

Name - [REDACTED]
Number - [REDACTED]
Centre Number - [REDACTED]

Activity 2


Marketing Message

To support the overarching aim of increasing market share, Bean Street Bistro's marketing message will be delivered through a targeted promotional media campaign that highlights the brand's unique selling point, its extended opening hours until 10pm. This message is specifically tailored to appeal to individuals aged 18 and above, particularly university students, apprentices, and remote or hybrid workers, who often seek flexible environments to study or work beyond traditional business hours. The campaign will be executed primarily through social media platforms and websites that are frequently used by the target demographic, including Instagram, TikTok, and YouTube. The core message will communicate that "it's never too late to get work done", positioning BSB as the ideal late-evening location for productivity, whether alone or with others. In addition to promoting the work-friendly environment, the campaign will carry a social undertone, encouraging customers to bring friends and family to enjoy a relaxed, welcoming coffee shop experience together. The message will also directly support the first marketing objective of increasing sales revenue by driving up volume. This will be reinforced through a loyalty card scheme, where members receive exclusive discounts when they introduce new customers to the business. This initiative not only incentivises repeat visits but also stimulates marketing and customer referrals, both of which are highly valuable for an independent coffee brand. The campaign's central slogan, "The more the friends, the merrier the coffee," captures the essence of the brand's positioning: friendly, inclusive, and flexible while reinforcing the dual message of productivity and social connection.

Marketing mix

Product:

Bean Street Bistro offers a carefully curated menu of high quality coffee, teas, and light refreshments, with a focus on creating a relaxed, productive environment for university students and remote/hybrid professionals. The café's unique selling point—extended opening hours until 10pm—sets it apart from competitors and directly responds to the needs of those who work or study irregular hours. This flexible access allows BSB to attract a consistent stream of customers throughout the day and evening, supporting the objective of increasing sales revenue by 10% through greater volume over 10 months. The physical setting of the shop is designed to serve both solo productivity and social interaction. Comfortable seating, charging ports, and a calm ambience promote long dwell times, increasing the likelihood of multiple purchases per visit. While BSB currently lacks an at home product range, which is a growing segment (with 83% of consumers now brewing coffee at home), its focus remains on creating an experience



that cannot be replicated in a domestic setting—positioning the café as a ‘third place’ between home and work. This aligns with the campaign’s marketing message and slogan, “The more the friends, the merrier the coffee,” appealing to both social and functional aspects of consumption. Looking ahead, the product offering will be enhanced through exclusive member deals available to loyalty cardholders, directly linking to the second objective of distributing 125 loyalty cards to encourage retention and frequent visits.

Price:

BSB’s pricing strategy balances affordability and perceived value, both crucial in a time of economic uncertainty. With the cost of living crisis prompting consumers to view coffee as a luxury, BSB will use a combination of psychological pricing and promotional incentives to make its offerings more appealing without devaluing the brand.

- Key pricing tactics include:
- Bundled offers (e.g. coffee + pastry at a reduced rate),
- Discounted drinks for loyalty cardholders,
- ‘Bring a friend’ deals where cardholders receive discounts when visiting with new customers.

These tactics support both the first objective (driving volume and revenue) and the second (growing loyalty programme membership). Unlike large competitors such as Costa, whose pricing ranges from £3.50–£5.50, BSB will remain competitively priced while emphasising its added value through personal service, a local identity, and unique opening hours.

Place (Distribution):

BSB operates through a short distribution channel, selling directly to the customer through its physical café. This approach allows for full control over the customer experience and maximises profit margins, both of which are crucial for a small, independent brand aiming to increase its market share. Given the demographic’s reliance on convenience and flexibility, the café’s central location and extended hours allow it to serve a wide range of consumers, including students with late study schedules and professionals who work non standard hours. While BSB does not yet offer delivery or click and collect options like Costa or Tim Hortons, the focus remains on in person experience and community building, which supports the campaign’s emphasis on repeat visits and referrals. As the business scales, exploring strategic partnerships (e.g. university campus pop ups or local events) may help extend its physical reach without committing to a longer distribution chain.



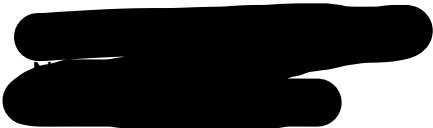
Promotion:

Promotion will play a central role in achieving BSB's three objectives. A 3 month promotional campaign will target 28–39 year olds, especially university students and hybrid/remote workers, using both digital and physical channels. Social Media Campaigns: Running across, TikTok, and YouTube to attract a younger, engaged audience. Influencer partnerships and sponsored content will emphasise BSB's extended hours and relaxed environment. This supports the third objective of gaining 10,000 social media followers in 3 months to increase brand visibility. Loyalty Card Launch: Distributed physically in store and promoted online. Customers will receive exclusive deals, including discounts for referring friends—tying back to both the revenue increase and loyalty objectives. In Store Promotions: Posters, table talkers, and counter signs will promote the loyalty scheme and ongoing deals. These physical prompts encourage sign ups and help educate walk-in customers about the benefits of membership. Flyer Distribution: Flyers will be placed in university buildings, libraries, and coworking spaces to raise awareness among the target audience. Community Engagement: Attendance at local university events and networking meetups will build brand credibility and allow for direct customer interaction—supporting long term brand loyalty and local recognition. The campaign message, “It’s never too late to get work done,” will be used across all promotional content to highlight BSB’s USP and relevance to the lifestyle of its target market. The slogan, “The more the friends, the merrier the coffee,” reinforces the social element and incentivises customer referrals, directly supporting the loyalty scheme rollout.

Extended Marketing Mix for Bean Street Bistro (BSB)

People

The staff at Bean Street Bistro play a crucial role in delivering the brand's marketing message and creating a memorable customer experience. As an independent coffee shop, the business depends heavily on friendly, knowledgeable, and approachable staff who contribute to the relaxed, productive atmosphere BSB aims to offer, especially to students and remote/hybrid professionals. Staff will be trained not only in product knowledge and customer service but also in promoting the loyalty card scheme, helping achieve the objective of distributing 125 cards over 10 months. By actively engaging with customers—particularly during quieter evening periods—they can encourage referrals and build long term relationships, supporting the objective of increasing sales revenue through volume. Diversity will also be reflected in hiring practices, with BSB aiming to employ a mix of individuals from different age groups, backgrounds, and experiences to foster an inclusive environment that mirrors the diversity of its customer



base. This is especially important for building a community oriented brand identity that resonates with local consumers.

Process

At BSB, the customer journey is designed to be simple, smooth, and welcoming, from ordering to payment. Customers can order at the counter, with clear signage promoting current deals, loyalty rewards, and evening specials. Staff will ensure that orders are processed efficiently, even during peak times, to maintain service quality. The loyalty card system adds a further layer to the customer journey. Cards can be stamped upon each purchase, and customers will be informed of member only perks and referral bonuses. This element not only encourages repeat visits but directly supports the objective of growing customer loyalty and driving higher transaction frequency. Although BSB does not currently operate an online ordering platform, future developments may include a basic mobile pre order system for regulars. This would enhance convenience for busy professionals and students, aligning with market trends and competitor behaviour, particularly from Costa and Tim Hortons.

Physical Environment

BSB's physical space is a major component of its brand identity. The café is carefully designed to feel calm, clean, and comfortable, creating an inviting environment for both individuals and groups. With soft lighting, accessible power outlets, and a layout conducive to both socialising and solo working, the space encourages longer dwell times—important for increasing per customer spend. Branding is consistent throughout the café, including menus, loyalty cards, posters, and social media handles displayed visibly. This enhances brand recognition and encourages digital interaction, supporting the third objective of gaining 10,000 social media followers during the campaign. Cleanliness and presentation are prioritised, with regular maintenance to ensure that all customer facing areas meet high standards. BSB will also look to incorporate small eco conscious touches—such as recyclable takeaway cups and minimal packaging—to align with long term sustainability goals, even if environmental positioning is not a core focus at this stage.

Budget and timescale:

Promotional method	Cost	Timescale
Influencers	£2500	Month 1 – Month 3



Google ads	£700	Month1 – Month 3
YouTube	£10500	Month 1 – Month 3
TikTok ads	£1000	Month1 – Month 3