



If you can convince a skåning...

At Löffbergs Lila, we believe that people belong together. Coffee is our way of connecting them, one Fika at a time. As our world becomes increasingly divided, our mission is to build bridges between coffee farmers, from the farthest corners of the world, to the Scandinavian coffee consumer. Sweden has been our home for over 100 years, and our aim is to become the coffee of choice from Kiruna to Ystad.

If bringing people together through coffee is truly our mission, we must ask ourselves, would a Skåning drink Löffbergs Lila? The answer, unfortunately, is “probably not.”

So, in our effort to make Löffbergs Lila the coffee of choice for every Swede's morning cup, we're off to win the heart of every Scandinavian, one fika at a time.

Ideas

- + It was all purple
- + More *bean* for your buck
- + Cadbury & Löffbergs
- + **Every company has an app**
- + Löffbergs is for (*coffee*) lovers
- + Sponsored by Löffbergs
- + Rewards & promos



+ It_was_all_purple

Targets: Loyal consumers / brand recognition

What: A long-form commercial that serves as a cinematic love-letter to Sweden.

Views of Sweden's most memorable sights, digitally altered to Löffbergs purple, or lit up with Löffbergs purple. Examples: Northern Lights lit up in Löffbergs Lila over Kebnekaise, Öresunds bridge lit up in Löffbergs Lila, Globen lit up with Löffbergs Lila etc...

The film clips are interspersed with people enjoying Löffbergs Coffee in front of these places. An instrumental and acoustic version of Coldplay's Yellow is played underneath.

Why: Showing that Löffbergs loves Värmland, but they also love the rest of Sweden.



+ More_bean_for your buck

Targets: Out of home (Commercial consumers)
/ Conscientious consumers

What: Intensive market research and focus group testing. Very dry and statistical showing that there is a lot to gain by selling Löfbergs. Find out what systems the sellers are using and invest in trying to be the best/easiest to use on those systems. Can we do more with Martin & Servera? How can we improve shipping and delivery? What would make the product easier to order? Can we provide better marketing materials to talk about our green initiatives? Prove that the average consumer will like Löfbergs Mellan the best based on blind taste tests. If they don't choose Löfbergs, find out why and make the necessary changes.

Why: Speak the language of the commercial consumer.



+ Cadbury_&_Löfbergs_Lila

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+ Every_company_has_an_app

+ Löffbergs_is_for_(coffee)_lovers

Targets: Discretionary spending consumers / Loyal consumers / Open consumers / Seasonal consumers / Extroverted consumers

What: A brewers guide on the Löffbergs app based on home-set up and interest level. This will have timers and calculators standard to most brewing apps.

Why: While this might not have a large base, it would be a chance for Löffbergs to highlight their farmer selection (Era of We), the roastery and the coffee bar. It is also a great way to gain clout among coffee nerds and poise themselves as the best option after micro-roasters. The goal is not to compete with Johan & Nyström but to be the next best thing.

+ Sponsored_by_Löffbergs

Targets: Discretionary spending consumers / Discount consumers / Spontaneous consumers / Loyal consumers / Open consumers / Seasonal consumers / Extroverted consumers

What: An online application to receive Löffbergs coffee to your local club (sports, choir, language cafes, sewing groups, AA-meetings etc) for a certain amount of time. Approval based on certain criteria for community building and community good.

Why: Löffbergs says that their mission is to bring people together. Most of these groups won't drink more than a few packages a week, but this will meet a consumer base that might be hard to reach and hard to convince. These groups will associate Löffbergs with the positive experiences of being in community and create sensory memories connected to Löffbergs. Also, great PR.

+ Rewards_and_promotions

Targets: Discount consumers / Spontaneous consumers / Loyal consumers / Open consumers / Seasonal consumers

What:

- Reward programs similar to the Libero programs where you scan a code on each package to earn discounts.

- Certain weeks where you can get 50% off of a package of Löffbergs when you buy a full-price package of a competing brand.

Why: Most people who are loyal to another brand will transfer their loyalty if they think that they can get a better deal.



Creative_brief_text_only.

Lene Madestam & Löffbergs Lila

(The original brief is at the end of this document.)

Roughly speaking, there are 10 common types of consumers:

- + Commercial consumers
- + Conscientious consumers
- + Discretionary spending consumers
- + Discount consumers
- + Spontaneous consumers
- + Loyal consumers
- + Need-based consumers
- + Open consumers
- + Seasonal consumers
- + Extroverted consumers

The following ideas involve each of these types to ensure that the concept of winning the heart of the Swedish coffee drinker is achievable and that the entire span of the market is accounted for.

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+ Cadbury_&_Löffbergs_Lila

Targets: Spontaneous consumers / Open consumers / Discretionary spending consumers

What: A brand partnership between the chocolatier Cadbury and Löffbergs Lila creating the Cadbury Iced Mocha.

Why: Cadbury is a more well-known and international brand. This would increase brand-awareness and digital clout.

+ Every_company_has_an_app

Targets: Discretionary spending consumers / Discount consumers / Spontaneous consumers / Loyal consumers / Open consumers / Seasonal consumers / Extroverted consumers

What: A user-friendly app to lower the threshold between the roastery and the consumer.

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IF YOU CAN CONVINCE A SKÅNING...

Creative brief: Löfbergs Lila & Lene Madestam

OBJECTIVE:

Increase market share for the coffee company Löfbergs Lila in the Scandinavian coffee market.

PROBLEM:

According to a study conducted in 2021, Löfbergs Lila claimed a market share of 15% of the annual gross coffee sales in Sweden. The companies Zoega and Classic (Arvid Nordqvist) were in a similar range with 20% and 9% respectively.

Towering above them, at 40%, was Gevalia, a company owned by the Netherlands based conglomerate JDE & Peet's. What hold does Gevalia have on the average Swedish coffee drinker? Tradition. To be more precise, the idea of tradition. Exploiting the division in the Scandinavian coffee market, they have a stronghold on companies and households alike.

Karlstad based Löfbergs lacks connection to the Zoegas drinking southern Swede. If they cannot win over their own countrymen, how could they presume to win the European, North American and Asian markets?

PROPOSITION:

If you can convince a Skåning, you can convince the world.

SUGGESTION:

Campaign & stunt: Enjoy a cup of Löfbergs, wherever you find yourself.

Example: Kathrine Löfberg (Chairman of the Board, Löfbergs) travels via caravan in Löfbergs-purple wrapped trucks and cars to deliver their all-new Skåne blend to Mat Tina (or Tarek Taylor, Zlatan etc.)

CLIENT: Kafferosteriet Löfbergs

DEADLINE: 1 June 2024, filming May 2024

PRODUCT: Commercial campaign

BUDGET: 3 999 000 sek

ART DIRECTOR: Lene Madestam