



# *SToK Final Presentation*

## **STōK™**



By: Elyse Bryan, Hunter Hotaling, Jenna Lantz, Regan Thompson, Reilly Eschmann, Sam Knight, Soph Voulopos, Camille Knoll and Sophie Cooperman

## *Objective #1- How coffee fits into young adults lives*

### Qualitative

Young adults choose coffee based on how familiar they already are with the brand- they are more willing to trust a popular and large coffee company than buying a product and storing it at home.

“I don’t know if I have any coffee in the fridge, if I get iced coffee it’s usually out.”

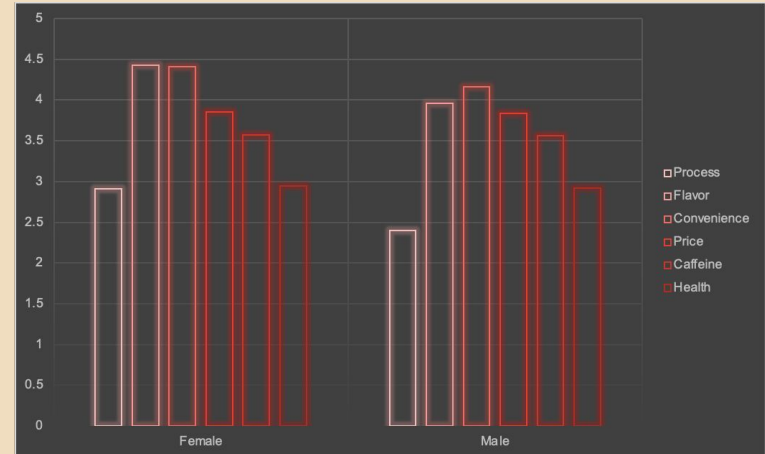
“I really only had cold brew coffee from Starbucks and Dunkin and haven't had pre packaged brands.”



# Objective #1- How coffee fits into young adults lives

## Quantitative

This graph supports the objective of how coffee fits into the lives of young adults. As you can see young adults, no matter the gender, are very likely to purchase coffee based on the flavor (55%), convenience (49%) and price (39%). This supports the claim that young adults specifically like coffee based on the flavor, convenience and price. 31% of young adults are very unlikely to purchase coffee based on how the coffee is brewed which means the factor of the brewing process of coffee does not matter. Based on the graph, young adults don't mind the caffeine content of coffee beverages. 26% of young adults are neutral about the caffeine content. This means that this focus group buys coffee no matter the caffeine content. The most that they focus on is the flavor, convenience and price. These findings can help STok target this specific audience.



## *Recommendations*

### **Objective #1- How coffee fits into young adults lives**

When looking at the data, young adults tend to choose what they drink based off popular names and trusted companies.

#### Recommendations

- Build up a strong brand image and name
- Get your products out there

### **Flavor, convenience, and price**

- Expand flavors- caramel
- Sell in gas stations



---

## *Objective #2- How young adults perceive cold brew*

### Qualitative

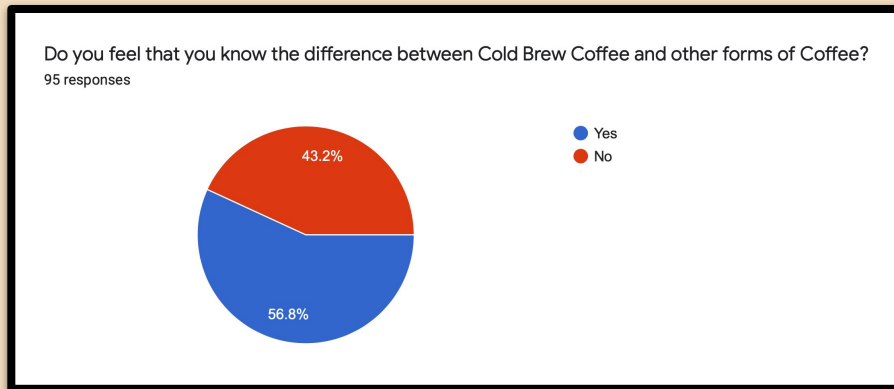
Young adults do not know much about cold brew coffee, leading some to become apprehensive about purchasing the product.

“I don’t know if I have any coffee in the fridge, if I get iced coffee it’s usually out.”

“I really only had cold brew coffee from Starbucks and Dunkin and haven't had pre packaged brands.”



## *Objective #2- How young adults perceive cold brew*



### Quantitative

This pie chart supports the objective on how young adults perceive cold brew. From this chart we can clearly see that 56.8% of people do know what cold brew is in comparison to other forms of coffee. We can also see that 43.2% of people do not know what cold brew is in comparison to other forms of coffee. This is nearly half of the people that we surveyed.

This addresses this particular objective because it clearly shows that not a lot of people are well informed about their coffee. This could stem from them just not wanting to know or they are just not being told the difference between cold brew and other forms of coffee. We would like to inform them of the difference between cold brew and other forms of coffee.





---

## *Recommendations*

### **Objective #2- How young adults perceive cold brew**

Our research shows that overall, young adults do not know much about how cold brew is, leading to lower sales due to apprehension of the product.

#### Recommendations

- Include information on what cold brew is in marketing efforts.
- Add in comparisons- what makes cold brew unique

---

## *Objective #3- To determine whether COVID has affected the coffee habits of young adults*

### Qualitative

During COVID, coffee was something to look forward to while in lockdown.

Some drank more coffee during COVID because it was exciting and they were home with the opportunity to make their own coffee.

For some, COVID allowed them to find a new drink that is not coffee. For others, COVID had no major impact on their coffee habits.

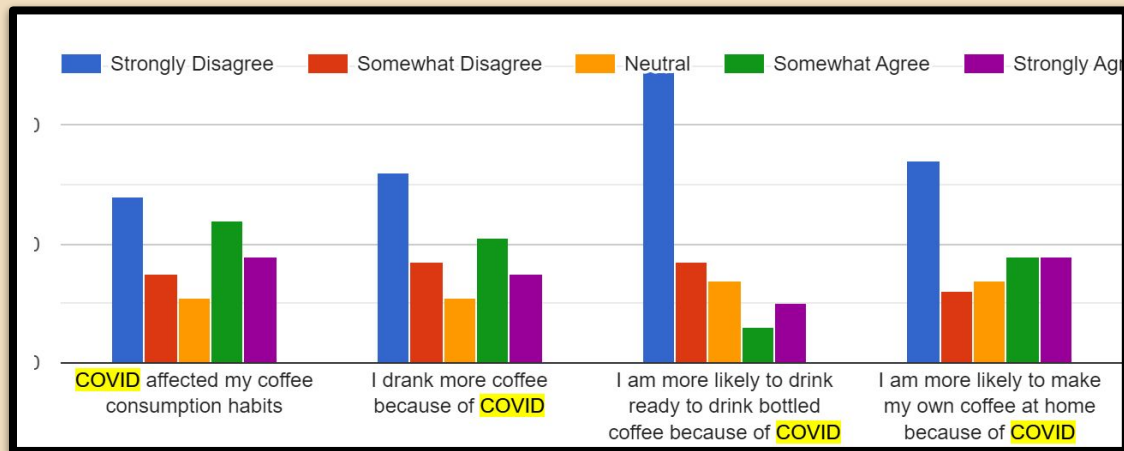
“Probably more because I started making it at home so I started drinking it more.”

“She made more herself and made it an event to get coffee during COVID.”



## Objective #3- To determine whether COVID has affected the coffee habits of young adults

### Quantitative



According to the graph, 28% of young adults strongly disagree with the idea that COVID-19 affected their coffee consumption habits, while 24% somewhat agree and 17% strongly agree with this statement.

31% of young adults do not consume more coffee prior to the pandemic, 48% are more likely to drink RTD beverages, 33% strongly disagree with making their own coffee and 31% do not support small coffee shops as a result of covid.



## *Recommendations*

### **Objective #3- To determine whether COVID 19 has affected the coffee habits of young adults**

When looking at the data, young adults' coffee habits have definitely been affected by COVID 19. A lot of young adults have chosen to make their own coffee.

#### Recommendations

- Make coffee blend so customers can make their cold brew coffee at home
- Emphasize how convenient SToK/ treat yourself



## *Objective #4- Current perceptions of RTD cold brew brands*

### Qualitative

Perceptions of RTD cold brew brands widely vary. Many people associate a brand from its brand imaging (logos and slogans) or its price range. When people form preferences of coffee brands, they often stick to those brands and do not venture out to other providers.

“America Runs on Dunkin and the running stick figure because I see ads for Dunkin’ a lot and that is what they say.”

“The bottles that it comes in [SToK] because they are so big and bright.”



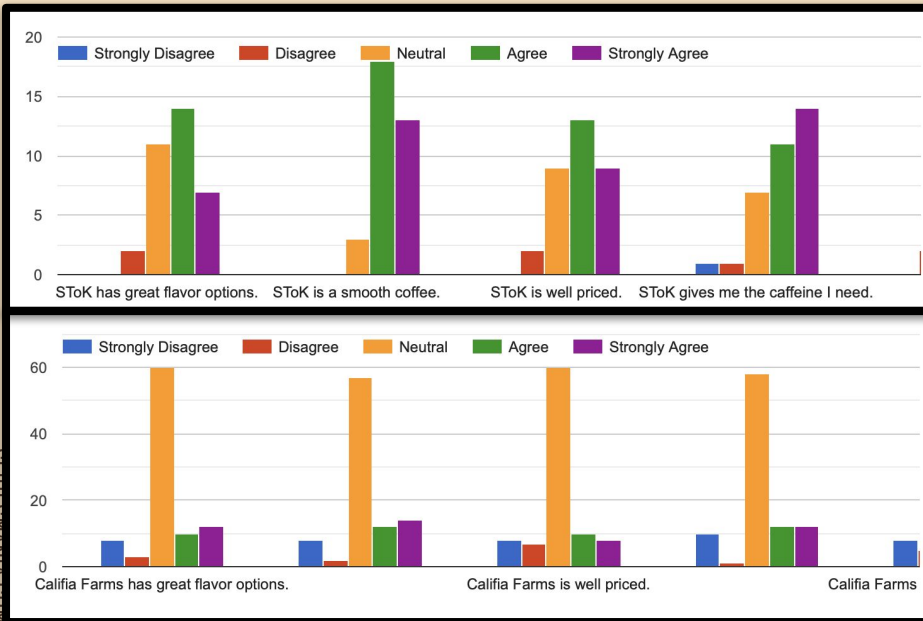
## Objective #4- Current perceptions of RTD cold brew brands

### Quantitative

The only brands that had significant data for their perceptions were Starbucks, STōK, and Califia Farms. Starbucks and STōK had very similar results, while Califia Farms was different.

The first graph shows that most people felt that STōK had good flavor options and has a good amount of caffeine.

The second graph shows that most people felt neutral about Califia Farms.



---

## *Recommendations*

### **Objective #4- Current perceptions of RTD cold brew brands**

Based on our data, potential consumers are drawn to large, brand name products and those that are within their price range.

#### Recommendations

- Create more affordable product lines to make STOK products more desirable compared to large competitors like Starbucks
- Expand brand awareness before moving into different types of coffee- focus on becoming competitive in the industry with the products available
- Create meaningful and memorable advertisements



---

## *Objective #5- Possibility of RTD cold brew tea*

### Qualitative

Many young adults think that a RTD cold brew tea would allow for a bigger target audience and market. They think it would be good to expand their products. Some mentioned that STok needs to grow and establish itself as a brand before bringing a new tea into the market.

“Yeah, I think a lot of people are looking for healthier alternatives than coffee.”

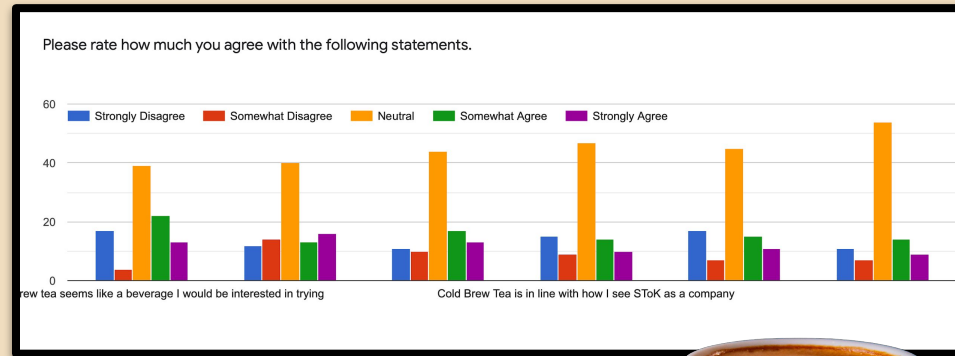
“Sounds yummy for people who don’t like the taste of coffee, but need the caffeine!”



## Objective #5- Possibility of RTD cold brew tea

### Quantitative

This chart supports the objective into the possibility of RTD cold brew tea. From this chart we can clearly see that the most popular option was that people thought that cold brew tea would be a good alternative to coffee. We can then see that they also said that they would be interested in trying cold brew tea. Lastly they said that they think SToK would benefit from selling cold brew tea.



---

## *Recommendations*

### **Objective #5- Possibility of RTD cold brew tea**

When looking at the data, young adults tend to be open to the possibility of RTD cold brew tea.

#### Recommendations

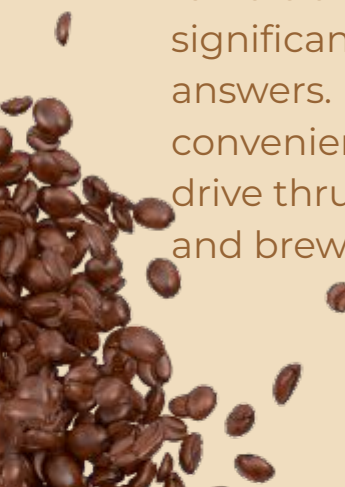
- Start researching top flavors for cold brew tea.
- Start testing out different tea recipes to hopefully start a SToK cold brew tea line.
- Take inspiration from companies like Starbucks and Teavana





## *Objective #6- Gender differences*

### Qualitative



The majority of our interviewees were female and we did not find any significant differences between their answers. Most females go for convenience such as buying a coffee in a drive thru whereas males prefer to make and brew their own coffee

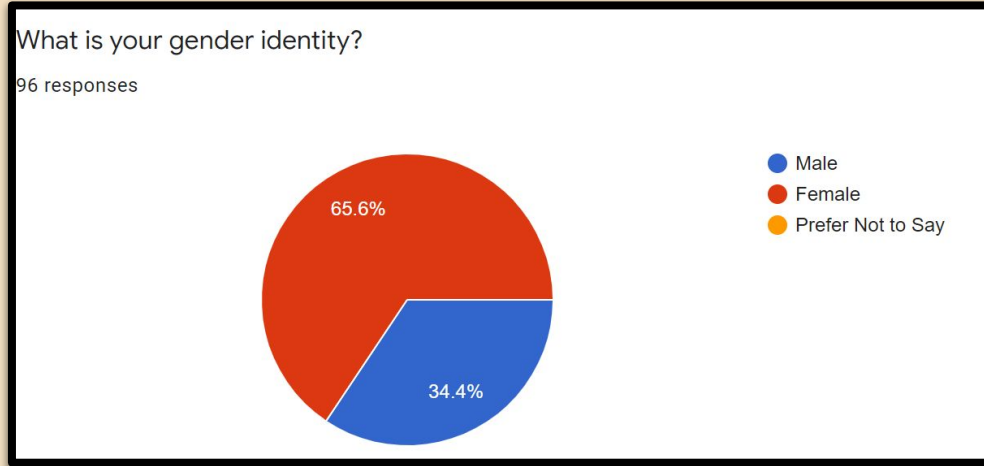
“I brew it in the machine, I don't know it's just [like], not really flavored, just a no name brand because it's cheap, I can get more for less money.”

“Yes, I usually go to Dunkin or Starbucks. I order a medium cold brew with oat milk and caramel.”

## *Objective #6- Gender differences*

### Quantitative

There was a larger amount of females that filled out the survey. Females had a 65.6%. Males had 34.4%.





---

## *Recommendations*

### **Objective #6- Gender differences**

When looking at the data, young women tend to gravitate towards drinking cold brew more than males.

### Recommendations

- Start researching physiologically why males tend to gravitate towards making their own coffee rather than buying it.
- Start advertising SToKs more masculine flavors such as unsweet or extra bold.

---

## *Objective #7- How money impacts coffee habits*

### Qualitative

In terms of money and how it impacts coffee habits, a common response was making coffee at home to save money. For those who drink coffee everyday, it can get expensive purchasing one each day, so they make it at home to be money conscious.

“Either I make the coffee myself or I make a quick run to Starbucks. It doesn’t matter, it really depends on how I’m doing on time and if I can afford it at the given time. If I can’t afford it, I’ll just make my own.”

“During the week it is important that I make it [myself] because it saves me money.”

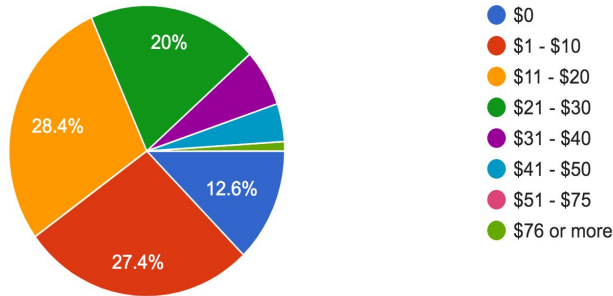


## Objective #7- How money impacts coffee habits

### Quantitative

In a typical week, how much money do you estimate you spend on coffee? (Including grocery store purchases such as Ready To Drink Coffee and Make-It)

95 responses



The graph above provides insight on how money impacts coffee habits. Survey participants were asked to answer the following question: In a typical week, how much money do you estimate you spend on coffee? According to the graph above, the majority of participants spent between \$11-\$20 per week on coffee, with 28.4% of participants claiming to spend this amount. The fewest number of participants said that they spend \$76 or more per week on coffee beverages. Knowing the breakdown of the amount that participants spend per week is a helpful insight for SToK to know in terms of what young adults' budget for coffee is and whether SToK's price points align with said budgets.

---

## *Recommendations*

### **Objective #7- How money impacts coffee habits**

After analyzing the data, affordability is the number one driving factor behind purchases.

#### Recommendations

- Work on making the product as cost effective as possible
- Introduce sale campaigns



## *Objective #8- SToK branding perceptions*



### Qualitative

Many interviewees thought that SToK had a limited number of products. The website was very overwhelming to many. The word “adventurous” and their bright use of colors comes to many interviewees minds when thinking about SToK.

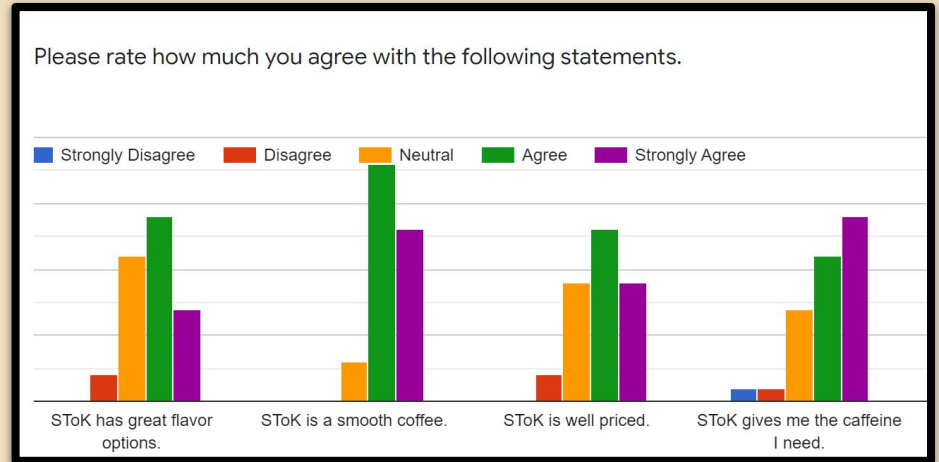
“The bottles that SToK comes in are so big and bright.”

“There’s too much red on the website and is overwhelming”

## Objective #8- SToK branding perceptions

### Quantitative

When it comes to flavor, smooth coffee, price, and caffeine needs, SToK was ranked high. Agree and Strongly Agree were answered in the survey most often.





---

## *Recommendations*

### **Objective #8- SToK branding perceptions**

According to consumers, SToK Cold Brew Coffee is a “big and bright” brand, which may overwhelm some people. However, after purchasing they view the product more favorably.

### Recommendations

- Focus on a less overwhelming, more comforting branding campaign
- Maintain their current product line

---

## *The Big Idea*

Overall we have come to the conclusion that these recommendations would greatly improve their audience reach and their overall brand.

### Recommendations

- Build up a strong brand image and name
- Utilize social media
- Promo deals
- Educating your audience
- Focus on targeting men

STōK™

*Questions?*