Case Study: Coffee-mate

Project Challenge
To increase brand awareness of Coffee-mate products through brand education, targeted sampling and coupon distribution.

Winning strategy
Attack! Marketing sent teams of brand ambassadors, chefs, emcees, singers and musicians to popular African-American focused events in four major US markets. Attack!’s talented brand ambassadors created an interactive consumer experience by simultaneously entertaining visitors and relaying key brand messages. Staff outfitted in AdWalker wearable media technology collected consumer data and directed event attendees to the Coffee-mate booth. Once at the booth, consumers were treated to coffee and pastries made with Coffee-mate, while Attack! singers and musicians sang and played the brand’s jingle using various kitchen utensils. Emcees were on hand to share information on the product and the program alike. To round out the event, Coffee-mate themed cookbooks and other collateral were distributed as prizes in brand-themed competitions.

Highlights
• Booth set-up and maintenance
• Branded premiums
• AdWalker wearable media
• Singers, dancers and emcees
• Consumer data collection (Email addresses, survey questions and zip codes)

Testimonials
“Attack! has an excellent turnkey system that responds quickly to event details and changes. The Attack! brand ambassadors were asked to sing, dance, work with technology and engage our target consumer at strategic events. Not only did we collect valuable consumer data for our client but gained media recognition as well. Thanks, Attack!” –Nubia Henderson, Burrell Communications

“As soon as your Coffee-Mate crew began their show, the place started jumping! I have never seen such an entertaining, exciting trade show! Your whole crew showed such an abundance of enthusiasm and excitement about Coffee-Mate that it transferred to the crowds and drew them to your exhibit.”
-Lewis Bailey, Director of Photography, Georgia World Congress Center

Press:
Event Marketer Magazine: Coffee-mate Sets Up Mobile Cafe to Connect with African Americans