

**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 NESCAFE'S SIX NEW FLAVOUR VARIANTS**

**MAKE NESCAFE'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  
NESCAFE'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



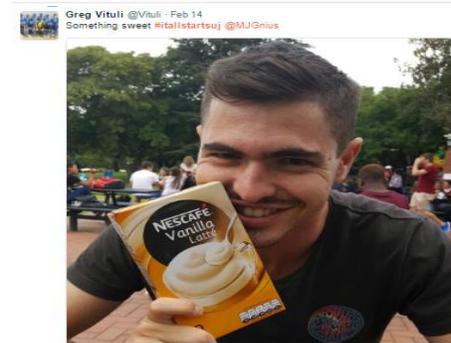
# PLAYING BALL

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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