

# COFFEE COVERAGE

THE ALL IN ONE ADVERTISING CAMPAIGN FOR INSURERS

A Project by Advertiser and Coverager.



# COFFEE COVERAGE

THE ALL-IN-ONE ADVERTISING CAMPAIGN FOR INSURERS

An **offline** + **online** + **social** + **viral** campaign  
that generates **leads** and creates **data** with  
insurer's **branding** in mind.



## ABOUT THE COVERAGE

Coffee Coverage is the first coverage for coffee drinkers that offers different kinds of benefits when coffee is spilled.

Gimmick? **Definitely.**  
Coverage? **Real.**



#### JOINING THE COVERAGE

Adults, 18 years and older, can join for free by completing an online form that collects basic intel about them and their coffee drinking habits.



## FILING A CLAIM

At the event coffee is spilled, the spiller will be required to post a photo of the coffee accident to a designated social network while tagging the insurer.

In turn, the insurer responds to the spiller in real time with a form of compensation for a replacement cup of coffee.

### **Optional Perks for Consideration:**

- Dry cleaning services for white-collar professionals that have spilled coffee
- Gift card in case coffee is spilled on electronics (keyboard or mouse)



## SPILLS HAPPEN



OFFLINE

ONLINE

SOCIAL

The campaign starts offline through local coffee shops and is later directed to online channels for those who would like to sign up for the coverage. Then the entire campaign moves to social networks where 'filing' a claim' and receiving the benefit are done.



## SPILLS HAPPEN



# Let the spilling begin

## VIRAL

FACT 1: Campaign reach is dependent on coffee spills; spills happen

FACT 2: People already share on social networks their **#coffeespill**

FACT 3: Coffee Coverage offers an incentive to share even more



## SPILLS HAPPEN



# More accurate than coffee reading

## DATA

To join the coverage, coffee drinkers are directed to an online application\* asking for the following basic details:

- Email
- Name
- Age
- Gender
- Location
- Favorite coffee
- Caffeine consumption

} This dataset will enable the creation of consumers' profiles, which can be used as next-gen data source to learn about a person's habits, lifestyle, and price sensitivity.

\* Data collection can be customized to fit the needs of the insurer



## SPILLS HAPPEN



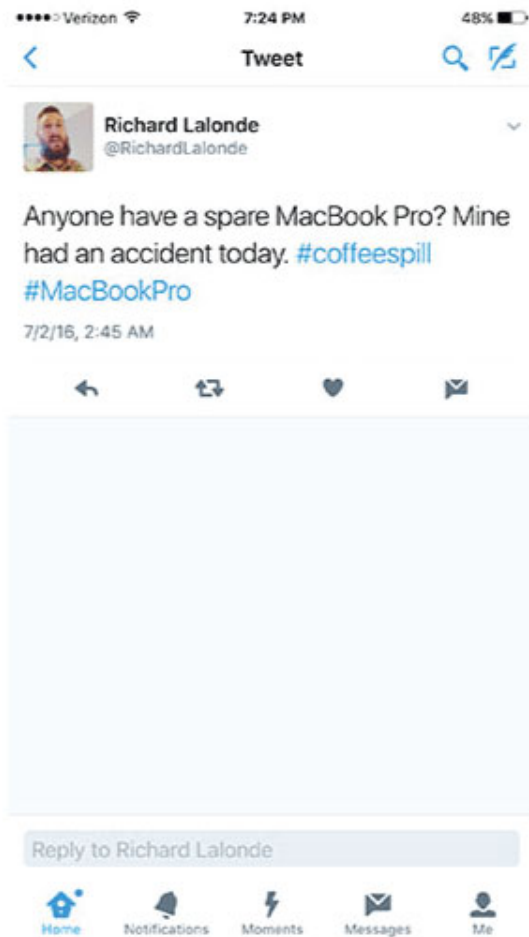
# Coffee is a small \$\$\$ to pay

## LEADS

There are two kinds of insurance customers: **indifferent** or **in need**. They only search for insurance when they need it, creating a small window of opportunity for insurers to stand out. The campaign associates the thing people think of the least (insurance) with a daily routine (drinking coffee), making them think of the insurer when they think of coffee hence creating a bigger window of opportunity to generate leads from people in need, now and in the future.



## SPILLS HAPPEN



# The day starts with coffee & you

## BRANDING

In a world where most insurers look and sound the same to the average consumer, coffee coverage offers the insurer some alone time over a cup of coffee with a potential customer. The campaign has all the ingredients (i.e. fun, social, original, and relatable) to reinforce the positive brand image of any insurer.



Now be honest,  
have you ever  
spilled coffee?

But wait,  
there's more...

**The concept of Coffee Coverage can be easily extended to other areas to ensure campaign longevity and that we reach those tea drinkers...**



## ICE CREAM COVERAGE FOR THOSE FALLEN SCOOPS AND CONES



**Georgie Carlton**  
@GeorgeCarltonUK



 Follow

Hello from my new mobile! Used the last one to scoop up some fallen ice cream. Most of it was still edible!



RETWEET

1

LIKES

17



5:36 PM - 10 Feb 2015



 1

 17



## COOKING COVERAGE FOR THOSE BURNT MEATLOAVES



**PayFromAmerica**

@TharpPayton



Follow

I tried to make meat loaf for dinner and I burnt it and my dad yelled at me for wasting his deer meat 🙄🙄🙄

RETWEET

1

LIKES

5



8:22 PM - 20 Oct 2016



1



5



## BAKING COVERAGE FOR SUNKEN CAKES



THERE'S ROOM TO  
PARTNER WITH  
COMPLEMENTARY BRANDS  
ON EACH CAMPAIGN.