A hidden treasure is something invaluable, but often obscured to the naked eye. It’s something each of us cherishes, yet we have to actively seek it out in order to experience the feeling it brings us. It’s a pick-me-up on a rainy afternoon, a capstone for a productive day, or anything else you need it to be. We at Gateway Communications know that Main Steam Coffee & Desserts can provide many in Pocatello with that feeling of finding a hidden treasure by helping them find their new favorite.

Main Steam Coffee & Desserts faces the unfortunate challenge of standing out in a heavily saturated market in a college town where it feels like there’s a coffee shop on every street corner. However, we know Main Steam is unique for its delicious, high-quality drinks and treats that are complemented by a warm and inviting atmosphere. But, for the ISU community and members of the LGBTQ community specifically, its uniqueness is currently unknown and the shop remains a hidden treasure.

Gateway Communications has developed an integrated marketing communications plan that shows how Main Steam Coffee and Desserts can easily become everyone’s new favorite. Through the revitalization of Main Steam’s social media and web presence, by attending and sponsoring local events, and by helping people discover Main Steam through newly-developed outside signage and event-specific swag, we will help the Pocatello community find their new favorite at Main Steam Coffee & Desserts.
Industry Analysis

Competes in Specialty Eatery Industry:
• Consumption on premises or takeout

Saturated Industry

COVID and Consumer Preferences:
• Prefer drive-thru, pick-up, or delivery options

Top Industry Players in Pocatello:
• Starbucks (multiple locations)
• Java Espress (drive-thru)
• Einstein Bagel Company (on ISU campus)

Company Analysis

Locally owned: Tom & Kevin
• Well-known in the area

Sales generally high in fall
• Down due to COVID

Product offerings:
• Coffee & Tea
• Milkshakes & specialty drinks
• Treats baked in-house, chocolates and candies
• Dog treats

Offers safe meeting space for LGBTQIA+ community

Product Analysis

Average cup of coffee - all shops = $2.99
Average cup of coffee - Main Steam = $3.50
Average gourmet drink - all shops = $4.24
Average gourmet drink - Main Steam = $5.00 (approx.)

Distribution of coffee:
• To-go cups; reusable cups; travel cups; in-store cups/mugs

Loyalty Programs:
• General card-connected loyalty program
• Student discounts

Current Promotional Efforts:
• Social media
• Word-of-mouth
**Competitive Analysis**

**Primary competitor:**
- Mocha Madness

**Direct Competitors:**
- Beans & Brews Coffee House
- Bru House
- Crafted
- Starbucks

**Indirect Competitors:**
- Double Shot Coffee Drive-Thru
- Java Espress
- Amazing Glaze
- Einstein Bros.
- McDonald’s

---

**Consumer Analysis**

**Current consumers:**
- Coffee connoisseurs
- Local professionals
- Tourists
- Some students
- Some members of LGBTQIA+ community

**What consumers want:**
- Free wi-fi, open space, quality coffee, affordable prices, loyalty programs
- Businesses that support their local community/events
- Consistency and convenience

**Where consumers are:**
- Local events
- Social media

---

**Market Analysis**

**Big growth opportunities for Specialty Eatery industry:**
- Annual projected growth = 8.7%

**Local Market Potential:**
- Pocatello & Chubbuck = 70,000 (approx.)

**Important considerations:**
- COVID
- High Mormon population
Primary Research

General and Demographic

- Surveyed 118 respondents in Pocatello
- Most respondents lived in University area (31.3%) or West Pocatello (16.5%)
- Orientation:
  - Heterosexual: 74.8%
  - Homosexual: 4.3%
  - Bisexual: 8.7%
  - Did not respond: 5.2%
- 55.7% of respondents are permanent residents
- 32.2% of respondents are part-time residents

Coffee Habits

- 76.5% say they drink coffee
- 39.1% of respondents drink coffee daily
- 40% of respondents consume coffee from home
- 20% of respondents consume coffee from coffee shops
Coffee Shop Perks

Main reason respondents drink coffee:

- **60.9%** Energy/Refreshment
- **36.5%** Choice/Habit
- **27.8%** Socially/Social Occasion

Quality and Atmosphere

key aspects respondents look for in a coffee shop.

- **$5** is the average price respondents are willing to pay
- **33%** go for the coffee quality
- **25.2%** of respondents visit coffee shops for their atmosphere

Community Insights

When asking if they had heard of Main Steam, 60.9% had not heard of it.

Only 2 respondents had visited.

When asked to describe Main Steam, they considered it LGBTQ+ friendly.

College Market and Mocha Madness were local coffee shops where participants prefer to study.

The Farmers Market and ISU Events were prominent choices when participants were asked which local events they attended.

“They seemed to have a variety of items. It just isn’t in a great location for me.”
• Inclusivity
• Variety of product offerings
• Atmosphere/environment
• Quality of products
• Amenities (wifi, workspace, plug-ins)

• Convenience/location
• Lack of clear signage
• Lack of consistent/clear brand

• Public relations, events, & community outreach
• Acquire additional signage
• Offer a safe environment for all

• Ability to build brand equity
• Audience engagement in online spaces: website/social media

• Saturated market
• COVID-19
• Local culture
Target Market Profile

Justin Rojas

Age: 28
Occupation: Waiter/Graduate student
Gender: Male
Income: $20K
Residency: University Area
Hobbies, Interests, and Habits: frisbee golf, board games, horticulture, amateur baker

Justin is an energetic, ambitious graduate student who is a waiter at Oliver’s restaurant. Just like other college students, Justin is short on time so he knows what he wants. On weekdays, he has his regular coffee shop where he sits down with a great chai tea latte and cranks out his school work. He appreciates a shop where he can grab a pastry at lunch time. Justin has been in a relationship for over 3 years and loves personal time with his partner. On weekends, one of their favorite activities is getting coffee before the Farmer’s Market, which they attend twice a month. They also attend the Art Walk and various ISU events.

Abigail Marloe

Age: 32
Occupation: English teacher at Pocatello High School
Gender: Female
Income: $45K
Residency: Old Town Pocatello
Hobbies, Interests, and Habits: Affiliated with LGBTQIA+ groups, supporter of local businesses, lover of coffee and cozy, inviting shops

Abigail is the kind, caring, inclusive English teacher that we all wished we had. Born and raised in Pocatello, Abigail knows what it’s like to grow up in an unwelcoming environment. She aims to foster inclusivity in her classroom and is quite active in the local LGBTQ+ community. She appreciates businesses that also support the LGBTQ+ community. She is a coffee connoisseur and loves to soak up a good coffee shop atmosphere. She loves to get her caffeine fix while sitting in a relaxed setting, diving deep into her students’ work.

Abigail is the kind, caring, inclusive English teacher that we all wished we had. Born and raised in Pocatello, Abigail knows what it’s like to grow up in an unwelcoming environment. She aims to foster inclusivity in her classroom and is quite active in the local LGBTQ+ community. She appreciates businesses that also support the LGBTQ+ community. She is a coffee connoisseur and loves to soak up a good coffee shop atmosphere. She loves to get her caffeine fix while sitting in a relaxed setting, diving deep into her students’ work.
Marketing Objectives

Marketing Strategy: In order to increase both foot traffic and sales, local and ISU-hosted events were determined as the major focus and opportunity for our campaign. Additionally, revamping owned media such as Main Steam’s website and social media would aid in driving foot traffic and increasing sales.

Driving foot traffic - To increase foot-traffic by 5% by the end of the 12-month campaign period.

Sales - To increase sales by 15% by the end of the 12-month campaign period.
Communication Objectives

Increase brand awareness
Increase brand awareness by 15% among target audience members by the end of the campaign.

Consideration
To place in the top 3 of target consumer’s consideration sets of coffee shops in Pocatello by the end of the campaign.

Facebook
To increase Facebook likes by 10% by the end of the campaign.
Creative Strategy

The main focus of our creative strategy is to help Pocatello discover Main Steam, just like we did. We want to reach the workers stuck in a coffee rut, the students bored of their regular study spots, the members of the LGBTQIA+ community that are looking for a safe haven and great coffee and show them that Main Steam offers exactly what they’re looking for. We want to show them that they can “Find Your New Favorite” at Main Steam Coffee and Desserts. Main Steam Coffee and Desserts is a hidden treasure in Pocatello. We know that it is a fantastic, standout shop in Pocatello, but we also know that it’s unknown to many. Our creative strategy and the campaign focus of Find Your New Favorite will create the feeling of an unfound joy, and a desire to visit and experience that treasure for themselves.

We create this enticing feeling by utilizing:

• Warm tones of coffee browns, deep maroons, and vibrant yellows.
• Elements of brick, and cozy textures that match the atmosphere and style of Main Steam Coffee and Desserts.
• A simplistic design draws focus to the message of Find Your New Favorite, and then immediately draws attention to Main Steam Coffee and Desserts.

These elements will create the desire to tap into something new and high-quality. It draws people in, shows them something they are missing, and that Main Steam Coffee and Desserts is the place where they can enrich their coffee routine.

The Find Your Favorite Philosophy
Creative Executions

Our strategy focuses on two key areas: 1) Creating awareness and generating foot-traffic and sales through participation at local events and 2) revamping owned media including social media and the shop’s website.

Social content will feature seasonal promotions, seasonal drink introductions featuring a customized drink introduction template, event photos and recaps from local events, and a highlight -- a Main Steam Coffee and Desserts versus other coffee brands taste test series comparing Main Steam Coffee to their competitors.

To gain awareness and increase foot traffic for Main Steam Coffee and Desserts, we will expand marketing on Main Street with signage and feather banner advertising. These signs and banners are portable and able to be used at the shop and at local events.
A feature story about Tom, Kevin, the shop, and this campaign will be released in the Idaho State Journal in order to gain positive press and increase awareness.
PR, Events, and Swag

Event Sponsorship Recommendations

Swag Recommendations

A feature story about Tom, Kevin, the shop, and this campaign will be released in the Idaho State Journal in order to gain positive press and increase awareness.

Products used to promote Main Steam at these various events include tumblers and stickers. The sticker and tumbler both read “I FOUND MY NEW FAVORITE AT MAIN STEAM” again emphasizing finding your new favorite at the shop.

Reading with the Queens

Coffee with Kevin

I FOUND MY NEW FAVORITE AT MAIN STEAM

Products used to promote Main Steam at these various events include tumblers and stickers. The sticker and tumbler both read “I FOUND MY NEW FAVORITE AT MAIN STEAM” again emphasizing finding your new favorite at the shop.
Other Business Recommendations

**Extended Business Hours:** The business hours that Main Steam currently offers are not convenient for ISU students. In order for Main Steam to bring in ISU students, faculty, and staff, an extension of business hours would be beneficial. If extensions are not possible year-round, extending hours during the key events proposed on the previous page would be a great start.

**Website Remodel:** Creating a more user-friendly and clean website for Main Steam could have a significant impact on business. The inclusion of a menu for customers to view before they visit the shop is a much needed aspect of Main Steam’s online presence.

**CPI Program:** The CPI program is an internship system through the university that finds a student interested in or studying website design, or social media management, and would allow you that resource in updating and creating media. It would also connect you directly to the university, which could be a lead for more students.

**Promotional Incentives:** Main Steam could attract more customers and increase foot traffic by offering deals such as double punches on cards when people bring a new friend/customer in, date night specials, or bring-a-friend happy hour promotions.

**Store Window Marketing:** Utilizing your store window to present your logo, a deal, or other seasonal advertisement.
## Media Schedule

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Digital Media</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overhauled Website</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
<td>$1,200</td>
</tr>
<tr>
<td>SEO</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overhaul of Social Media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>Social Advertising (FB/IG)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$2,400</td>
<td></td>
<td>722,400</td>
</tr>
<tr>
<td>Feature Story in The Bengal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>BRAND v. Main Steam Video</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>Google Ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$3,102</td>
<td></td>
</tr>
<tr>
<td>Tracking Survey</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td><strong>Digital Media Total</strong></td>
<td>$6,702</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$725,250</td>
<td></td>
</tr>
<tr>
<td><strong>Event Participation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
<td>7,800</td>
</tr>
<tr>
<td>First Friday Art Walk</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>Revive at 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$150</td>
<td></td>
</tr>
<tr>
<td>Farmer’s Market Booth</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>Food Truck Round Up</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>Great Pumpkin Festival</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>Welcome Back Orange and Black</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$200</td>
<td></td>
</tr>
<tr>
<td><strong>Event Participation Total</strong></td>
<td>$350</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$39,900</td>
<td></td>
</tr>
<tr>
<td><strong>Event Sponsorship</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$750</td>
<td></td>
</tr>
<tr>
<td>Sponsor Coffee with Kevin (ISU)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$250</td>
<td></td>
</tr>
<tr>
<td>Sponsor Priddaho (Mid-June)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$50</td>
<td></td>
</tr>
<tr>
<td>Sponsor Kind Community of Pocatello</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>Sponsor Swore Farms</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$250</td>
<td></td>
</tr>
<tr>
<td>Sponsor Reading with the Queens</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,250</td>
<td></td>
</tr>
<tr>
<td><strong>Event Sponsorship Total</strong></td>
<td>$1,250</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Signage and Merchandise</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$950</td>
<td></td>
</tr>
<tr>
<td>Tumblers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$96.00</td>
<td></td>
</tr>
<tr>
<td>Stickers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$400</td>
<td></td>
</tr>
<tr>
<td>Signage - (2 A-Frame double sided)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$50</td>
<td></td>
</tr>
<tr>
<td>Feather Banners</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,446</td>
<td></td>
</tr>
<tr>
<td><strong>Signage and Merchandise Total</strong></td>
<td>$1,446</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Campaign Total</strong></td>
<td>$9,748</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$768,520</td>
<td></td>
</tr>
</tbody>
</table>
# Measurement and Evaluation

## Marketing Objectives

| Objective 1: Increase foot-traffic by 5% by the end of the 12-month campaign. |
| Client Data: Comparing foot-traffic and sales from end of 2020 to the end of 2021. |

| Objective 2: Increase sales at Main Steam by 15% by the end of the 12-month campaign. |

## Communication Objectives

| Objective 1: Increase Main Steam’s brand awareness by 15% by the end of the 12-month campaign. |
| Main Steam brand awareness November 2020 = 36%. |
| Main Steam brand awareness December 2021 = 51%. |

| Objective 2: Place Main Steam in the top 3 of our target consumers consideration sets for specialty eateries/coffee shops. |
| Tracking study (pre-campaign, quarterly during the campaign, and post-campaign). |

| Objective 3: Increase Main Steam’s Facebook likes by 10% by the end of the campaign. |
| Monthly assessments of Facebook analytics and end-of campaign assessment of analytics |


The market for the coffee industry is projected to grow each year by 8.7%.


The coffee industry focuses on the specialization of drinks including coffees, smoothies, and sodas.


The purpose of foodservice outlets is to provide consumers with meals and snacks on the spot, ready away from home.

Caffeine is known to enhance long-term memory along with increasing the chances of an individual retaining memory within 24 hours of consumption.


Statistics show that Eastern Idaho is mostly made up of millennials, those who are under the age of 30.


Studies have shown that caffeine enhances memory and with the recommended 200 milligrams of it, can improve mood along with cognitive functioning.


54% of Americans over the age of 18 consume coffee daily.


Students, particularly freshmen in college, have shown in increased habit of consuming more caffeine than others.


Surveying millennials and their preferred choice of social media platforms, 77% of them responded that Facebook is the app they use daily.


Trends that the coffee industry has seen in late years are cold brew coffees and convivence being the deciding factor in which coffee shops consumers go to.


70,000 people were counted to currently live in the Pocatello/Chubbuck area.