

Bring Your Own Mug

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Company Overview

AMS SUSTAINABILITY



< UPPERCASE >

Industry

- ★ **Industry:** Consumer Food Services

- **Category:** Hot Beverages

- ★ Uppercase is affected by shifts in hot beverages industry and student taste and preferences

- ★ **Canadian hot beverages industry:** 3.47Bn as of 2015

- ★ Forecast: 5.1 Bn by 2020

- ★ 1.5 million disposable cups per year from UBC campus alone goes to landfill.

Competitor Analysis

< UPPERCASE >



Customer: Primary Research



Online Survey

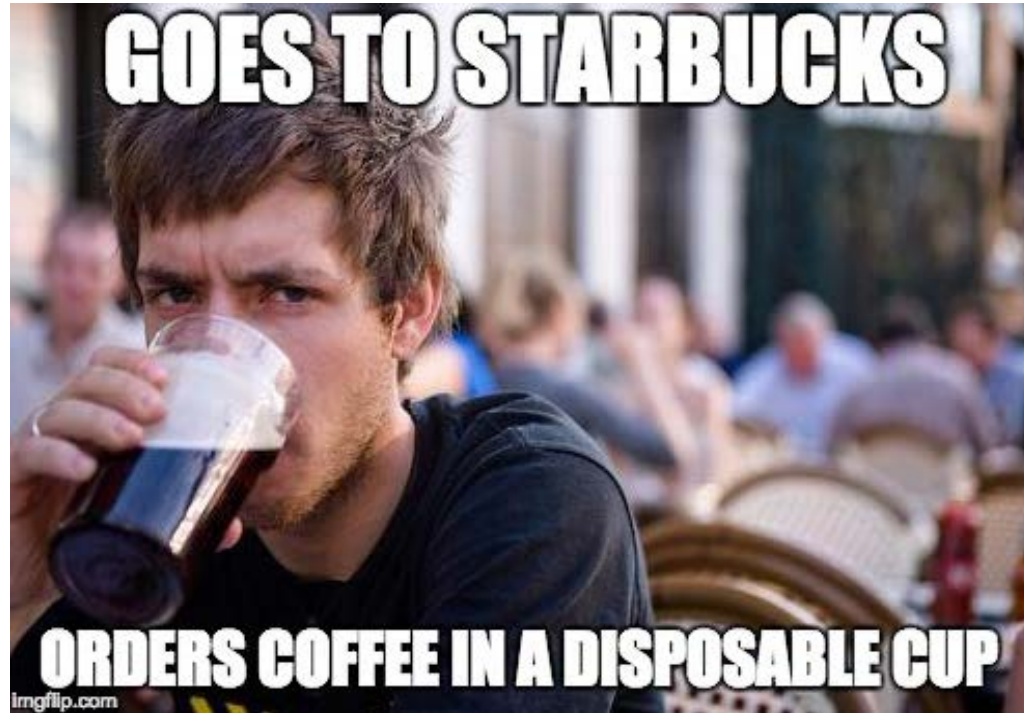


Face-to-face
Interview

Highlights

- ★ Students lack awareness of initiatives
 - ★ Need constant reminders
- ★ Influenced easily by peer pressure, social pressure, money incentives
 - ★ Value their time and convenience

Primary Target Segment: The Oblivious Undergrad



Oblivious Undergrad

✓ Research Findings



Survey respondents own their own mug



Survey respondents never bring their own mug with them to campus



Survey respondents are satisfied with using disposable mugs



Top reasons for not bringing own mug:

- Forget
- Pain to carry
- Cleaning is an issue
- Heavy bags

Student Profile: Oblivious Undergrad

- ★ Upper year student
- ★ Busy, preoccupied, pressed for time
 - ★ Drinks multiple cups per day
 - ★ Never remembers to bring a mug
 - ★ Doesn't see it as a problem

Students in this segment don't see themselves as part of the bigger picture of waste creation, even though they consume multiple hot drinks per day.

Secondary Target Segment: The Price Sensitive Student



Price Sensitive Student

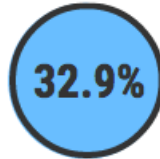
✓ Research Findings



Survey respondents believe that hot drinks should be discounted by \$0.50 if they bring a mug



Survey respondents report that a discount of \$0.50 or more would incentivize them to bring a mug



Survey respondents believe that they should not be expected to pay more than \$3 to join Mugshare

Student Profile: Price Sensitive Student

- ★ Lower year student
- ★ May or may not be a commuter
- ★ Has a full course load and is on student loans
- ★ Budget conscious, plans spending
- ★ Stays up to date with current promotions on hot drinks

Students in this segment are sensitive to changes in prices and are conscious of taxes and discounts being applied.

Secondary Target Segment: The Influenced Academic



Influenced Academic

✓ Research Findings

46%

Survey respondents agree or strongly agree that peer or social pressure influences them to make sustainable life choices

46%

Survey respondents report that they would be more likely to consider joining Mugshare if they were recommended by a friend or family member

62%

Survey respondents believe that they would remember to bring a mug if they were reminded of the environmental impact of their choices

Student Profile: Influenced Academic

- ★ Early years of University experience
- ★ Being environmentally conscious is not a core value
 - ★ But since it is part of UBC's culture they adopt it
 - ★ Try to educate themselves on it
- ★ Are more likely to be vigilant when in the presence of friends

Students in this segment are socially aware and change their behaviour when in the presence of peers and friends

Positioning

“For the oblivious undergrads and influenced academics, Bring Your Own Mug is a campaign for hot beverage consumers at the Nest which provides convenience, financial savings, and reduces the number of disposable cups used on campus, unlike Starbucks, which provides reusable cups for purchase.”

Goals

- ★ to help AMS influence sustainable behaviour in student population that is subjected to student turnover yearly
- ★ Short term: to increase awareness amongst students and engage them to participate in this initiative
- ★ Long term: adding new points of distribution and building loyalty

Objectives

- 1) To raise subscription to the Mugshare program to 2% of the student body in 2017 vs 2016 by April, 2018.
- 1) Increase reusable mug usage rate at Uppercase by 5%, in 2017 vs 2016 by April, 2018.
- 1) Add one additional Mugshare location in 2017 vs. 2016 by September, 2018.

Objective 1

To raise subscription to the Mugshare program to 2% of the student body in 2017 vs 2016 by April, 2018.



Strategy 1: Educate our audience of the environmental impacts by creating visuals

- ★ **How + What:** Promotional strategy to inform our unaware students with the BYOM campaign
- ★ **Who:** Students visiting the nest: Oblivious Undergrads and Price Sensitive Students
- ★ **Why:** People are unaware of: the environmental impact of coffee cup waste, unaware of Mugshare program (88%), unaware of savings with BYOM, reminding those who are absentminded

Tactic 1.1A “Love Your Mug Hour”



Tactic 1.1B Video Series

- ★ Short 7-seconds educational Video : variety + keep students' attention
- ★ Humorous, relatable (According to the survey purchase influence)
- ★ Social Influencer Santa Ono
- ★ Distribution: Push to social media channels, website



Tactic 1.1.C Posters on Sort it Out Bins



UBC sustainability



Tactic 1.1D Create Brand Persona

Maggie the Mug Mascot

- ★ Brand representative to kickstart the campaign
- ★ Easily recognizable for brand association
- ★ Sensibilize about impact of the waste of disposable cups
- ★ Empower students to change their behaviour



Strategy 1.2: Cultivate relationships with key influencers to endorse the initiative via social media

- ★ **How + What:** Promotional strategy to inform our unaware with the BYOM campaign
- ★ **Who:** Students visiting the nest: Oblivious Undergrads and Price Sensitive Students, easy to be influenced by others
- ★ **Why:** People are unaware of the environmental impact of coffee cup waste, unaware of Mugshare program (88%), unaware of savings when byom, reminding those who are absentminded

Tactic 1.2 A Advertise Mugshare through Social Media, namely Twitter and Instagram

UBC influencer, Santa Ono

★ 5000 follows in UBC Prez and 80,000 followers in Twitter

★ Advertising the Mugshare program, on his social media channels



Santa J. Ono

TWEETS
44.4K

FOLLOWING
11.3K

FOLLOWERS
76.7K

LIKES
10K

LISTS
14

Tweets

Tweets & replies

Media

Tactic 1.2B Poster Campaign

★ Posters of UBC influencers

★ Location: entrances of the Nest, Uppercase, and beside the Mugshare drop-off

Objective 2

Increase reusable mug usage rate at Uppercase by 5%, in 2017 vs 2016 by April, 2018.



Strategy 2.1: Increase brand loyalty by providing students with loyalty stamp cards

- ★ **How + What:** Create loyalty cards in order to increase revenue, remedy tax amount
- ★ **Who:** Patrons of Uppercase (Oblivious Undergrads, Price Sensitive Students)
- ★ **Why:** People currently don't see Uppercase as a business to be loyal to, it loses behind other companies like Starbucks and Tim Hortons. There is a financial loss

Tactic 2.1A Offer Uppercase Loyalty Cards

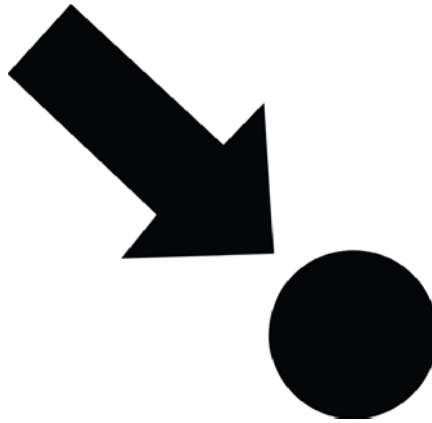
- ★ 10 stamp punch-card
- ★ Offer 1 punch for bringing reusable mug
- ★ Offer 2 punches if the mug brought in was from the Mugshare
- ★ At the collection of 10 stamps, users can redeem a free coffee or cookie of \$2 value

Tactic 2.2 Increase the eco-tax fee to motive students to bring their own Mugs and participate in the Mugshare Program

- ★ Uppercase charges \$0.09 eco-tax fee while advertising it as \$0.10
- ★ **\$2,034 loss** (\$20,316-\$18,284) during MAY 2015 - SEP 2016
- ★ The eco-tax fee should be increased to \$0.10 immediately
- ★ For long-run, the eco-tax could be increased to larger amount, such as \$0.25

Objective 3

Add one additional Mugshare location in 2017 vs. 2016 by September, 2018.



Strategy 3.1: Provide new points of distribution



Tactic 3.1A New pickup & dropoff location at Uppercase

- ★ Increase in convenience
- ★ Separate line with Mugshare mug or your own mug (faster service)
- ★ Promotional material at counter



Timeline for Implementation

PHASE 1 - Create promotional material for campaign

PHASE 2 - Actively promote campaign

PHASE 3 - Event activation

PHASE 4 - Repeat





Budget

Item	Cost per unit	# of Units	Total Cost
Objective 1: increase brand awareness for AMS Sustainability and subscription to Mugshare program			
Strategy 1: Inform our audience			
Tactic 1.1.A Create brand persona(mascot)			
Option 1: Reward for Students design (art)	\$100	1	\$100
Option 2: Cost for Professional design website	\$399	1	\$399
Tactic 1.1.B educational videos			
Cost for Photographer	\$350/day	1	\$350
Cost of costume & others	\$100*	1	\$100
Tactic 1.1.C Posters on tops of bins(Nearby)			
(4/0 24lb laser, 8.5 x 11)	\$0.55	200	\$110
Tactic 1.1. D Special Event(booth) in the Nest (main floor) - Love your mug day			
Cost for Free Swags (pen) *	\$0.39	300	\$117
Cost for snapchat geotag filter	\$5/20,000	25*	\$125
Note: Nest 250,000 square feet	Square feet		
Strategy 1. 2: Marketing Strategy 1.2			
Tactic 1.2.A Influencer Instagram/ Facebooks	0	0	0
Tactic1.2. B Posters (large and customized size)	\$8.17	10*	\$81.7

Budget

Strategy 2.1 Increase brand loyalty through incentives by providing students with loyalty stamp cards				
Tactic 2.1.A Offer Loyalty Stamp Cards (other features and # might be applied)	Different packages	10,000		\$139.99
Tactic 2.1.B Reward: Free drink for every 10 purchases	\$1.25	11,081		\$13,851
Annually costs for reward				
Opening: free cookie	\$1 *	100		\$100
Tactic 2.2.A Increased eco-tax to \$0.10(\$0.10-\$0.09)	\$0.01	121,894		(\$1,219)
Increased eco-tax to \$0.25(\$0.25-\$0.09)	\$0.14	121,894		(\$17,065)
Objective 3: New mug pickup location to engage members				
Strategy 3.1: New Points of Distribution				
Tactic 3.1.A New location at Uppercase*	0	1		0
Tactic 3.1.B Separate Line for Own Mug (promotional material at counter and in the line)	0	1		0
Fix cost Total (excluded reward program and \$0.25 tax with option1)				\$4.69
Total (excluded reward program and \$0.25tax with option2)				\$303.69