

**LAVAZZA**

TORINO, ITALIA, 1895

# Coffee Defenders

A path from coca to coffee

# COFFEE DEFENDERS

A PATH FROM COCA TO COFFEE



# A project to share brand purpose



# Two years' work engaging multiple stakeholders



# Campaign goals and KPIs

## Corporate Social Responsibility



Build awareness on Lavazza's credibility about sustainability projects and communicate the activities carried out by Fondazione Lavazza.

### KPIs

Uplift in brand attributes via BLS

## Millennials Engagement



Tell a story with the true language of documentary where women are protagonists and who speaks to young adults.

### KPIs

Uplift in brand attributes via BLS

## Traffic to content



Engage the audience to watch Coffee Defenders docu-film on Prime Video.

### KPIs

Average minutes per streaming

## Impact on purchase intent



Understand if a brand purpose and branded content activity can impact purchase intent and generate sales.

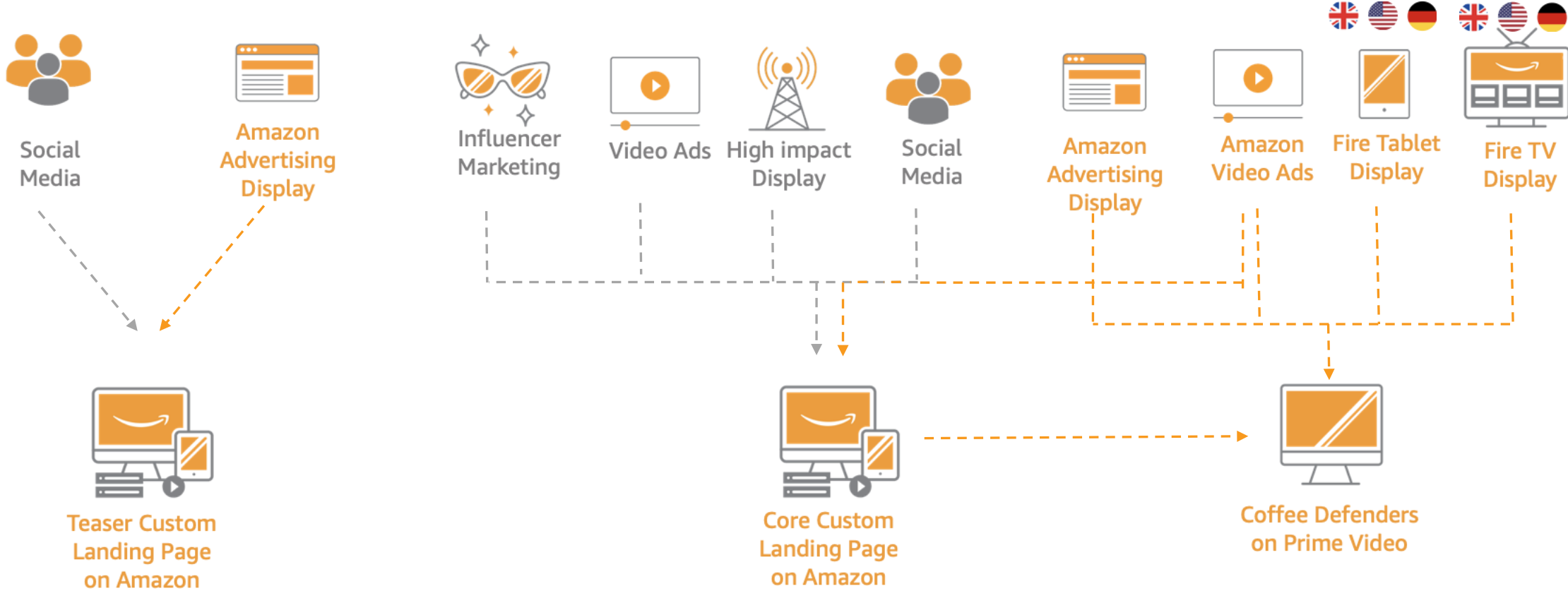
### KPIs

Uplift in purchase intent via BLS

# Users journey and campaign timeline

  
 TEASER PHASE 1-4 June

  
 CORE PHASE 5-17 July (DE: 6 August – 18 September)



# Amazon Advertising Audience Strategy



Custom audiences created for Lavazza Coffee Defenders project based on browsing and shopping signals on Amazon



**Lavazza Lovers**



**Customers who like sustainability**



**Gourmet Foodies**



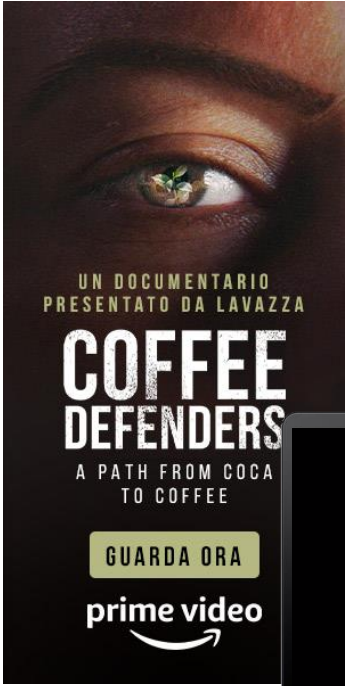
**Prime Video Streamers**



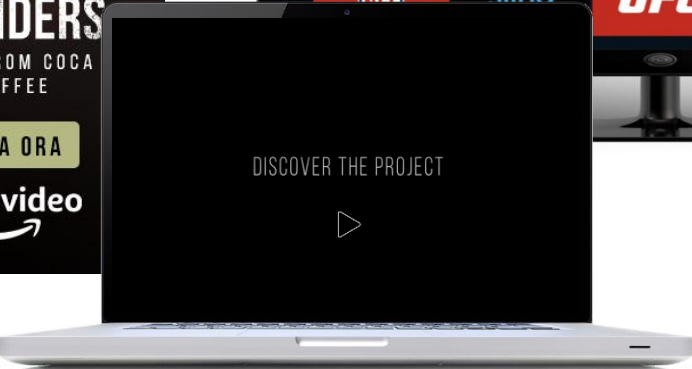
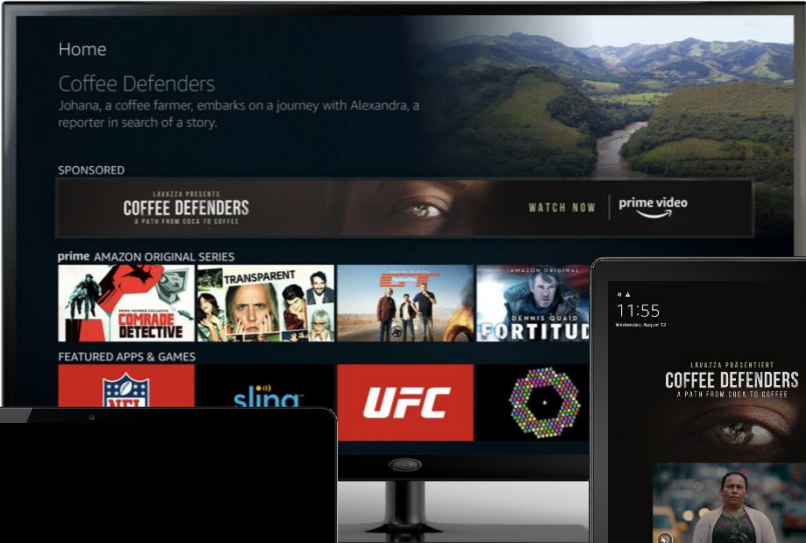
**Remarketing**

# Creative Strategy on Amazon Advertising

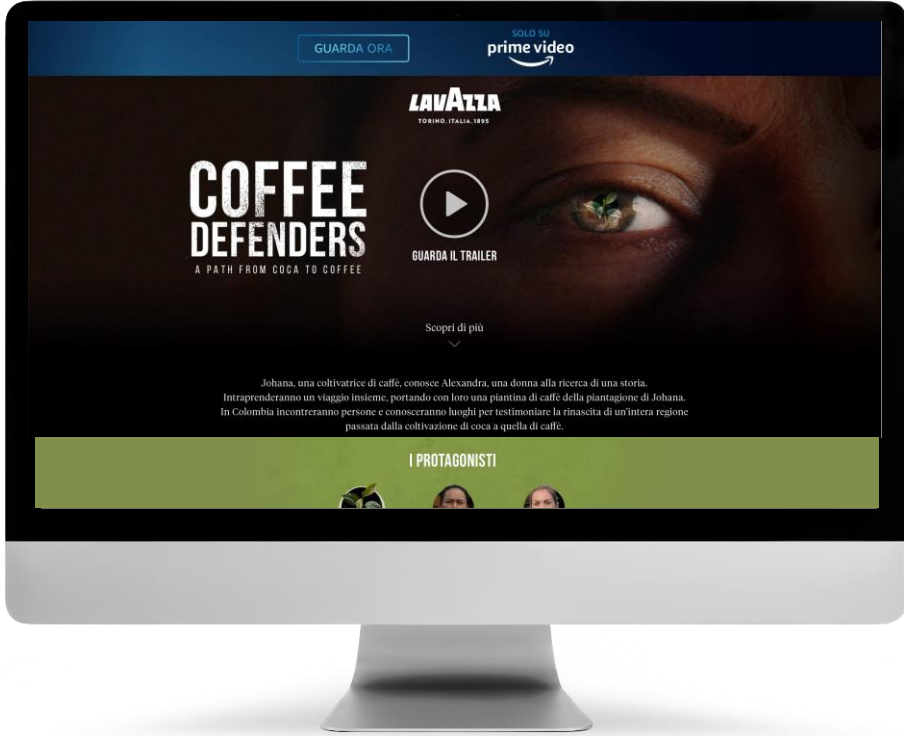
DISPLAY ADS



FIRE TV and FIRE TABLET DISPLAY



CUSTOM LANDING PAGE ON AMAZON



VIDEO ADS





# Campaign results



## Corporate Social Responsibility



Brand attributes Uplift  
**+2.2-3pp**

## Millennials Engagement



Brand attributes Uplift  
(18-34 age cohort)  
**+2-5pp**

## Qualified traffic to content



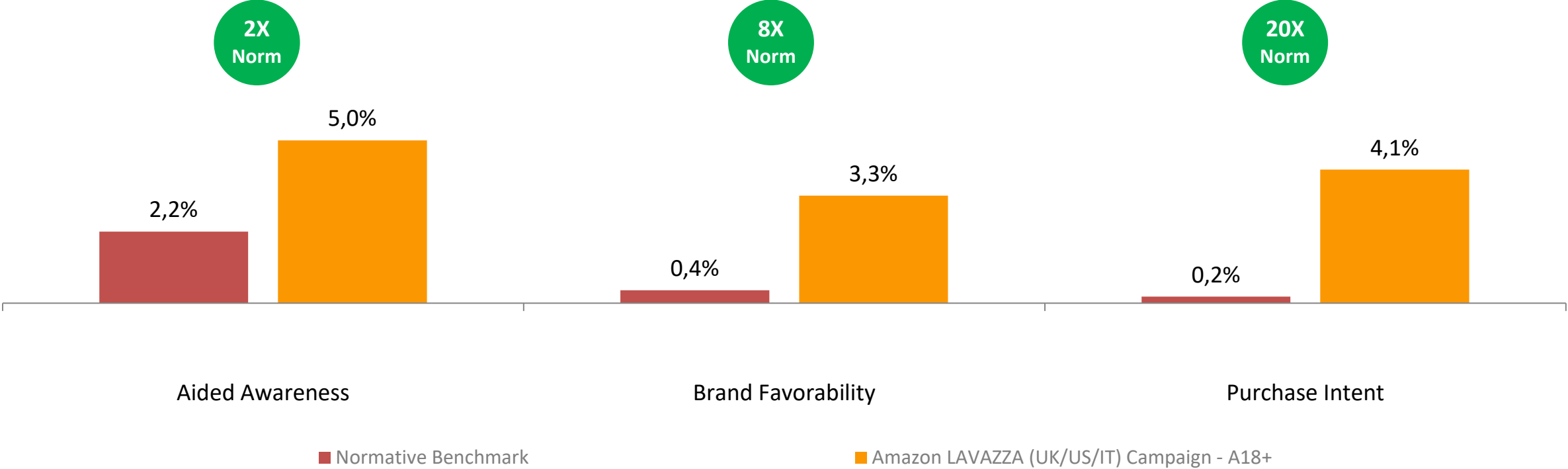
Average minutes per streaming  
**12.4min**

## Impact on purchase intent



Purchase intent Uplift  
**+4.1%**

# Brand funnel KPIs outpaced BLS category norms

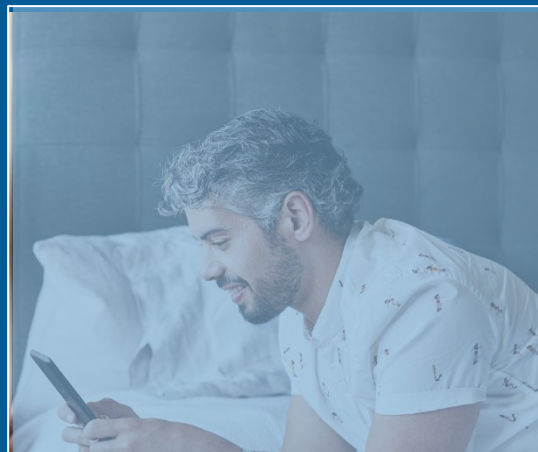


\*Market Norm, Beverages, P2Y n=42

# Take-outs



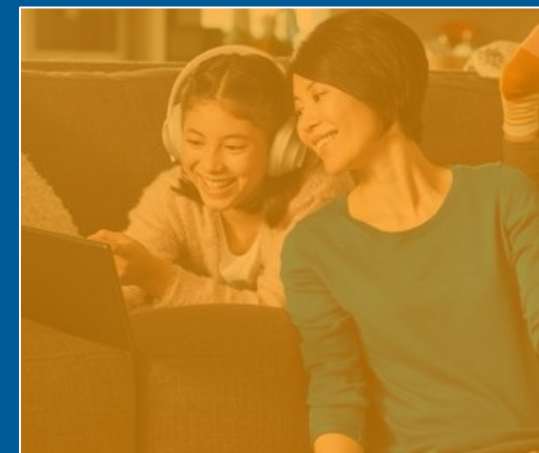
Stronger uplift on  
young adults (18-34)



Full funnel uplifts higher  
than BLS benchmarks



Tailor contents, audiences,  
journeys to drive brand KPIs



Effective cross-functional  
partnership

Thank you