

NESCAFÉ

#ITALLSTARTS AT THE CONNECT CAFÉ

A CASE STUDY BY **STUDENT VILLAGE** 2017



A case study by Student Village 2017

THE CHALLENGE

IN ORDER TO
LAUNCH THEIR NEW
RANGE OF
FLAVOURS,
NESCAFE
HOOKED UP WITH
STUDENT
VILLAGE
TO TAKE THEIR
PREMIUM BRAND
TO CAMPUS!



OBJECTIVES

**CREATE HYPE AND INTERACTION AMONGST STUDENTS
OVER NESCAFÉ'S SIX NEW FLAVOUR VARIANTS**

**MAKE NESCAFÉ'S PREMIUM BRAND ACCESSIBLE AND
STUDENTS' NEW STAPLE COFFEE CHOICE**

**CONNECT STUDENTS TO THE BRAND BY INITIATING
THEIR CONNECTION WITH ONE ANOTHER**



THE PRE-HYPE

**STUDENTS
QUEUING
OUTSIDE
NESCAFÉ'S
CONNECT CAFÉ,
WAITING FOR
#ITALLSTARTS TO
KICK OFF! THE
CONNECT CAFÉ
WAS SUCH A HIT
ON CAMPUS,
STUDENTS KEPT
ASKING FOR MORE
- TILL AFTER 3PM!**



MUGSHOT

MUG STYLING WAS A GREAT CONVO STARTER, WHERE STUDENTS WROTE INSPIRATIONAL, ENCOURAGING & POWERFUL MESSAGES TO SHARE WITH OTHER CAMPUSES. STUDENTS CALLED THE MUG SHARING, THE NEW SCHOOL "PEN PAL"!



SPEED DATING

STUDENTS PARTICIPATED IN A SPEED-MEET SETUP AT THE CONNECT CAFÉ WHERE THEY GOT TO MEET AND MATCH UP WITH OTHER STUDENTS!

A WHOPPING 62, 000 COFFEE SAMPLES AND 12,000 MUGS WERE DISTRIBUTED!



APP-LIFICATION

**A CUSTOM
DEVELOPED APP
MATCHED STUDENTS
TOGETHER,
CONNECTING THEM
BOTH ONLINE AND
AT THE NESCAFÉ'S
CONNECT CAFÉS**



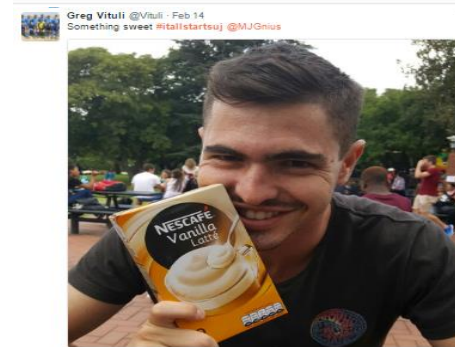
PLAYING BALL

STUDENTS WERE NOT SHY TO ASK THOSE REALLY INTIMATE QUESTIONS AND WITH THE HELP OF NESCAFE WERE PROVIDED UNIQUE CONVERSATION STARTERS IN A GIGANTIC BALL PIT.

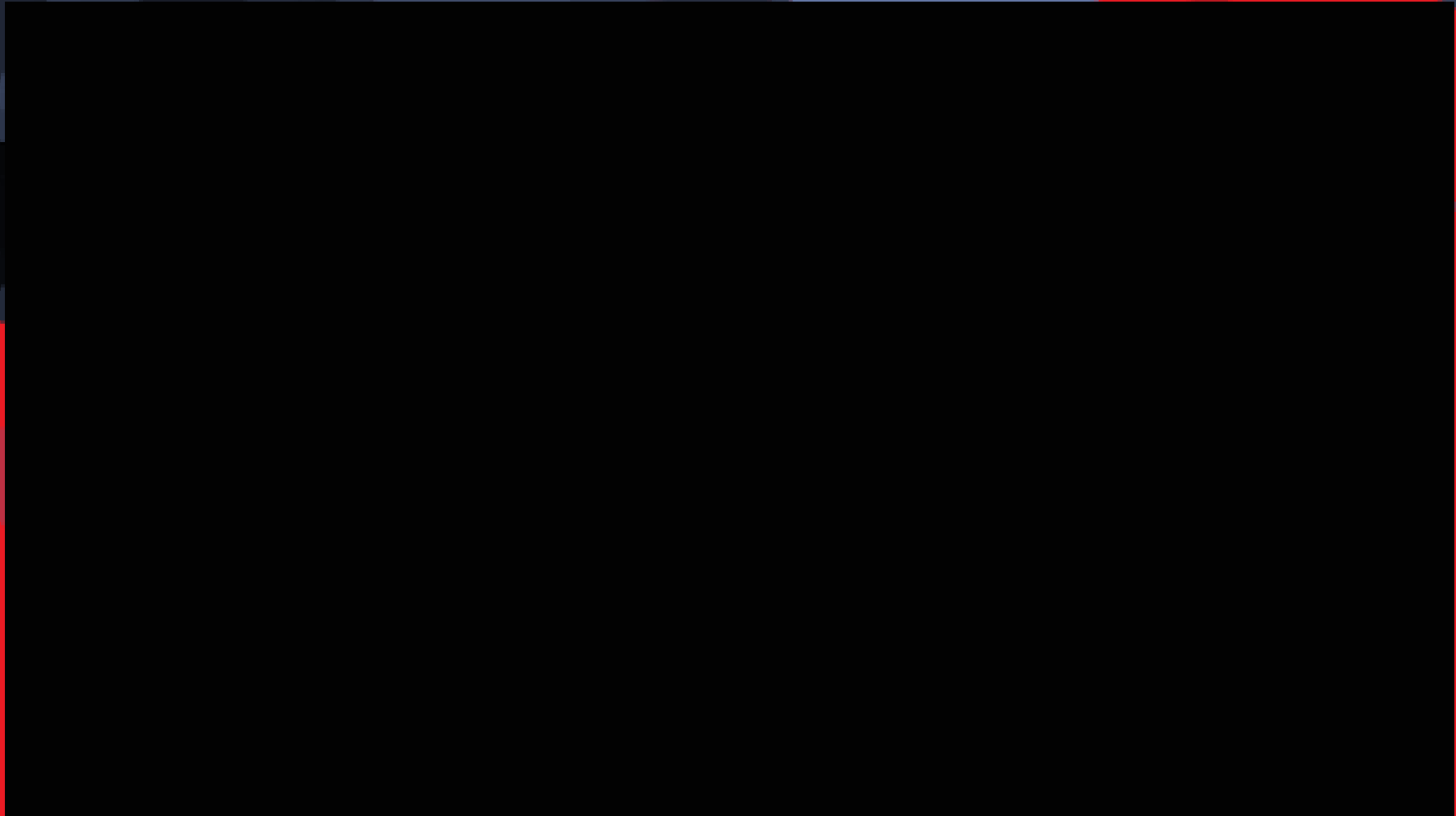


SOCIAL MEDIA

SOCIAL MEDIA TOOK THE CONNECT CAFÉ BEYOND CAMPUS WITH STUDENTS SHARING THEIR EXPERIENCE AND CUSTOM DESIGNED MUGS. ON SOCIAL MEDIA THE CAMPAIGN REACHED 1.4MILLION STUDENTS IN 3 DAYS. @NESCAFESA WAS A TRENDING TOPIC WITHIN THE SA TRENDS LIST, ON EVERY DAY, OF EVERY ACTIVATION



#ITALLSTARTSWITHNESCAFE





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