

morrisjones

Case Study: Wimpy, "Foreign", 2006

Objectives

The coffee mass market enjoyed Wimpy's 'Famous Coffee' as it was great tasting, convenient and affordable. But, the brand wanted to introduce speciality coffees to the masses, more generally found in smaller boutique coffee shops.

Our task was to launch the new 'Premium Blend' range into a mainstream market and essentially making it a part their world.

Challenge

South Africa's coffee culture contains a number of users. Most people, however, are simple coffee lovers. They are not necessarily aficionados or experts but rather "just love a good cup of coffee" no matter how it comes. How then do we get a market of coffee lovers to try and love Wimpy's new range of speciality coffees?

Insight

Our consumers just wanted a good cup of coffee at a good price. Fancy and premium coffees were perceived to be more expensive, only for aficionados and practically impossible to pronounce; speciality coffees were down right foreign to most of us.

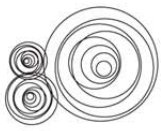
This impracticality caused apprehension when ordering coffee and even embarrassment when chatting about coffee amongst friends.

Solution

Our solution was to educate the masses through a humourous and educational campaign that took the mickey out of the pretentious coffee names.

The difficulty of pronouncing names such as 'macchiato' was made easier through engaging print executions that phonetically described the word whilst attaching humour to make it more accessible.

In the television commercial, set on a swing on a typical, yet romantic, 'plaas stoep', a young lover charms his girlfriend with a 'foreign' dialect inspired by our coffee phonetics. To his delight she replies with a seductive gesture and the now famous saying, "I love it when you talk foreign".



Work



ENJOY EVERY MOMENT.

208%

increase in average sales growth

Results

We succeeded in incorporating speciality coffee as a part of consumer lingo. This led to a 208% increase in average sales growth. In 2006, when the campaign launched, the "Foreign" TVC ranked 6th across LSM 8 – 10 in AdTracks best liked ads and received a Saturday Star Orchid award.

In conclusion, by taking the intimidation out of upmarket coffees we managed to democratise a more premium offering and make it accessible for the everyday South African, whilst positioning Wimpy as a brand that brings you're a range of quality coffees to be enjoyed by all.

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