

SITUATION

Salton Inc., a company famous for such prominent brands as the George Foreman Grill, Farberware, and Melitta Coffee, has recently introduced Juan Valdez pods to the US market. The JV pods represent a new trend in the coffee industry - one cup at a time consumption - with a value of \$214 million in 2004 and a projected growth to \$870 in 2009.

CHALLENGE

The concept of Coffee Pods was foreign in the US although in Europe it captured 30% of the home brew coffee market. US consumers had to be educated about the 'one cup at a time' alternative. Salton developed the Juan Valdez Pods Coffee Club and marketed it via an online offer and club registration form with a purchase of the JV Coffee Pod Maker. The task was twofold: to strengthen awareness of the JV pods with relevant market segments and increase new membership acquisition while competing with strong players such as Home Café, Gevalia and Senseo.

PROCESS

Together with Salton, I Imagine Studio developed online marketing campaigns targeting specialty coffee drinkers who look for convenience, fast preparation and the unparalleled taste of 100% Colombian Coffee. Building on the popularity of the Juan Valdez brand, IIS created online creative designs that evoked interest in the product, promoting free coffee pod brewer give away with the appeal of an authentic Colombian female beauty and sex appeal. The visual designs were incorporated into the JV pods web site and onto esalton.com.

RESULTS

The response to the campaign was very strong, within 3 weeks the amount of new members matched the existing level of membership.

Juan Valdez
pods
COFFEE CLUB

Makes a perfect holiday gift!

NO MEASURING.
NO MESS.
NO WAIT.

