

PR PROMOTIONS PLAN  
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# CARIBOU COFFEE

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## OBJECTIVE

Build sustained awareness of and engagement with the Caribou brand, leveraging media relations and social media channels.

## TARGET AUDIENCE

**Quality conscious:** Women ages 25-44 who are married and may have children at home. They spend more than \$75 each month at coffee shops.

**Morning commuter:** Women and men ages 25-54. They spend more than \$50 each month at coffee shops.

**Treat seeker:** Women ages 25-44, often with children at home. They spend at least \$40 a month. This audience is extremely social online and offline.

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NEW PREMIUM ICED COFFEE DRINKS ARE NOW AVAILABLE AT GROCERY  
AND CONVENIENCE STORES AS WELL AS ALL CARIBOU COFFEE LOCATIONS.

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# Caribou Coffee 2021 Activity Calendar

What	When	Type	Platform(s)	Engagement	Evaluation
Fan Favorite	New Year Dec.-Jan. 2021	Shared Owned	Facebook Twitter Instagram App	Interactions Polls Hashtag use Comments/Shares	Poll participation Hashtag Use/Shares Reach App downloads
Coffee Match	Feb. 14-19, 2021	Owned Shared	Facebook Twitter Instagram App	Tagged posts Hashtag use	Social media analytics Participation App downloads
Community Clean Up Sponsored by Premium Iced Drinks	April 2021 Weekends	Paid Earned Shared	Facebook Instagram Twitter Website	Interactions- Comments/Shares/ Follows	Sign- ups/Participation Social media analytics
Pride Month Cause Marketing	June 2021	Earned Shared	Facebook Twitter Instagram App	Hashtag use Interactions	Social media analytics Participation
Coffee- Making/Coffee art Workshops	September 2021	Owned Shared	Facebook Twitter Instagram App + Website	Interactions Tagged posts	Attendees Participation Sign-ups Google Analytics
Pumpkin Patch Stands	October 2021	Owned Shared	Facebook Twitter Instagram	Tags/ hashtags Interaction	Participation Visitors
Book readings/ Conversations With authors	November 2021 4 events	Shared Earned	Facebook Twitter Instagram	Interactions Shares	RSVP/ Attendees Social media analytics
Holiday Raffle	Dec. 12-18, 2021	Owned	Facebook Twitter Instagram	Interactions Shares	Participation Rewards members Social media analytics

## Activity 1: Fan Favorite Vote

### Synopsis:

Caribou Coffee will open a poll on each social media platform with the 3-4 most popular seasonal drinks and invite followers to vote for the drink they want to bring back for a limited time.

### Tiers:

Tier 1: (December 30) Announce the opportunity to vote for a fan favorite comeback drink on social media- ask followers to comment which seasonal drinks they'd like to bring back for a limited time.

Tier 2: (January 1) Based on the most popular drinks- post the same poll on each platform and leave up for a week.

Tier 3: Promote throughout the week and use hashtag #CaribouFanFavorite.

Tier 4: (January 7) Poll ends. Announce the most voted drink.

Tier 5: Bring back the most voted drink for the rest of January.

### Layers:

Shared: This activity is shared media because this poll would ideally create buzz around the customer fan favorite and what drink they would want to bring back.

Owned: This activity is owned media because Caribou Coffee is promoting the usage of their own app by allowing participation in the poll through the app and creating discussion around their most popular seasonal drinks.



Pumpkin White  
Mocha



Holiday Spicy  
Mocha



Bubble Tea  
Latte

Take control of the new year and vote for the seasonal drink you want to bring back for a limited time. Let us know what your #CaribouFanFavorite is and vote on our social media pages and the Caribou Coffee app!

## **Activity 2: Coffee Match**

### *Synopsis:*

Encourage customers to try something new and allow the barista to match you with the perfect drink by letting the barista know what they look for in a drink or ordering on the Caribou app. \$1 off Premium Iced Coffee Can when you order the “perfect match.”

### *Tiers:*

Tier 1: (Feb. 14- Valentine’s Day) Valentine’s day post. Announce this week-long event.

Tier 2: Encourage followers/customer to share a photo/selfie with their drink and tag Caribou Coffee and use #CaribouCoffeeMatch. Promote \$1 off Premium Iced Coffee Can when you order the “perfect match.”

Tier 3: (Feb. 19) End of event- thank followers for their participation and repost customers matched drinks.

### *Layers:*

Owned: Caribou Coffee promotes usage of their app to be matched with a new drink. They’re also promoting their own drinks.

Shared: This activity is shared because customers will be sharing their experience in trying out a new drink and how well they were matched.



Do you want to find the perfect coffee drink match? Just let us know what you like in a drink and we'll match you with the right one.

#CaribouCoffeeMatch

### **Activity 3:** Community Clean up

#### *Synopsis:*

Caribou Coffee will team up with local community organizations/ programs to host community clean-up events throughout their city locations to celebrate Earth Day. These clean up events will occur every Saturday in April and will be sponsored by Caribou Coffee Premium Iced Coffee Drinks.

#### *Tiers:*

Tier 1: (March 31) Announce the partnership and community clean up hosts and share sign up page with information on each location, dates and times.

Tier 2: (April 5) Share graphics and brief facts to promote sustainability and environmental consciousness. Generate discussion.

Tier 3: Promote event each week.

Tier 4: (April 22). Engage with followers and ask what they're doing for Earth Day.

Tier 5: By the end of the month, share a short video compiled of clips from various clean-up events. Upload gallery of pictures from this event to the website.

#### *Layers:*

Shared: This activity is shared because the community will be generating discussion around the environment.

Earned: This activity will be published on other media platforms such as local websites, etc.

Paid: Caribou will provide supplies for this clean up in this sponsorship.



Caribou Coffee has partnered with local environmental organizations to clean up our communities this month. If you want to volunteer in your community, sign up with the link in our bio! #CaribouCleanUp

## **Activity 4:** Pride Month

### *Synopsis:*

Caribou Coffee will donate a 20% of June profits to the Gill Foundation, an organization that supports nonprofit organizations across the nation that advance the rights of LGBT Americans.

### *Tiers:*

Tier 1: (June 1) Announce the partnership with the Gill Foundation.

Tier 2: Use platform to amplify LGBTQ+ activist voices.

Tier 3: Promote the Gill Foundation throughout the month.

### *Layers:*

Shared: This activity is shared because the community will want to get involved and get the word out there, especially about the Gill Foundation.

Earned: This partnership and cause will be published on other media platforms to spread the message.



## **Activity 5:** Coffee-Making workshops

### *Synopsis:*

Offer coffee-making workshops at select locations throughout the month of September. Workshops will be \$10 and offer childcare with a certified childcare professional.

### *Tiers:*

Tier 1: Connect with city websites to get added to the community calendar for select cities.

Tier 2: (September) Share the coffee-making workshop dates and sign up page- ask how/where they heard of the workshops.

Tier 3: Promote the coffee-making workshops by sharing pictures/gifs and repost customer pictures.

Tier 4: (September 29) National Coffee Day- coffee-making workshops coming to an end. Post pictures from the event on website.

### *Layers:*

Owned: This activity is owned media because Caribou is leveraging its website to drive customers to the website to browse the gallery of images for each event.

Shared: These workshops will be shared to community members and hopefully the attendees will share pictures from the workshops to show off their work.



The graphic is a square invitation with a light blue background and a white border. It features the text "YOU'RE INVITED TO OUR CARIBOU COFFEE WORKSHOPS" in white, bold, sans-serif font. Below the text is a small image of a blue ceramic coffee cup on a wooden saucer. At the bottom, it says "Learn more at cariboucoffee.com". The entire graphic is set against a light gray background.

YOU'RE INVITED  
TO OUR  
CARIBOU COFFEE  
WORKSHOPS

Learn more at [cariboucoffee.com](http://cariboucoffee.com)

Join us throughout the month of September for fun coffee-making workshops! Check out the dates and locations for all Caribou workshops on our website and sign up today!

## **Activity 6:** Pumpkin Patch Caribou Stand

### *Synopsis:*

Partner with local popular pumpkin patches to set-up coffee/hot chocolate stand. Also, set up a small festive display (with Caribou Coffee social media handles) for photo ops.

### *Tiers:*

Tier 1: (October) Promote the local pumpkin patches- mutual sharing.

Tier 2: Share the locations of each pumpkin patch that Caribou will be at.

Tier 3: Encourage attendees to take pictures at the stand and share on social media and reshare posts.

Tier 4: Promote the last weekend of pumpkin patches.

### *Layers:*

Shared: Customers are encouraged to share their pictures at the Caribou Coffee stand on social media.

Earned: This activity will be shared on community publications in relation to Halloween festivities and Caribou Coffee's participation.



Enjoy a spooky fun time at your local pumpkin patch and don't forget to stop by the Caribou Coffee stand for hot chocolate and coffee. Tag us if you take a picture at our stand! #CaribouPhotobooth



## **Activity 7:** Book Readings/Conversations

### *Synopsis:*

Partner with local bookstores to host weekly book readings/ conversations with authors in the month of November.

### *Tiers:*

Tier 1: Connect with city websites to get added to the community calendar for select cities.

Tier 2: Promote the events each week using #CariBoukConversations.

Tier 3: Spotlight the speakers and authors.

Tier 4: Leverage book festivals happening in each city.

### *Layers:*

Shared: This activity will be shared on community publications in relation to Halloween festivities and Caribou Coffee's participation.

Earned: This event series will be included in other media publications regarding book festivals in the community.



Hear from your favorite authors at our Book Conversation event series! Click the link in our bio to RSVP! Until then, let us know what you're currently reading.

## Activity 8: Holiday Raffle

### Synopsis:

Caribou Coffee will hold a holiday raffle during the week of Dec. 12-18. Any customer who is a rewards member will receive one entry with every purchase during that week. There will be three winners per coffee shop location and the prizes will be Caribou Coffee related.

### Tiers:

Tier 1: (December 12) Announce the holiday raffle.

Tier 2: Promote the raffle throughout the week and promote drinks (as well as the premium iced drink) that customers can try during their visits.

Tier 3: (December 18) End of raffle entries.

Tier 4: Announce/ contact winners.

### Layers:

Owned: Caribou is driving customers to download their app and join their rewards program. They're also promoting the purchase of their own drinks.



A red square graphic with a white border. In the top-left corner, there is a white triangle pointing towards the center, with a red outline. The text inside the square is white and reads: "HOLIDAY RAFFLE", "December 12 - December 18", and "Keep track of your entries on the Caribou Coffee App".

Happy Holidays! To celebrate the month of giving we will be holding a week-long raffle contest! Get entered into the raffle with every drink you buy from December 12 through December 18.