, finding in it a moment of peace and reward. From generational connections and daily productivity to community engagement and brand trust, these insights reveal the emotional, sensory, and ethical factors that shape coffee consumption. For brands like Chock full o’Nuts, aligning with these themes, especially nostalgia, quality, and community impact, can enhance consumer resonance and long-term loyalty.

### **Target Audience**

#### ***Current Target Audience***

Chock full o’Nuts serves a deeply loyal core audience primarily composed of Boomers and Gen X consumers, with 61% of its current drinkers over the age of 55. These long-time loyalists are price-conscious, value-oriented, and deeply routine-driven. For them, coffee isn’t a trend—it’s a trusted part of daily life, consumed regularly at home in traditional formats like ground coffee. They value simplicity, consistency, and heritage, aligning perfectly with the brand’s no-frills, dependable identity. These consumers are not trend-driven; instead, they prefer traditional coffee formats—especially ground coffee—and drink it regularly, often two to four times per day, primarily at home. For them, coffee is a familiar, essential part of their daily ritual, used more for function and routine than for indulgence or social identity.

In terms of behavioral segmentation, these individuals fall into the heavy user category. They are habitual consumers who rely on coffee to support their everyday tasks and maintain their energy levels throughout the day. Their consumption is consistent, and their loyalty is strong. They are less likely to experiment with newer formats like cold brew, pods, or café-style options. For them, coffee is about efficiency, focus, and dependability.

Psychographically, they are considered value-driven traditionalists. They appreciate simplicity, reliability, and authenticity in the products they buy. These consumers often have structured routines and look for brands that reflect those rhythms. Marketing efforts that emphasize heritage, consistency, and trustworthiness are more effective than campaigns built around trendiness or innovation. Many in this group are also motivated by nostalgia, gravitating toward brands that feel familiar and dependable.

This audience values consistency, heritage, and simplicity, making them deeply aligned with Chock full o’Nuts’ no-frills identity. While not trend-driven, they appreciate reliability and affordability, and their consistent purchasing behavior, often through grocery channels, provides long-term brand stability. Increasingly, they also value the convenience of online ordering through platforms like Amazon, streamlining their routines.

### ***Expanding into the Campaign’s Target Audience***

At the same time, Chock full o’Nuts sees meaningful growth potential with a younger audience of older Gen Z and Millennial professionals. These “Addicted Captives” are hardworking individuals such as teachers, nurses, construction managers, first responders, and parents who rely on bold, dependable coffee to fuel fast-paced, demanding days. While more open to digital shopping and varied coffee formats, they too prioritize authenticity, consistency, and energy. Chock full o’Nuts resonates with this group by offering a strong, reliable brew that mirrors their ambition and work ethic. The “Brewed for Heroes” campaign builds on this opportunity by directly targeting this powerful behavioral segment. These are everyday warriors who aren’t drinking coffee for fun, it’s essential. It’s their survival fuel. It’s their secret weapon.

According to a Chock full o’Nuts Segmentation Study by CRG Consulting and supporting category research, 72% of Addicted Captives start their day with coffee and 72% drink it at home, making it a deeply ingrained, non-negotiable part of their lives. Sixty-five percent say coffee is part of their daily routine, while 38% use it for an energy boost, 35% for productivity, 31% to stay awake, and 36% during breaks. Emotionally, the bond runs even deeper: 94% say coffee is a daily ritual, 86% say they relax with

coffee, 85% believe great coffee is worth the effort, and 82% say it helps them stay productive.

Passionates and Addicteds use coffee for everything – in particular it's functional benefits (e.g., energy), while for Routines, coffee is simply part of a daily routine

How Coffee is Typically Used (%)

	Total Random	Aspirational Experimenters	Routine Cup-A-Day Drinkers	Passionate Fanatics	Addicted Captives	Resigned Worriers
<b>Total</b>	<b>3237</b>	<b>492</b>	<b>836</b>	<b>603</b>	<b>591</b>	<b>715</b>
To start the day	66%	61%	70%	70%	72%	56%
At home	64%	57%	68%	69%	72%	55%
As part of a daily routine	54%	52%	60%	56%	65%	40%
To warm up on a cold day	41%	43%	31%	52%	51%	34%
To relax	34%	34%	24%	44%	50%	24%
To give an energy boost	32%	33%	22%	41%	38%	29%
To give me a break during the day	26%	31%	18%	36%	36%	16%
To make me more productive during the day	26%	26%	18%	32%	35%	21%
To keep from falling asleep/to stay awake	24%	26%	15%	32%	31%	22%
To reward myself	24%	28%	10%	36%	33%	17%
As refreshment	23%	26%	15%	30%	31%	19%
At work	22%	26%	14%	27%	29%	21%

Passionate Fanatics and Addicted Captives appear similar, except the Addicted see coffee as a necessary evil and the Passionate love trying new flavors

Coffee Attitudes  
Top 2 Box (% Agree)

	Total Random	Aspirational Experimenters	Routine Cup a Day Drinkers	Passionate Fanatics	Addicted Captives	Resigned Worriers
<b>Total</b>	<b>3237</b>	<b>492</b>	<b>836</b>	<b>603</b>	<b>591</b>	<b>715</b>
Coffee is my daily ritual that rarely changes	79%	80%	90%	83%	94%	50%
Great coffee is worth my time and effort	75%	83%	68%	92%	85%	57%
I relax with coffee	69%	74%	62%	82%	86%	48%
Coffee makes me more productive	60%	67%	44%	74%	82%	44%
I like trying new flavors of coffee	55%	58%	31%	97%	50%	48%
I don't know how I would live without coffee	53%	60%	46%	64%	78%	28%
I love experimenting with new types of coffee	49%	60%	20%	95%	44%	40%
I only drink coffee in the morning to get going	41%	36%	53%	29%	33%	47%
I go to a coffee house/cafe when I want really good coffee	39%	52%	19%	56%	43%	34%
I try my best to limit the amount of caffeine I consume	36%	31%	39%	29%	27%	49%
Too much coffee is bad for you	34%	17%	39%	26%	14%	63%
Coffee is a necessary evil	33%	26%	29%	25%	67%	23%
Too much coffee makes me jittery	33%	29%	34%	27%	21%	47%
Too much coffee irritates my stomach	24%	19%	22%	21%	17%	38%

This campaign emotionally resonates with the Addicted Captives' mindset: coffee is critical to survival and success. It fits the "Brewed for Heroes" message by honoring the real-world courage, resilience, and grit of essential workers and unsung champions. These individuals—nurses powering through night shifts, teachers shaping the next generation, construction managers building the city, and parents juggling everything—may not wear capes, but their strength is undeniable. This segment are digital natives who appreciate storytelling, but they want substance over style. They're drawn to brands that feel genuine, not performative.

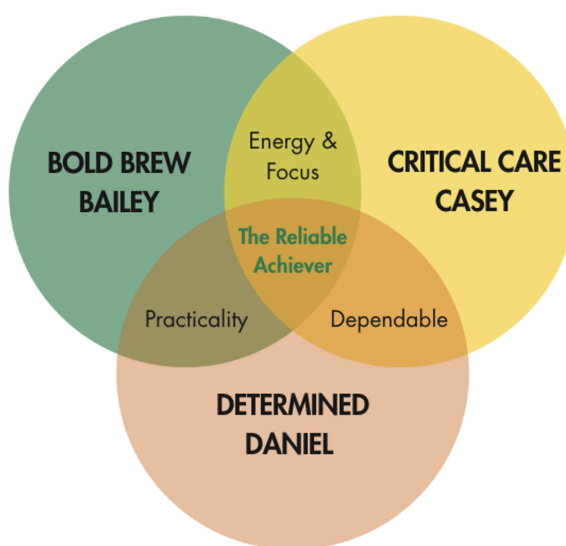
Millennials now account for 35% of U.S. coffee consumption, signaling their influence on the category and presenting a clear growth opportunity. By leaning into shared values between its loyal base and Addicted Captives—ambition, routine, dependability, and energy—Chock full o'Nuts can bridge generations with a single unifying message: this is the coffee that shows up when it matters.

Chock full o'Nuts brings this to life through the evolution of Joe, its iconic brand character. No longer just a friendly mascot, Joe is now the dependable hero who shows up when needed most, offering strength, consistency, and a vital moment to pause and refuel. Joe becomes the superhero for the everyday hero, reinforcing the product truth that Chock full o'Nuts is bold, reliable, time-tested, and no-mess energy. To further humanize this audience, the campaign introduces three relatable personas: Bold Brew Bailey, Critical Care Casey, and Determined Daniel. Though their professions differ, all three share a need for energy, consistency, and drive—and Chock full o'Nuts delivers exactly that.

Bold Brew Bailey is a 31-year-old elementary school teacher based in New York who thrives on structure, ambition, and a passion for education. With a fast-paced, coffee-fueled lifestyle, Bailey depends on bold, reliable coffee to get through long days filled with lesson planning, grading, and community engagement. She prefers a simple, strong brew like Chock full o'Nuts to power her through her hectic schedule. Words that describe Bailey include ambitious, structured, hardworking, dedicated, passionate, reliable, authentic, energetic, focused, and practical.

Critical Care Casey is a 29-year-old ICU nurse working in a busy metropolitan hospital. She thrives in high-pressure environments and is deeply committed to the well-being of her patients. With long shifts, unpredictable hours, and a constant need for focus, Casey relies on strong, dependable coffee to stay alert and energized throughout her demanding workday. She values convenience and simplicity, gravitating toward robust brews that keep her sharp. For Casey, Chock full o’Nuts is the reliable, no-nonsense coffee that helps her perform at her best, providing the strength and reassurance she needs to get through even the most challenging shifts. Words that describe Casey include resilient, dedicated, compassionate, hardworking, focused, reliable, energetic, empathetic, adaptable, and disciplined.

Determined Daniel is a 35-year-old construction project manager who often starts his day before dawn. He takes immense pride in leading his crew, solving on-site challenges, and guiding projects from blueprint to reality. Coffee is a staple in Daniel’s routine—he needs something strong, dependable, and rich to keep up with the demands of his job. Between managing meetings and meeting tight deadlines, he uses his coffee break to reflect on progress, motivate his team, and recharge. For Daniel, Chock full o’Nuts symbolizes both the effort he puts in and the energy he needs to keep moving forward. Words that describe Daniel include determined, hardworking, practical, focused, dependable, leadership-driven, disciplined, motivated, and reliable.





A Venn diagram of these personas reveals overlapping values of practicality, discipline, and ambition. Coffee, for them, is not indulgent, it's essential. Words that capture the essence of this audience include resilient, driven, hardworking, ambitious, dedicated, practical, fast-paced, intentional, quirky, reliable, and caffeine-dependent. By uniting the values of both the traditional loyalists and modern-day achievers, Chock full o'Nuts positions itself as the coffee that has always been there for those who show up and get it done. From nostalgic homebrewers to today's tireless heroes, the brand continues to provide the fuel that powers people forward, one bold cup at a time.

Saying it plainly, we are the Addicted Captives. We're the teachers powering through early mornings and late-night grading. We're the nurses running back-to-back shifts. We're the construction managers who are up before sunrise and still answering calls at dusk. We're parents balancing work, life, and everything in between. We don't drink coffee for the vibe. We drink it to survive, to keep going when everything's on the line. And for us, coffee isn't the sidekick—it's the superhero. This campaign flips the script. Chock full o'Nuts is the bold, reliable fuel that powers everyday warriors. It doesn't just support the hustle. It is part of the hustle. It charges in when we need it most, with strength, reliability, and no drama.

That's where Joe comes in. No longer just a smiling mascot, Joe is the embodiment of this mission, the one who shows up when others don't. He's strong. Dependable. Time-tested. Joe isn't here for the spotlight, he's here to get the job done. Just like us. This campaign positions Joe, and Chock full o'Nuts, as the bold, caffeinated force that matches the intensity of its drinkers. This isn't coffee that watches from the sidelines. It's coffee that clocks in with you, stands shoulder-to-shoulder, and powers every mission—no matter how chaotic, complex, or exhausting.

Because in the real world, heroes don't wear capes, they carry coffee. And Chock full o'Nuts is the brew that shows up every time. No fluff. Just fuel. Let's get it done.

### **Campaign Strategy/Idea (SMP)**

#### ***Objectives and challenge:***

The primary objectives for Chock full o'Nuts include boosting brand awareness by increasing visibility among daily drip coffee drinkers and emphasizing the brand's quality and heritage. Additionally, the goal is to attract Millennials and Gen Z particularly addicted captives by positioning Chock full o'Nuts as the bold new brew that energizes them throughout the day. A key part of this strategy is a public relations campaign designed to secure coverage on platforms like *Good Morning America*, thereby enhancing brand exposure and demonstrating the company's commitment to giving back to the community. However, Chock full o'Nuts faces the challenge of declining demand for its core products, as the brand's regional presence struggles to stay relevant. With limited marketing budgets compared to larger competitors, the brand must work harder to capture attention in a crowded marketplace.

***What is currently working for Chock full o'Nuts?***

Chock full o'Nuts' brand history stood out in our research due to its emotional connection with consumers, particularly those with regional ties. 8% of survey respondents preferred brands with a strong heritage, and 37% linked Chock full o'Nuts to New York, highlighting its historical roots as a key part of its identity. Cindy DeFlice's comment about the brand evoking strong East Coast nostalgia shows how leveraging this history can strengthen consumer loyalty, especially among those who value tradition and familiarity. The brand personality of Chock full o'Nuts emerged as an important theme, with 41% of survey respondents describing it as "classic" and another 41% calling it "quirky." The terms "strong" and "bold" were also used to characterize the brand by 31% of participants, indicating its reliable, no-nonsense appeal. Cindy DeFlice pointed out the nostalgia tied to the brand's personality, while James Dowd highlighted the personal connection people feel with their coffee routines, reinforcing Chock full o'Nuts' role as a familiar and dependable brand.

***Big Idea: "Brewed for Heroes"***

For 100 years, Chock full o'Nuts has been the coffee that fuels the bold. In a city that never slows down, we've been there, brewed strong and ready to power those who hustle, lead, and push forward. We're more than just coffee. We're the fuel that powers the everyday heroes who make it all happen. Just

like superheroes, these unsung champions are the ones who show up day after day, facing challenges head-on.

From teachers shaping the next generation, to nurses working around the clock, to blue-collar workers building the city and first responders answering every call, these heroes may not wear capes, but their courage, determination, and resilience are undeniable. They understand that taking a break isn't a luxury, it's essential fuel for what's next. Chock full o'Nuts is here to provide that fuel. In this campaign, we're honoring the unsung heroes: the teachers, nurses, first responders, construction workers, parents, and more. We are here to remind them that the work they do matters, that their strength makes a difference, and that they deserve a moment of fuel.

Hope drives us forward. For every challenge, there's someone pushing through, and Chock full o'Nuts is here to provide the strength and fuel to help them succeed. For 100 years, we've been brewing bold, no-nonsense coffee to support the everyday heroes who keep the world turning. As we raise a mug to those who make a difference simply by showing up each day, we honor the hope they inspire in others. This campaign is more than just about coffee; it's about the people who power through their days with resilience, carrying a better future with every step. They are the everyday superheroes, and we're here to fuel their journey.

### *Core Graphic*



### ***Brand Voice***

Chock full o’Nuts is bold, upbeat, and brewed with purpose. We’ve got old-school grit and new-school hustle, always in motion, always showing up. For 100 years, we’ve been the go-to coffee for people who don’t just keep the world running, they move it forward. Teachers, nurses, first responders, builders, parents, we see them. We fuel them. We celebrate their everyday wins with a wink and a warm mug. Classic, dependable, and never dull, we speak with heart, a little swagger, and a whole lot of respect for the heroes who do it all, cape or no cape.

### **Execution Plan:**

#### ***An Integrated Media Strategy:***

We will incorporate traditional advertisements in the form of posters placed in high-traffic areas such as bus stops, subway stations, and inside break rooms to boost brand visibility through quick, repeated exposure. These locations provide consistent impressions among commuters and passersby, making it easier to reinforce brand recognition throughout the day. This strategy is supported by data showing that over half of adults surveyed (51%) noticed a poster advertisement in the past month, and 38% noticed one within the past week (Williams, 2017), demonstrating the continued relevance and effectiveness of this medium.

To complement these efforts, the campaign will launch with a strong focus on digital media aimed at increasing brand awareness and customer acquisition among Gen Z and younger consumers. This digital-first approach will align with the celebration of Chock full o’Nuts’ 100th anniversary, positioning the brand as a bold, reliable brew for a new generation. Platforms such as Instagram, Facebook, Spotify, Apple Music, and TikTok will be leveraged, along with a refreshed website experience, to enhance engagement. With 90% of Gen Z adults aged 18 to 24 using social media—slightly more than the 88% of Millennials aged 25 to 34 (Shriber, 2023)—this strategy ensures the brand meets its audience where they already are. Eighty-five percent of Gen Z and 75% of Millennials say social media influences their

purchase decisions (Walk-Morris, 2023; Animoto, 2020), reinforcing the importance of an engaging digital presence. By integrating both traditional and digital strategies, Chock full o’Nuts will increase brand visibility, maximize ROI, and improve both brand image and awareness across platforms.

### **Campaign Elements:**

#### ***Owned Media***

We’re revamping the current mascot of Chock full o’Nuts by introducing Joe, a cartoon coffee mug designed to appeal to a younger audience, particularly Generation Z, while still evoking a sense of nostalgia for our loyal, older consumers. Joe’s fresh, fun design draws from the brand’s classic color palette and incorporates elements from past logos, ensuring he’s instantly recognizable as a true Chock full o’Nuts character. Joe’s cape is even detachable, making him perfect for evergreen use. This thoughtful blend of modern energy and historic charm bridges the gap between tradition and innovation, connecting with all generations of coffee lovers.

Joe is Chock full o’Nuts in character form, nostalgic yet energetic, New York tough but always warm. He’s the kind of friend who’s up early, brewing strong, and cheering you on through the chaos. Whether you’re grinding through back-to-back shifts or just trying to keep your eyes open through a 7 a.m. Zoom, Joe’s there with a wink, a smile, and a steaming cup of get-it-done. His voice is friendly, grounded, and upbeat, with a classic sense of humor and an optimistic view of daily life. He doesn’t try too hard—he’s just real.

Joe isn’t just a mascot. He’s a motivator. A lifeline. A reminder that no matter how crazy life gets, coffee’s got your back.

#### **Joe Mockup**



To ensure Joe aligned with the brand and resonated well with audiences, we conducted concept testing through a Qualtrics survey titled “Concept Testing Survey: Chock full o’Nuts.” The 51 responses provided valuable insights into how Joe was perceived across different age groups and generations. Demographically, Generation Z made up the majority of respondents with 65% (33 responses), followed by millennials accounted for 20% (ten responses). Baby boomers and Generation X made up 8% each (four responses each).

When asked “What’s one word you would use to describe Joe” the most popular responses were happy (11 responses), bold (seven responses), and fun (five responses). Other notable descriptive words for Joe included cheerful, nice, and joyful.

When survey participants were asked “How well do you think this mascot fits the brand Chock full o’Nuts?”, sentiment was largely favorable. 33% of respondents selected “Very Well,” closely followed by both “Extremely Well” at 31% and “Moderately Well” at 24%. The other two options, “Slightly Well” and “Not well at all” split between 6% each.

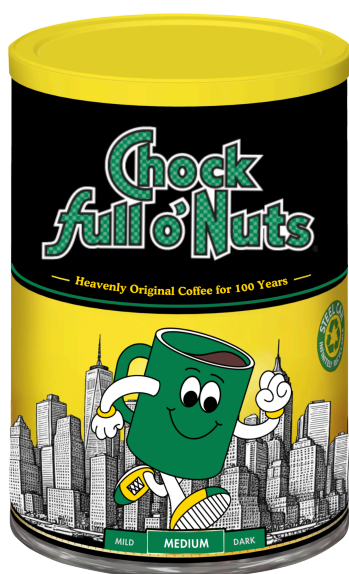
From these findings, we concluded that Joe is a highly likeable and energetic mascot who resonates well with younger demographics, while still maintaining appeal across generations. His cheerful and bold personality traits align closely with the Chock full o’Nuts brand identity, positioning him as a strong ambassador for the brand moving forward.

### **Redesigned Packaging**

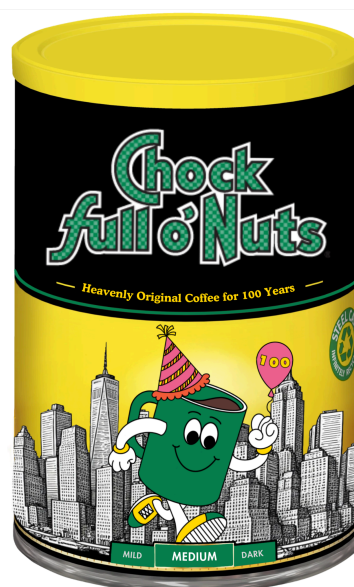
We have created new packaging that draws inspiration from vintage logos and classic designs, blending nostalgia with a contemporary twist. This redesign not only honors the brand’s iconic history but also includes our new beloved mascot, Joe, front and center to connect with a new generation of coffee drinkers. The packaging revamp reflects the findings of the 2016 Packaging Matters™ report by WestRock, which found that 66% of consumers try new products because the packaging catches their eye, and 70% use packaging to learn more about a brand. By incorporating elements of Chock full o’Nuts’ legacy while ensuring the packaging is functional and visually appealing, the redesign enhances the

product's shelf appeal and strengthens its connection with both longtime customers and potential new buyers, reaffirming the importance of impactful packaging in driving purchase decisions. In celebration of its 100th anniversary, we've also created a special edition birthday-themed can that features the same design layout and overall theme as the original redesign, with added birthday-inspired elements to capture consumers' attention.

#### Evergreen coffee can packaging:



#### Anniversary coffee can packaging:



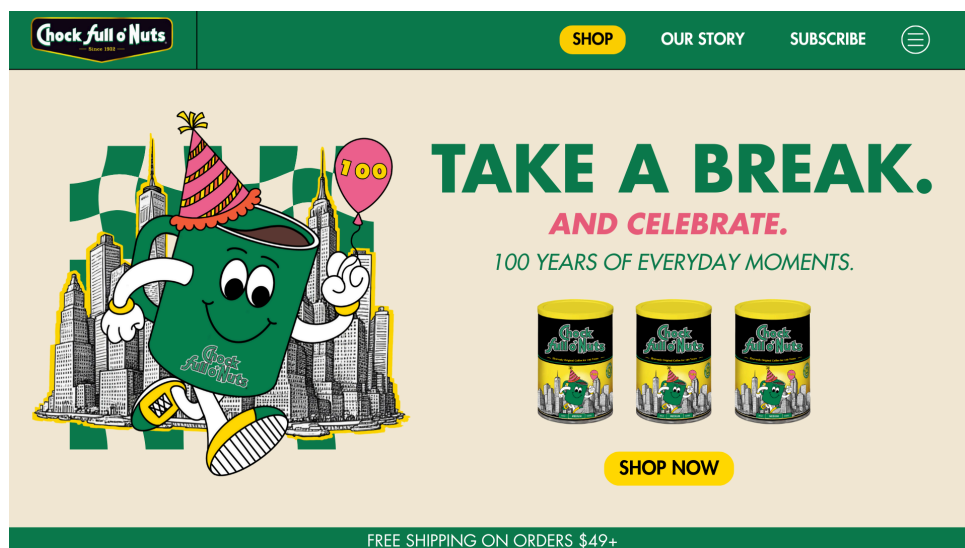
#### Website Redesign

To complement the can redesign and the revamped mascot Joe, we've also redesigned the Chock full o'Nuts website. The refreshed site includes both an evergreen redesign and a special anniversary-themed version, launched in celebration of the brand's 100th anniversary. Drawing inspiration from historic logos, vintage can designs, and Chock full o'Nuts' rich legacy, this new interactive platform blends nostalgia with a modern digital experience. It will serve as a hub for both loyal fans and new customers, offering a seamless way to connect with the brand's iconic past while enjoying a fresh, updated online experience.

## Evergreen Website Design



## Anniversary Website Design



## Traditional Media

**Workplace Poster Campaign:** “Brewed for heroes: Even superheroes take a break.” Posters in office break rooms, teachers’ lounges, and hospital break rooms.





In a world where everyone seems to be juggling a thousand things at once, Chock full o' Nuts is stepping in to remind us all of one simple truth: Everyone deserves a break. A study by the National Coffee Association revealed that about 64% of American workers agree, taking a coffee break during the workday isn't just a luxury, it's essential for productivity and mental well-being. A mid-day pause, especially with a warm cup of coffee, can do wonders for focus and stress levels, helping us recharge and power through the afternoon. With that in mind, we're rolling out a campaign that's as personal as it is impactful. Joe, our revamped mascot, will appear in different forms to reflect the busy lives of our audience. Whether he's holding a pencil to resonate with teachers, an NYPD badge for first responders, a stethoscope to connect with nurses, or even a bag or backpack to speak to the always-on-the-go students and parents, Joe will remind everyone that their daily challenges, big or small, make them superheroes in their own right. Whether it's navigating a hectic classroom, answering emergency calls, performing surgeries, or simply managing a busy home, we all deserve a moment to recharge. This campaign isn't just about coffee, it's about celebrating the hard work everyone puts in. It's about acknowledging that, no matter how different our daily lives might look, we all deserve to hit pause, sip a cup of Chock full

o’Nuts, and recharge. It’s a reminder that coffee isn’t just a drink; it’s the fuel that powers us to face and overcome the challenges of the day.

### ***Experiential Media***

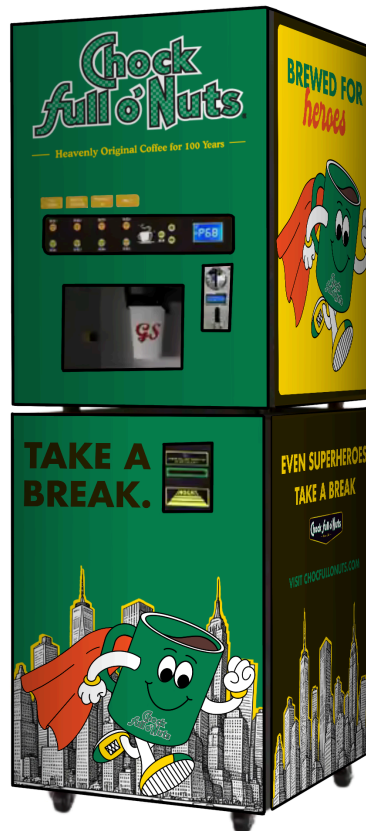
#### **Vending Machines: Surprise Break Deliveries**

We are proposing to launch a unique event marketing campaign featuring surprise break-time vending machines, personally delivered by our revamped mascot Joe, to hospitals, schools, and fire stations across New York City and beyond. This initiative aims to thank everyday heroes, such as healthcare workers, teachers, and first responders, with a well-deserved coffee break. Selected locations in New York City include Mount Sinai Hospital and New York-Presbyterian Hospital to support frontline healthcare heroes, Benjamin Franklin Elementary School and Success Academy Charter School to energize hardworking teachers and staff, and FDNY Ten House to keep brave first responders fueled. The campaign will also extend to other key locations including Columbia, SC, Jacksonville, FL, Boston, MA, Cincinnati, OH, and Philadelphia, PA, with each area chosen based on the top 5 sales segments. The goal is to offer a free, thoughtful surprise to everyday people, fostering goodwill and connection with the Chock full o’Nuts brand. Looking to past examples, successful campaigns like the Coca-Cola vending machine surprise on college campuses demonstrated the power of offering free, unexpected moments of joy, aligning perfectly with the brand’s image. The key to success in these types of campaigns is ensuring the surprise is genuinely thoughtful and targeted to those who would appreciate it most, rather than being perceived as an expensive PR stunt, as seen with the Poppi vending machines, which failed due to their focus on influencers rather than everyday heroes. This approach highlights the importance of authenticity and connection with the audience.

Experiential media will run during the school year, from August through May, to strategically align with the active academic and professional calendar. The experiential media campaign will deliver branded coffee vending machines to hospitals, schools, and fire stations, offering surprise break-time moments and reinforcing Joe's presence where it matters most. These vending machines will also be

strategically placed in high-traffic, high-sales areas to maximize visibility and engagement. Launching this campaign during the school year ensures consistent interaction with the target audience during high-stress, colder months when coffee consumption naturally increases. This timing also avoids the slower summer season, ensuring that resources are focused where they'll have the greatest impact.

### **Vending Machine Design:**



### ***Digital Media***

We're excited to launch our Brewed for Heroes digital campaign, a TikTok and Instagram initiative designed to spotlight the everyday superheroes who keep the world moving, all while balancing high-stress jobs and demanding schedules. This campaign isn't just about coffee—it's about fueling hope and resilience in those who are relentlessly powering through each day. The campaign will kick off with influential teachers, nurses, and first responders in New York City, showcasing how they continue to push

forward with unwavering strength, fueled by Chock full o’Nuts. These real-life heroes will share moments of their everyday hustle—whether it’s a teacher shaping young minds, a nurse working a double shift, or a first responder answering a call. Through these shared stories, we’ll highlight how even in the toughest times, a little hope, served in a cup, can make all the difference. Each influencer will not only feature their break-time ritual with Chock full o’Nuts but also invite their followers to recognize their own everyday heroism. By using the hashtag #BrewedForHeros, we’ll create a ripple effect, encouraging others to share their stories of strength, resilience, and the simple act of taking a moment to recharge, offering hope to everyone who feels overwhelmed by the demands of daily life.

The campaign will feature influencers like Success Academy, which represents schools in the Bronx, Queens, and Brooklyn, alongside teachers such as Duth (@duthdecce) and Emily (@lemmeemy), as well as nurses like Sammi (@sammidosso) and Bahar (@baharmortezaei). These influencers represent the hardworking individuals who embody the spirit of our campaign. Through their personal stories, they’ll inspire their communities to embrace the importance of fueling their hustle with Chock full o’Nuts, the coffee that powers the everyday heroes who are constantly pushing forward. This campaign will create a powerful connection between the Chock full o’Nuts brand and the people who make it all happen—reminding them that we see their strength and we’re here to fuel it.

A research study in the Harvard Business Reviews shows that around 10:00 AM, after 90 minutes of focused work, mental fatigue starts to creep in. A 5–10-minute break helps reset attention and prevent burnout. Another study by the Harvard Business displays that come lunchtime, between 12:00 PM and 1:00 PM, taking a full break is essential. A full lunch break isn’t just for eating, it’s your mental reboot. A longer break improves cognitive function and mood, especially when combined with food and a short walk. A study conducted by the Mayo Clinic shows that by mid-afternoon, around 3:00 PM, energy naturally dips in the afternoon, leading to sluggish thinking and yawns. A 10–15-minute coffee break helps you bounce back recharged, alert, and ready to finish strong.

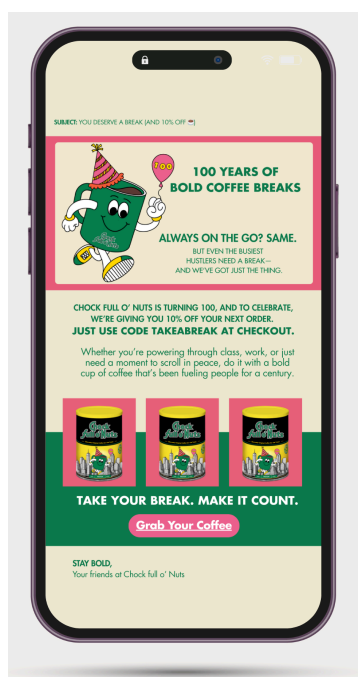
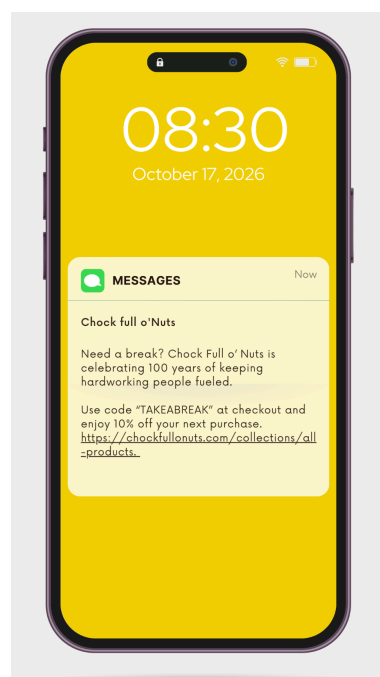
***Email and SMS***

We're excited to launch an email and SMS campaign centered around the theme of "Brewed for Heroes," celebrating the everyday heroes who power through their days with unwavering strength and resilience. This campaign is our way of honoring those who don't wear capes but embody the heroic spirit, teachers, nurses, first responders, construction workers, parents, and so many more who show up every day, face challenges head-on, and make a difference. Chock full o'Nuts has been the fuel behind hardworking individuals for 100 years, and through this campaign, we want to remind them that they deserve to be celebrated for their dedication and grit.

The email campaign will grab attention with a subject line like "You Deserve a Break (and 10% Off ☕)" and a warm header that reads, "100 Years of Bold Coffee Breaks." The body of the email will invite recipients to take a much-needed break: "Always on the go? Same. But even the busiest hustlers need a break—and we've got just the thing." In celebration of our 100th anniversary, we'll offer a 10% discount on the next order with the code TAKEABREAK at checkout. Whether customers are powering through work, class, or just taking a moment to scroll in peace, we'll remind them that Chock full o'Nuts has been fueling hardworking individuals for a century. The email will close with an encouraging line: "Take your break. Make it count," followed by a friendly call to action: "👉 Grab Your Coffee." The tone will be upbeat and motivating, reinforcing that a quick coffee break with Chock full o'Nuts is the perfect way to recharge and power through the day.

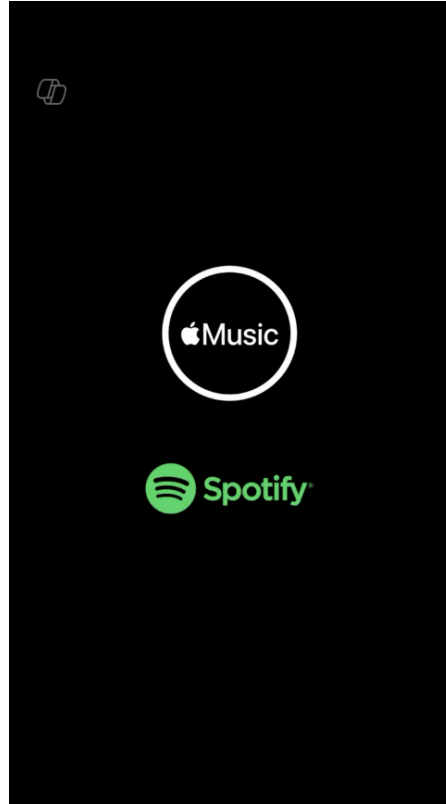
The SMS campaign will complement this by offering a concise discount message, saying: "Need a break? Chock full o'Nuts is celebrating 100 years of keeping hardworking people fueled. Use code 'TAKEABREAK' at checkout and enjoy 10% off your next purchase.

<https://chockfullonuts.com/collections/all-products>."

**Email Design:****SMS Mockup:****Spotify and Apple Music Ad**

As part of our Brewed for Heroes campaign, we've strategically chosen to run audio ads on Spotify and Apple Music streaming platforms to connect with our audience at the perfect moment—their well-deserved break. A recent study found that 93% of people listen to podcasts alone and, most commonly, when working or studying (33%), (Rajar 2022). Research shows that 32% of total podcast listening in the U.S. happens between 10 a.m. and 3 p.m., prime break hours, (Statista. 2024c). Whether it's a midday breather or a quick reset between meetings, these platforms offer an ideal opportunity to reach hardworking individuals when they're winding down, recharging, and in need of a bold cup of Chock full o'Nuts. Our ads will serve as a gentle reminder that even the busiest people deserve a break and a great cup of coffee, fueling them to keep pushing through the rest of their day.

Brewed for Heroes isn't just about providing coffee, it's about celebrating those who work tirelessly without recognition, giving them a moment of respite with a cup of something bold and energizing. With this campaign, we're showing our appreciation for the everyday superheroes who power through their day, and reminding them that Chock full o'Nuts has been fueling the bold for 100 years.

**Spotify and Apple Music Ad Audio:**

The digital media strategy will focus on multiple platforms to reach distinct audiences through tailored messaging and timing. On TikTok and Instagram, an influencer-led #BrewedForHeroes challenge will target Gen Z and Millennial professionals, encouraging them to engage with the brand in a fun and relatable way. Email campaigns will complement this effort by offering personalized encouragement and discount codes based on user habits, while SMS marketing will provide direct-to-consumer break reminders paired with exclusive offers. Additionally, Spotify audio ads will run during morning and lunch hours, geo-targeted specifically in New York City to catch commuters and professionals during key listening times.

Instagram and Facebook ads will run consistently from January through November to maintain year-round engagement. Instagram is ideal for sustaining continuous interaction with Millennials and Gen Z due to its high daily engagement—approximately fifty percent of U.S. adults use the platform, according to Pew Research Center (2024). Facebook, on the other hand, is particularly effective for

reaching older demographics like teachers, parents, and Boomers, who continue to rely heavily on the platform.

TikTok will be activated during peak engagement seasons—spring and fall—specifically from February to April and again from August to October. These periods coincide with academic schedules and more structured routines, making them ideal for influencer-driven content. According to Pew Research Center (2023), 58% of U.S. adolescents use TikTok daily, making it a powerful tool for connecting with younger consumers.

Spotify audio ads will run selectively during high-engagement months, from February to May and again in September and October. These ads will focus on commuting and concentration-driven moments when users are more likely to tune in. Spotify's own advertising insights highlight these times as particularly effective, offering an ideal opportunity for Joe to integrate into listeners' daily routines through non-intrusive yet memorable messaging.

### ***Out Of Home (OOH)***





Bus stops and subway stations in New York are prime locations for reaching our target audience of busy, on-the-go city workers. These high-traffic areas offer maximum exposure to commuters who are looking for quick, reliable coffee solutions during their hectic daily routines. According to OUTFRONT Media, nearly 70% of consumers, or about 5 in 7, have noticed bus advertisements. Similarly, over 83% of passengers believe they've seen commercials at MTA subway stations, and 53% recall seeing advertisements on MTA subway trains (OUTFRONT Media, 2025). These statistics underscore the effectiveness of these traditional advertising spaces in capturing the attention of city dwellers, making them an ideal choice for promoting Chock full o'Nuts.

Out-of-home (OOH) advertising will remain active all year, with specific tactics including placements in subways and bus stops. This timing is strategic because transit advertising consistently

reaches a broad and diverse audience. In major metropolitan areas like New York City, public transit systems operate continuously, ensuring that advertisements placed in subways and at bus stations are seen by a steady stream of commuters, tourists, and pedestrians throughout the year (Broadsign, 2024).

## **PR and Promotions**

### ***Press Release***



**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

### **Chock full o’Nuts Celebrates 100 Years by Honoring the Heroes of New York**

**New York, NY [MM/DD/YYYY]** — Chock full o’Nuts, the iconic New York coffee brand known for its bold flavor and timeless heritage, is perking up the city in a whole new way. To mark its 100th anniversary, Chock full o’Nuts is honoring everyday community heroes instead of celebrating in the traditional way. This week, the brand is rolling out a surprise delivery campaign, “Even Superheroes Take A Break,” installing coffee vending machines at two hospitals, two schools, and one fire station across New York City. Inspiring hard-working New Yorkers to pause, recharge, and enjoy a well-deserved break.

In a bold move to give back to those who serve and inspire, Chock full o’Nuts has delivered branded vending machines to two hospitals, two schools, and one fire station across the five boroughs. Each location received a surprise drop of machines fully stocked with Chock full o’Nuts coffee, single-serve brews, and custom cups all completely free to recipients.

Leading the charge? Meet “Joe,” the brand’s brand-new, larger-than-life coffee mug mascot, bringing smiles and caffeine to New Yorkers on the front lines of education, healthcare, and public safety.

“New York is in our DNA,” said Amber Carson, Brand Manager at Chock full o’Nuts. “We’ve always believed that great coffee should be accessible to the people who need it most. This is our way of saying ‘thank you,’ with a little help from Joe, of course.”

**The Surprise Delivery Locations Include:**

- Mount Sinai Hospital and New York-Presbyterian Hospital supporting frontline healthcare heroes.
- Benjamin Franklin Elementary School and Success Academy Charter School - Springfield Gardens Elementary energizing hardworking teachers and staff.
- Fire Department New York Ten House, keeping our brave first responders fueled.

Joe, the oversized coffee mug mascot, will personally deliver each machine, posing for photos, spreading smiles, and handing out warm cups of coffee with high energy and heart.

Follow the surprise campaign on social media with **#TakeaBreak** and catch “Joe” in action @chockfullonutsnyc on Instagram, Facebook, and TikTok.

**###**

This campaign is newsworthy because it’s more than just Chock full o’Nuts celebrating 100 years, it’s about encouraging people to take a moment for themselves and embrace the power of taking a

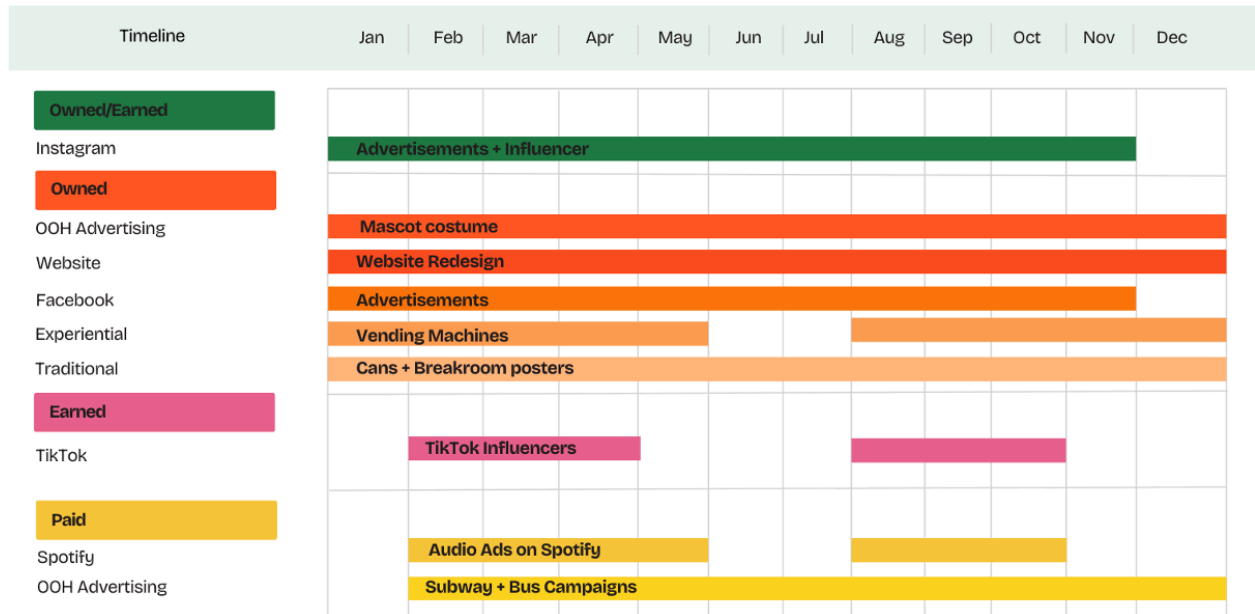
break. In a world that moves at a relentless pace, we're reminding everyone that sometimes, a break is exactly what you need to keep going. To mark our centennial, we're launching a campaign that not only honors our heritage but also gives back to the real heroes who keep New York City running every day. Through surprise vending machines stocked with Chock full o'Nuts coffee, delivered to hospitals, schools, and fire stations, we're giving busy, hardworking individuals the gift of a coffee break. These breaks are more than just about a caffeine boost, they're about recognition, appreciation, and a much-needed pause.

The "Brewed for Heroes" campaign is all about showing that everyone deserves a moment to recharge. Whether it's the nurses on the front lines, teachers shaping the future, or firefighters answering every call, we're delivering something beyond coffee, we're delivering a reminder that even the busiest heroes need to take time for themselves. This narrative taps into a universal truth that resonates deeply with people: everyone, no matter their role, has moments of hustle and moments of rest, and both are equally important.

By focusing on real, everyday heroes and creating moments of surprise and appreciation, this campaign captures the feel-good, human-centered story that media outlets crave. It's a celebration of our deep connection to the New York City community and a call to action for people everywhere to take a break, savor the moment, and fuel up with the coffee that's been there for hardworking individuals for a century. The story isn't just about coffee, it's about recognizing that taking a break is more than a luxury; it's essential to staying bold, productive, and resilient. This is the heart of the campaign: to remind people that sometimes, the best thing you can do for yourself is to take a break, and we're here to make it count.

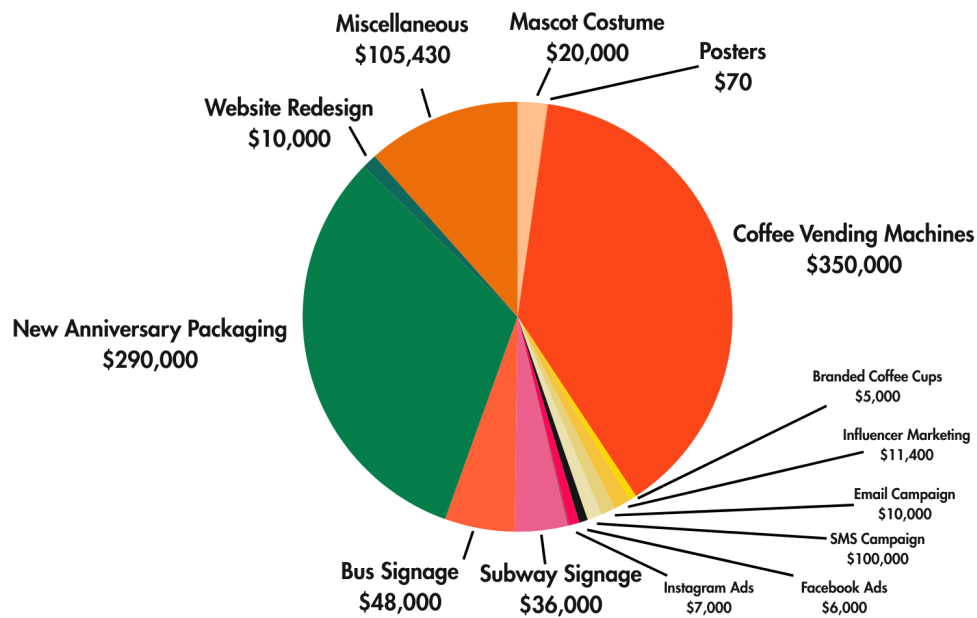
### **Media Plan**

## Media Plan



## Budget

### Budget Breakdown



The budget for the "Brewed for Heroes" campaign for Chock Full O'Nuts is set at \$1 million, with specific breakdowns across various categories. For advertising, the mascot costume will cost \$20,000, and breakroom posters, with 50 units, will cost \$70. In terms of event marketing, coffee vending machines for surprise break deliveries will amount to \$350,000, with each machine costing \$35,000, totaling 10 units. These vending machines will be placed in two schools, two hospitals, and one fire station across the five boroughs of NYC and the five biggest sales segment areas. Branded coffee cups will be produced for \$5,000, with a total of 10,000 custom cups. For new media, the #TakeABreak Challenge will involve several influencers. Teachers from Success Academy locations in the Bronx, Queens, and Brooklyn will collectively promote the campaign on TikTok for \$2,000. Duth (@duthdecce) will promote on TikTok for \$4,000 and \$1,400 on Instagram, while Emily (@lemmeemy) will promote on TikTok for \$1,000. Nurses Sammi (@sammidosso) will promote on TikTok for \$1,000, and Bahar (@baharmortezaei) will promote on TikTok for \$2,000.

Direct marketing efforts include an email campaign for \$10,000 over 12 months and an SMS campaign for \$100,000, also over 12 months. Facebook ads will cost \$6,000 over 11 months, while Instagram ads will be \$7,000 for the same period, with a \$500 monthly allocation at \$0.50 CPC. Spotify and Apple Music ads will total \$1,100, while subway signage will cost \$36,000 over 12 months, equating to \$3,000 per month. Bus signage will amount to \$48,000 over 12 months, with a \$4,000 monthly cost. The promotion includes a new can with anniversary packaging for \$290,000, with 145,000 cans priced at \$2 each. A website redesign is allocated \$10,000, and miscellaneous expenses total \$105,430, which will be used for additional vending machines and custom coffee cups.

### **Assessment/Evaluation**

Effective marketing strategies rely heavily on the ability to measure their impact through relevant and reliable metrics. Whether it's the engagement with a mascot, the visibility of a breakroom poster, or the success of a social media campaign, assessing performance is key to understanding what resonates with an audience and what needs to be improved. This essay explores various methods of evaluating the

effectiveness of different marketing strategies, from physical promotions like mascots and vending machines to digital campaigns involving social media and email marketing.

One of the first elements to assess in a marketing campaign is the effectiveness of a mascot costume. The success of a mascot can be measured using several key indicators, such as interaction count, which tracks how often the mascot engages with people through gestures like high fives, hugs, and photos. This is a direct reflection of the mascot's ability to connect with the audience. Event attendance, another important metric, shows how many people are attending events where the mascot is present, offering insights into its influence on turnout. Social media mentions and content sharing provide additional information, as the number of posts and shares related to the mascot can reflect its overall digital reach. To complement these metrics, a follow-up survey can be used to gauge audience enjoyment and engagement, offering valuable feedback for improving future mascot-driven events.

In addition to mascot costumes, breakroom posters are another effective tool in many marketing campaigns. To measure their success, visibility is a key factor. Tracking how many breakrooms, such as teacher lounges, nurses' stations, or firehouses, display the posters ensures the message is reaching the right audience. Staff feedback is another valuable metric, as quick responses from employees can provide insight into whether the poster caught their attention and felt relevant. Finally, tracking the increase in awareness through follow-up surveys or casual check-ins helps determine if the poster effectively communicated the campaign's message.

Another marketing tactic that requires evaluation is the performance of a coffee vending machine. To measure its success, metrics such as usage count, product mix, and repeat usage are vital. Tracking how many cups of coffee are dispensed daily or weekly offers insight into the machine's popularity and engagement levels. Monitoring which coffee options are the most popular allows for better inventory management and understanding of customer preferences. Additionally, a follow-up survey can assess whether the vending machine is helping raise awareness about the campaign or the brand it represents, providing further context for its effectiveness.

The effectiveness of social media campaigns, such as a hashtag challenge like #TakeABreak, can be assessed through several critical metrics. The post count tracks how many people are using the hashtag, providing insight into the overall level of participation. Engagement rate, which measures likes, comments, shares, and saves, offers a deeper understanding of how well the content is connecting with the audience. Hashtag reach estimates how many people have seen the posts, helping gauge visibility. User-generated content is another important indicator, as it tracks how many people are creating and sharing their own photos and videos in response to the challenge. Sentiment analysis of comments and captions helps assess how positively participants are engaging with the challenge, providing valuable feedback on the campaign's tone and effectiveness.

In digital marketing, email campaigns are a staple, and their success can be evaluated using several metrics. Open rates help determine how effective the subject line is at grabbing attention, while click-through rates reveal how engaging the email content is. The call-to-action response shows how many recipients take the desired action, such as signing up or making a purchase, and the bounce rate ensures emails are reaching the correct audience. Additionally, the unsubscribe rate can indicate potential issues with content relevance, while conversion rates track the number of recipients who complete meaningful actions after reading the email. Feedback from recipients also provides valuable insights into what worked, what confused them, and what they would like to see in future emails.

Similar to email campaigns, SMS campaigns can be evaluated through several key metrics. Delivery rate ensures that messages are reaching their intended audience, while open rates measure how effective the initial message is at capturing attention. Click-through rates track how well the content drives action, and the call-to-action response shows how many recipients follow through with the desired action. The unsubscribe rate helps identify any content misalignment, and response rates track how many people engage with the message. Conversion rates measure how many recipients complete a meaningful action, such as signing up for an event or making a purchase, and testing different send times helps identify the optimal timing for maximum engagement.

Social media advertising on platforms like Facebook and Instagram also requires careful evaluation. Metrics such as click-through rates and conversion rates are key to understanding how well the ad is driving traffic and achieving desired actions. Cost per click helps assess the efficiency of the ad spend, while ad reach tracks how many unique users have seen the ad. Engagement rate, which measures likes, shares, comments, and reactions, provides insight into how well the content resonates with the audience, helping optimize future ad campaigns.

For Podcast Ads ran on Spotify and Apple Music, ad performance can be tracked through several metrics, including ad impressions, click-through rates, and conversion rates. Ad impressions measure how many times the ad is played, providing insight into overall reach. The click-through rate tracks how many listeners click on the call-to-action, while the conversion rate measures how many listeners take desired actions after interacting with the ad. Cost per thousand impressions offers insight into campaign efficiency, and the engagement rate shows how well the ad captures attention through actions like skips, replays, or shares.

When evaluating the effectiveness of physical advertising like subway signs or bus stop posters, key metrics such as foot traffic and action rate are important to track. Foot traffic measures how many people pass by the signs, while action rate tracks how many take specific actions, such as scanning a QR code or visiting a website. Social media engagement and call-to-action completion also help assess the effectiveness of these physical ads, while visibility duration ensures the signs remain impactful in high-traffic areas.

New product packaging, such as a redesign of can packaging, can be evaluated through sales impact, customer feedback, and social media mentions. Sales impact tracks the change in sales before and after the packaging launch, while customer feedback helps understand how consumers perceive the new design. Social media mentions provide insight into consumer excitement, and brand recognition surveys help determine how the new packaging affects brand awareness.



Finally, website redesigns require evaluation through metrics like sales impact, customer feedback, and website traffic. Monitoring unique visitors and session duration helps gauge how well the new design attracts and engages users, while the conversion rate tracks how effectively the site encourages users to complete desired actions. Tracking bounce rates also helps determine if the redesign is improving user retention and encouraging further engagement.

In conclusion, measuring the effectiveness of marketing strategies is essential for understanding their impact and optimizing future campaigns. By tracking relevant metrics, businesses can gain valuable insights into their audience's preferences and behaviors, ultimately enhancing their marketing efforts and achieving their goals. Whether through digital or physical campaigns, these evaluations provide a clear picture of how well marketing initiatives are resonating with the intended audience and what adjustments may be necessary for improvement.

## **Appendices (Research Instruments)**

### ***Survey Findings***

In the survey, participants were asked about their age, coffee consumption habits, and preferences. The majority of respondents were between the ages of 18-24 (41%), followed by 25-34-year-olds (32%). Smaller percentages were represented in older age brackets, with 35-44-year-olds at 13%, 45-54-year-olds at 5%, 55-64-year-olds at 7%, and 65+ year-olds making up 2%. When it comes to coffee consumption, 87% of respondents reported drinking coffee every day or multiple times a day, while 65% drank it most of the time. About half of the respondents (42%) drank coffee occasionally, and 17% reported never drinking coffee. On average, participants consumed 1.96 cups of coffee per day, with 35% drinking one cup, 31% drinking two cups, and 10% drinking three cups.

Respondents cited several reasons for drinking coffee, with 79% enjoying the taste, 65% seeking an energy boost, and 58% drinking it to wake up in the morning. Other reasons included improving focus (39%), habit (45%), and social occasions (24%). In terms of brewing methods, 29% used a drip coffee maker, 23% used an espresso machine, and 19% used K-cups. Fewer people used pour-over (5%), cold

brew (7%), or French press (2%), while 12% did not brew coffee at home. Regarding decaf consumption, 73% of respondents never drank decaf, and 23% drank it sometimes.

When asked to describe their coffee habits in terms of a movie genre, 33% selected "Romantic comedy" (light, sweet, and social), and 29% chose "Action-packed" (strong, bold coffee). If they could only drink one type of coffee for the rest of their life, 43% preferred lattes or cappuccinos, 35% favored black coffee, and 12% chose cold brew. The most enjoyed aspects of coffee were the taste (40%), followed by the aroma (24%) and the caffeine boost (23%). If coffee were to disappear, 33% would miss the morning routine most, while 29% would miss both the taste and the energy boost.

When it comes to their relationship with coffee, 36% of respondents said they were passionate about exploring different brands and flavors, 31% had a go-to brand, and 28% saw coffee as merely a habit with little concern for brand or taste. Only 5% felt that coffee was part of their identity, connecting with brands that shared their values. Many factors influence their choice of coffee brand, with 64% prioritizing taste and quality, 18% considering ethical sourcing and sustainability, and 12% looking for alignment between the brand's values and their own. Some also focused on the lifestyle promoted by the brand (8%), while 31% chose based on convenience, buying whatever was available.

Regarding the ideal coffee experience, preferences varied. While 31% enjoyed a slow, ritualistic coffee experience, 22% preferred a quick, efficient cup. For 23%, a luxurious, café-style drink was a treat, and 10% appreciated a social coffee moment with others. Interestingly, 14% opted for a no-frills, practical cup that simply did the job. Recent coffee purchases showed Starbucks as the most popular, with 56% of respondents purchasing it in the past six months, followed by Dunkin' (30%). Store brands made up 25% of recent purchases, while other brands such as Café Bustelo and Peet's Coffee had lower percentages. Starbucks was also the most frequently chosen brand, named by 34% of respondents, followed by Dunkin' at 18% and store brands at 17%.

Switching coffee brands is often driven by factors like taste, price, and recommendations from friends or family. Half of the respondents had switched brands due to taste, and 50% were influenced by

price or discounts. Interestingly, 49% had also switched based on recommendations from others. When it comes to trying new coffee brands, 34% were always open to new options, and 44% were willing if a friend recommended it, while only 2% were loyal to a single brand.

Awareness of Chock full o'Nuts was limited, with only 15% of respondents familiar with the brand. Among those who knew it, most had encountered it in grocery stores (43%), while others heard about it through word of mouth or online sources. If the brand were personified, 34% described it as quirky and fun, while 21% labeled it as classic and timeless. The likelihood of trying Chock full o'Nuts varied, with the average response leaning toward "somewhat likely." For those who had tried it, the taste was generally described as smooth or strong, with some opting for other descriptions.

When asked which group benefits a brand more from receiving free products, the responses showed that influencers and celebrities were considered the most beneficial to a brand, followed by everyday customers and then community heroes, such as police officers, firefighters, nurses, and teachers. In terms of giving back to customers and the community, the most effective method was donations to community workers, which received the highest support. Other effective ways included surprise gifts for loyal customers and hosting social media giveaways. A significant majority (76%) indicated they would be more likely to support a brand that gives back to community heroes, with only 4% saying no.

Event participation also saw considerable interest in coffee brand pop-up events and tastings, with 89% somewhat agreeing or strongly agreeing with the statement. Other engaging events included free coffee sampling at local cafés or grocery stores, community coffee and conversation meet-ups, and live demonstrations on brewing techniques. In terms of media or PR campaigns, the most attention was captured by feel-good campaigns focused on sustainability or giving back, followed by collaborations with other well-loved brands. The least popular options were viral social media challenges and partnerships with coffee influencers.

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