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INSTANT HIT



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brand STUDY



01

BRAND OVERVIEW

Nescafe is one of the world's leading coffee brands, known for its rich, aromatic coffee blends and convenient, high-quality instant coffee. Nescafe appeals to consumers who seek quick, energizing solutions to fuel their busy lives.

02

MARKET AUDIENCE

Nescafe's audience spans across young adults to working professionals, generally aged 20-45, who prioritize efficiency and an instant energy boost. The brand is positioned to resonate with individuals who appreciate high-quality coffee without the wait.

03

BRAND POSITIONING

For this campaign, Nescafe is positioned as the ultimate "instant hit" to kickstart the day or help overcome midday slumps, reinforcing its role as a dependable energy booster.



RESEARCH

Consumer Insights:

Studies show that coffee drinkers highly value both flavor and the rapid energy boost associated with caffeine. This campaign leverages insights that consumers often struggle with grogginess in the morning or experience fatigue throughout the day, leading them to seek an instant energy solution.

Competitor Analysis:

Nescafe's key competitors include Starbucks Instant and Folgers Instant, both emphasizing flavor and convenience. However, Nescafe's unique value proposition is its focus on immediate energy, offering a distinct edge that appeals to those who want an "instant hit" effect.

print **CAMPAIGN IDEA**

Campaign Theme: "Instant Hit - From ZZZ to ZOOP"

Concept:

The campaign focuses on three scenarios that showcase Nescafe's ability to transform states of fatigue into alertness instantly. Each ad depicts relatable characters experiencing the shift from grogginess to alertness, thanks to a quick sip of Nescafe.

Tagline: "Wake Up Instantly with Nescafe"



THUMBNAIL SKETCHES & ROUGHS

01

ZZZ to ZOOP

- Sketch Concept: A woman with one eye closed, tired and sluggish, but the other eye wide open and alert.

Caption: "An Instant hit to Start Your Day"

02

Glory to Gaze

- Sketch Concept: A doctor looking surprised, both eyes wide open, symbolizing the instant clarity and alertness brought on by Nescafe.
- Caption: "Instantly shifting from tired to wide-eyed focus".

03

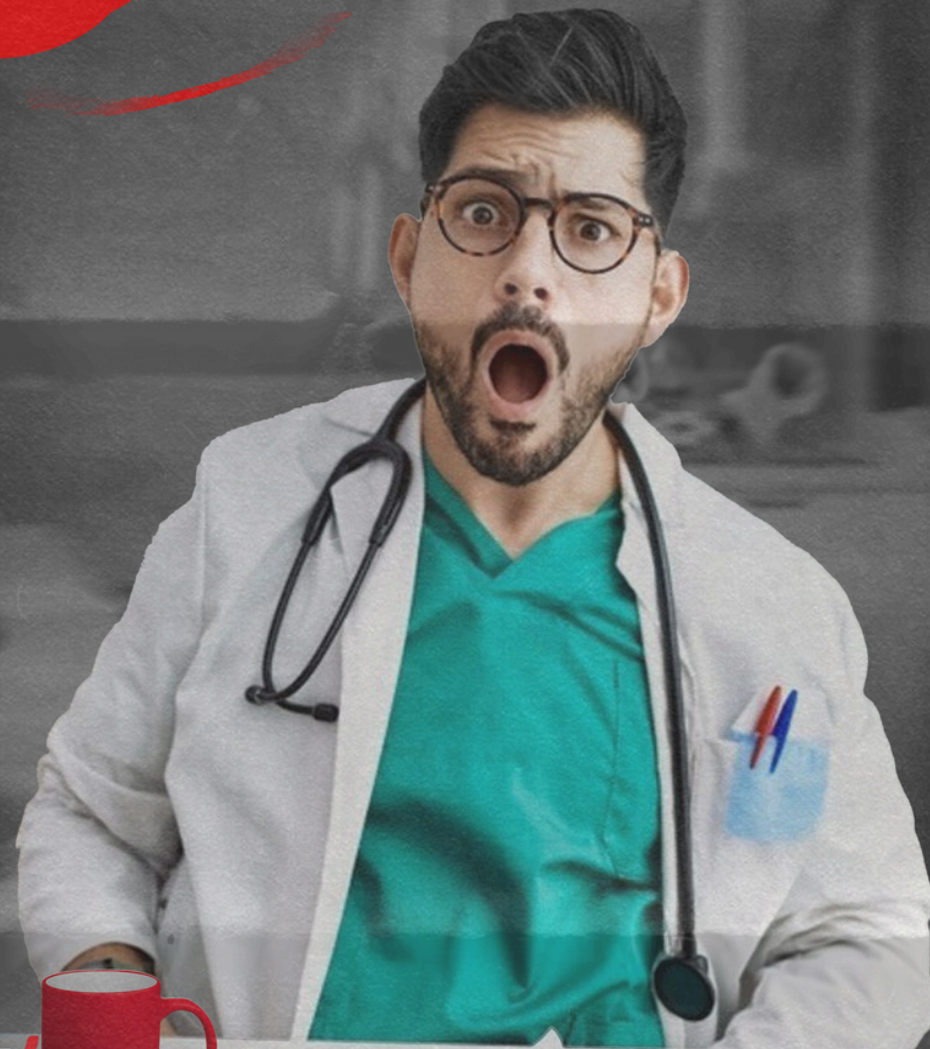
Yawn to Dawn

- Sketch Concept: A pilot yawning, one eye half-open, then instantly wide-eyed and alert, ready for takeoff.
- Caption: "Instantly energized, with fatigue a thing of the past".



Instantly shifting from tired to wide-eyed focus

DOGGY TO
GAZE!



NESCAFÉ



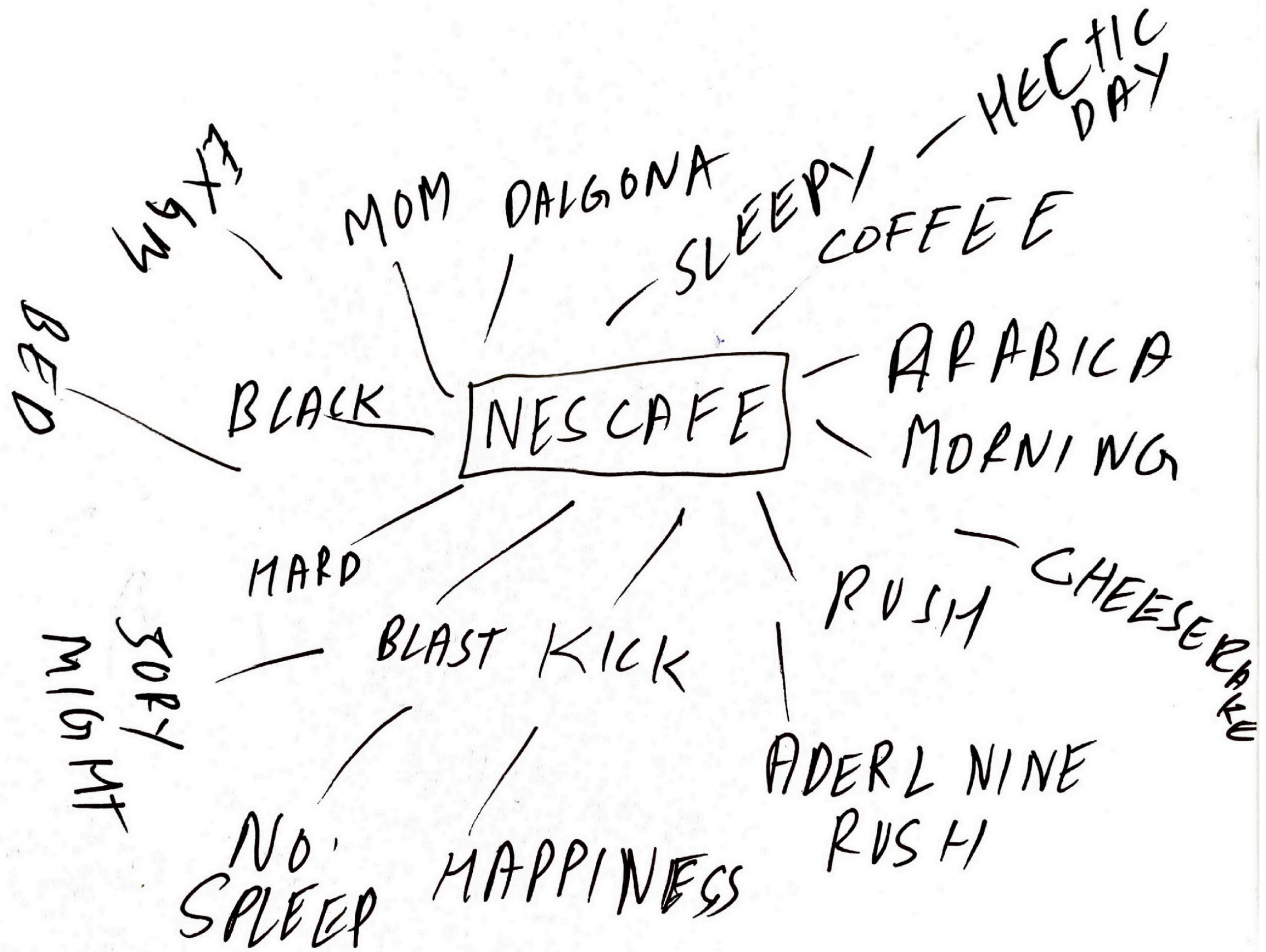
Instantly energized, with fatigue a thing of the past

YAWN TO
DAWN!



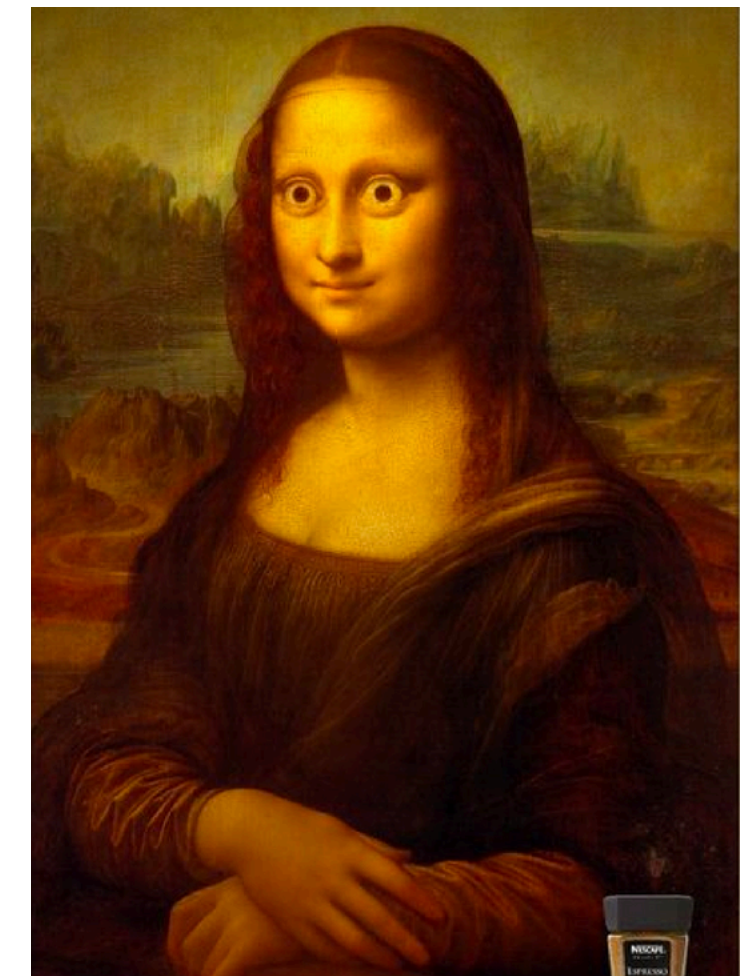
NESCAFÉ





draft LAYOUT

Each print and digital ad layout is minimalistic, with a sharp focus on the transformation effect. Half of each image will represent fatigue, and the other half shows alertness with bold captions. The Nescafe logo, tagline, and a call to action ("Try Nescafe for Your Instant Jolt") are positioned at the bottom for brand recall.



MAGAZINE & SOCIAL PLATFORM SELECTION

Platforms Chosen:

- **Magazines:** Placement in lifestyle and professional magazines (e.g., Forbes, Men's Health, Business Insider) to reach working professionals who value efficiency.
- **Social Platforms:**
 - **Instagram & Facebook:** Carousel and story ads featuring the “before and after” moments.
 - **LinkedIn:** Posts that target professionals, reinforcing Nescafe as a productivity booster.
 - **YouTube Shorts:** Short, catchy videos showing the instant transformation effect, reaching a broad audience.





AFTER-EFFECT OF AD CAMPAIGN

Post-Campaign Evaluation:

Key performance metrics include social media engagement (likes, shares, comments), website visits through call-to-action links, and recall studies conducted with magazine partners. Additional data on customer purchasing behavior will be collected to assess if the "Instant Hit" concept increased sales within targeted demographics.



CONCEPT EFFECTIVENESS

Success Indicators:

The effectiveness of this concept will be evaluated by its ability to resonate with consumers who prioritize quick energy boosts. Success is also measured by an increase in brand recall associated with "instant energy," as well as higher engagement and reach on selected social platforms and print outlets.



THANK YOU