University of Pretoria Marketing students and Vintage coffee: Adding value - one cup at a time.

Vintage coffee, a coffee shop that adds value to their city by donating their profit to a non-profit organisation every month, has recently opened their second store in Menlopark. In order to gain access to three new markets in the area, namely schools, students and businesses, they approached the UP marketing honours students for new ideas.

It was an exciting project as coffee is a fun product to promote; and it was refreshing to promote a business that does more than just make good coffee: they make a difference. Vintage coffee wanted the students to portray their message through a fun and engaging experience - and get customers to the store. The most challenging part for the students was to work with a small budget as well as ensuring that they reflected the values of Vintage.

On the evening of 5 September 2016, students visited Vintage and came up with creative ideas to appeal to their target market. To appeal to schools, stencils on school walls and tutor sessions in-store were suggested. For students, loyalty cards, giant coffee cups and incentives to get free coffee were used as this is the easiest way to get the attention of this “always out of money” target group. For business it was suggested that they use the coffee shop as a boardroom/meeting place and suggested that as team building for businesses they could attend one of the barista courses offered by Vintage coffee.

The team ‘Livin la vida Mocha’ was the runners up with their “make someone smile” campaign which suggested that the coffee that they purchase can make someone smile through the profit donated to them. The ‘Golden bean’ team won with various creative ideas such as a golden bean championship, where schools are involved by nominating a NPO to be placed in Vintage coffee and having the school children waiter as a way to get the parents into the store. They also added a R500 exclusive cup of coffee which will generate word-of-mouth about the store and make the store more profitable. The winning teams received coffee vouchers as well as a barista training course as a reward for all their creative ideas.
As one student commented: “It was a humbling experience to work with a business and people who want to make a difference in their community through getting people together over a good cup of coffee”.

**The winning groups**

**Top row:** Rebeca Clark (Vintage), Franco Barnard (Vintage), Thelma Kumbula, Wendy Mc Farlane, Jacky Fourie, Scott Donaldson, Prof. Melanie Wiese.

**Second row:** Shannon Black (Vintage), Kelsey vd Merwe (Vintage), Zumae Bothma.

**Bottom row:** Danika Uhlmann, Simone Barnard, Marcelle Laubscher, Brigitte Thwaite.