



CAFÉ DE COLOMBIA

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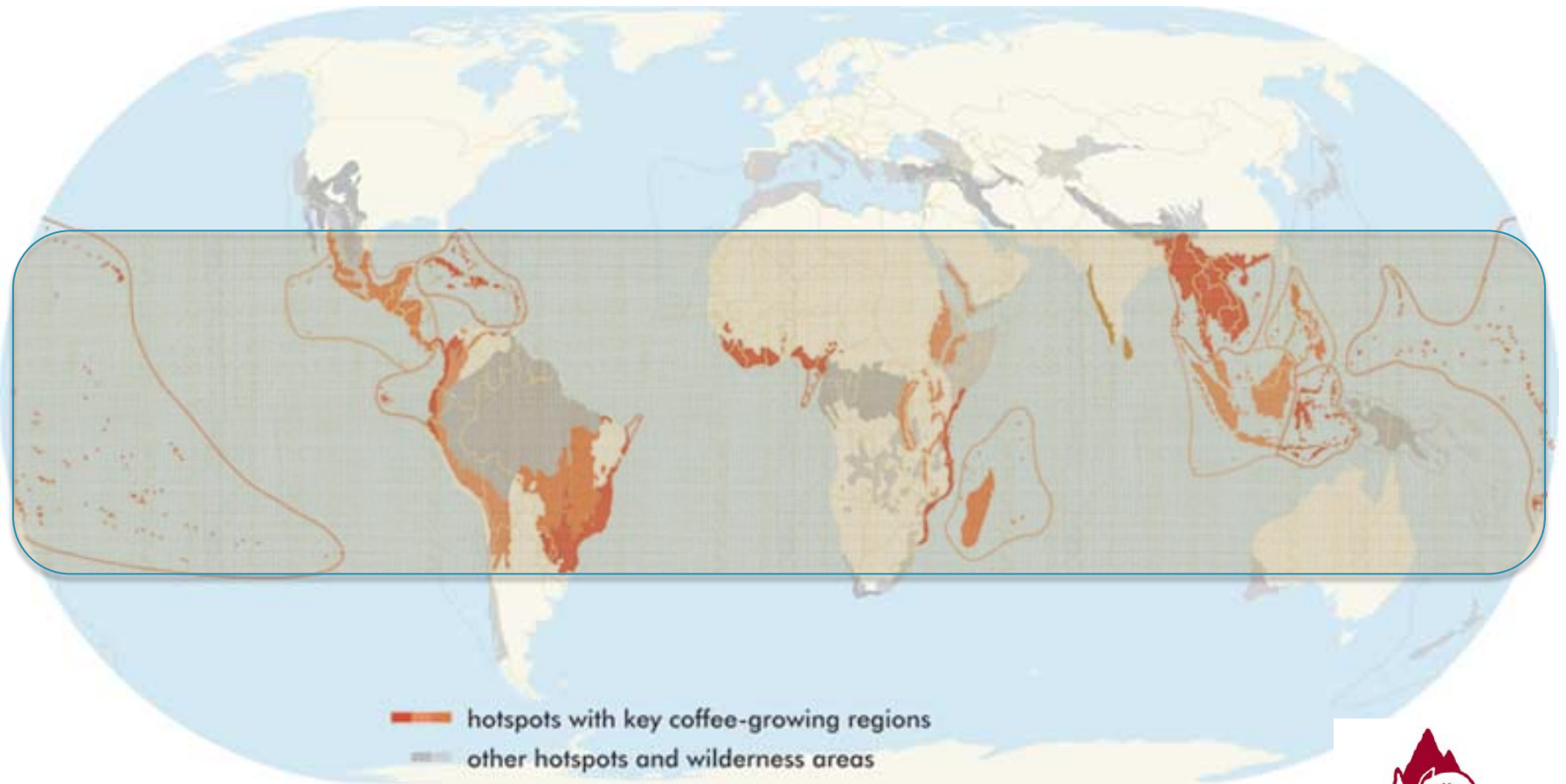
Vladimir Petit

Table of Content

- Introduction of coffee to Colombia
- Background on Colombia
- Business Model
- World Production
- Some Statistics
- Marketing Campaign
- Recommendations

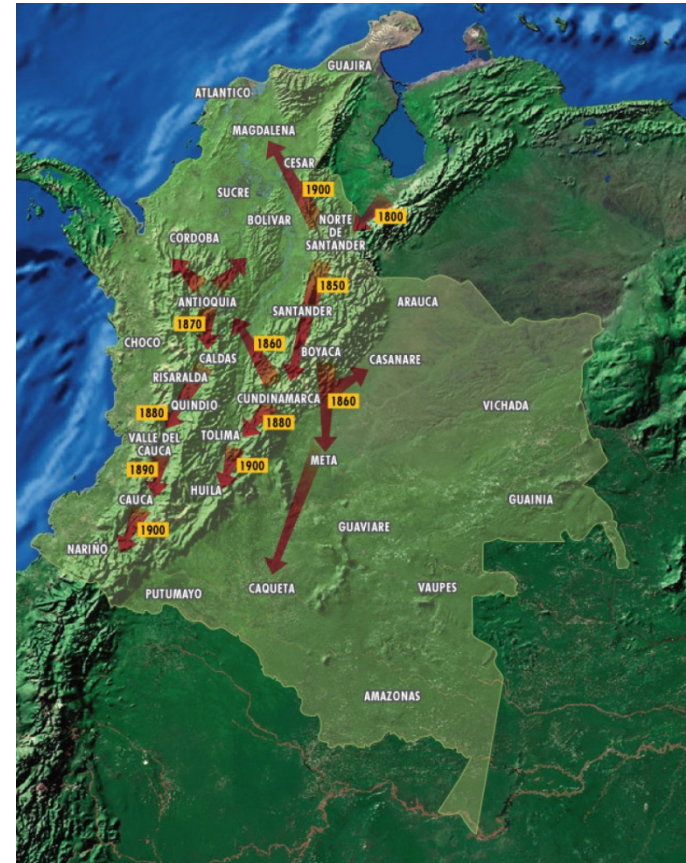


Introduction of coffee to Colombia



Introduction of coffee to Colombia

- It is believed that coffee energizing effect was first discovered by the people of Ethiopia.
- It then moved to Egypt and Yemen.
- Coffee was first roasted and brewed in Arabia
- First introduction to Colombia by Jesuits by the east probably coming from Guyane through Venezuela. (1730)
- It then spread out through the Andean region where it found the perfect temperature and water conditions.
- Over one half of Colombian Municipalities include coffee in their agricultural activities.
- Most important agricultural activity.
- 1/3 of rural employment



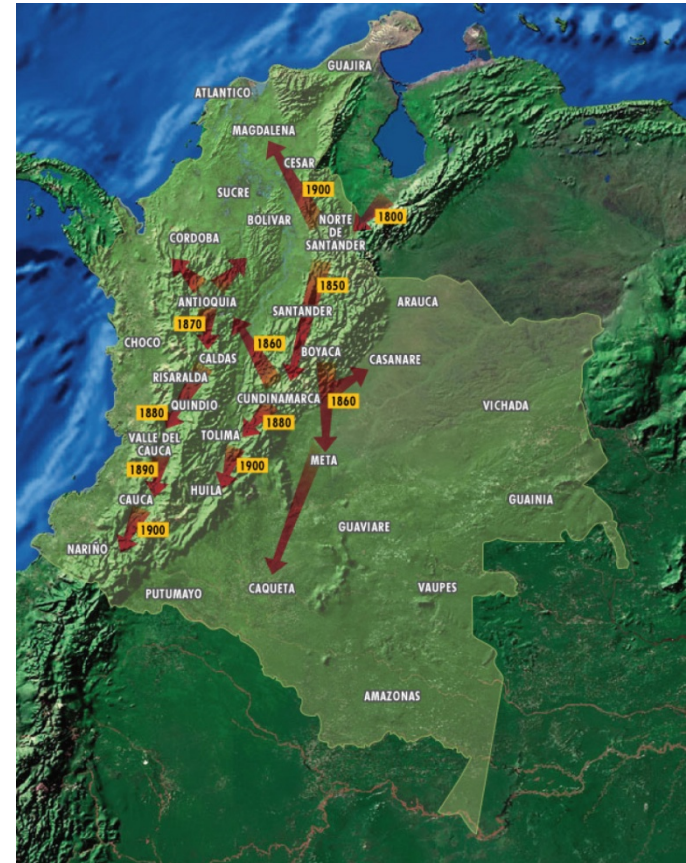
Background on Colombia

- With a population of over 45 million people, Colombia has the second largest in South America, after Brazil. Colombia has the fourth largest Spanish speaking population in the world after Mexico, the United States, and Spain.
- Colombia has a long tradition of constitutional government. The Liberal and Conservative parties, founded in 1848 and 1849 respectively, are two of the oldest surviving political parties in the Americas.
- 1959: 77% of Café de Colombia exports were to US but only 4% know the origins of the beans
- Meanwhile Colombia's homicide rate, for many years one of the highest in the world, had almost halved between 2002 and 2006.



Introduction of coffee to Colombia

- FNC: Federación Nacional de Cafeteros.
- Was Created in 1927 by a group of coffee growers.
- It is technically a private institution to benefit the growers.
- The election of the chief Executive Officer follows a process that start with the grower and ends with the appointment of the executive committee.



Coffee Business Model



Arabica Coffee Plant
(4 Years to produce)



Once the fruit is red
Handpicket by farmers



The fruit is then brought
to the depulping station



Then the beans are dried
(7 to 15 days.)



Education
Technical support
Logistic Support
Minimum Prices
Quality Control



Coffee Business Model



Coffee Sacks ready to be exported



Brazil

Colombia

Vietnam

Others

Combine coffee
Varieties to
reduce cost

Big Roasters Companies
(Nestlé, Philip M, Sara Lee, P&G)

100% Colombian Coffee



Juan Valdez

Richest Coffee in the World

2
FNC

Customizing Global Marketing

- Association Principal
- Friendly Persuasion



Some Statistics

Año	Volumen de exportaciones de café colombiano (millones de sacos de 60 kg) ^b	Diferencia entre café colombiano y compuesto OIC (cent/lb).
1975	8,2	18,12
1976	6,3	23,08
1977	5,3	10,57
1978	9	30,8
1979	11,1	13,27
1980	11,1	24,31
1981	9,1	30,33
1982	8,9	22,79
1983	9,2	12,31
1984	10,2	6,09
1985	10	23,8
1986	11,4	51,44
1987	11,3	15,42
1988	9,8	27,02
1989	10,8	24,46
1990	13,9	25
1991	12,6	22,96
1992	16,6	14,6
1993	13,6	13,99
1994	11,8	22,9
1995	9,8	20,05
1998	10,6	29,2
1997	10,9	61,66
1998	11,3	33,74
1999	10	30,54
2000	9,2	38,53

Marketing Campaign

- In 1960 the Character Juan Valdez was created by DBB. (more than 50 years)
- The first person who played the role was a Cuban actor named Jose F Duval
- The most famous one was Carlos Sanchez, a true Colombian coffee grower from Antioquia.
- The newest one is called Carlos Castañeda from Andes Antioquia.
- Three main purposes of the campaign: Educative, Quality of coffee, “Saborea la vida” directed to young people.



TV Advertisement Campaign

First Juan Valdez Commercial

Canadian Commercial 1984

Juan Valdez Commercial 1985

The richest coffee in the world

Boat Commercial

Supermarket Commercial

Train Commercial

Beach Commercial

Campaign focus : Education.
Target: Consumers and Trade
Positioning: “Richest Coffee in the World”

Campaign focus : Very positive light
Target: Consumers and convince roasters
To adopt Café de Colombia differentiation
Humorous and Sophisticated Settings

Target: Young Consumers



Print Advertisement Campaign



This Colombian businessman is about to start a coast to coast trip.

Juan Valdez is back.
For a 12th year on television.
Starting in January, he'll be
traveling all over America. On
network television, of course. For
May, July, March, The Jeffersons,
Bob Newton, Police Story,
Private Practice and Good Times.

As well as the network's usual
evening news programs, tonight,
late night movies and today.
Once again, he'll be selling
America the Colombian Coffee.
It's the richest coffee in the
world. And since he's already
made 75% of his country aware

of that, he obviously knows how
to get his point across.
With his new schedule, Juan is
likely to be getting more people
than ever before interested in
Colombian Coffee.
Isn't that the way you could use
support from Juan Valdez?

Colombian Coffee. The richest coffee in the world.

For further information about Colombian Coffee write to:
NATIONAL FEDERATION OF COFFEE GROWERS OF COLOMBIA, 140 East 57th Street, New York, NY 10022



Print Advertisement Campaign



Print Advertisement Campaign



Print Advertisement Campaign



They're on the road to success.

The advertising campaign for DD's Colombian Coffee has been so effective that Juan Valdez and his donkey have been nominated for some prestigious awards. Getting Juan's face on the three-meat menu was easy enough. Finding a "10" coffee for the menu was more difficult. But all things considered we just find giving them for the perfect work they've done.

So far, Juan and his donkey have boosted the sales of Colombian Coffee to an incredible 80% (the highest it's ever been). And (most important) 80% of the American population is the best in the world.

Naturally it follows that more and more people will be asking for our delicious product. So if you're not offering DD's Colombian Coffee the information for all your clients to make a lot of profits. Maybe enough to buy yourself a new wardrobe.

And that's not bad. Remember the old saying, "Coffee makes the man".

Notes on the coffee: 100% Colombian, 100% Arabica, 100% Fair Trade, 100% Organic, 100% Delicious.



Print Advertisement Campaign



They've earned it.

"My life can't be all coffee. Sometimes there have to be Pils too!" says Juan Valdez. Then he takes off his sombrero, relaxes on his back and drifts off to sleep. The Colombian sun beats down on him and his partner as they enjoy their first real break in two years.

They've earned it. After all, thanks to Juan and his mate, the public awareness of 100% Colombian Coffee has shot up to an incredible 89%.

Furthermore, the statistics show that over half the population believes that Colombian Coffee is the best in the world.

Now is the time for you to act! By offering a 100% Colombian Coffee brand, you can capitalize on the demand for our product. More of the nation's brands are already experiencing huge sales increases, up to high to 200%.

Colombian is that satisfying (it also is) offering a working vacation yourself.



Print Advertisement Campaign



Will the popularity of Colombian Coffee

go to their heads?

Nope.
Even though most Americans are convinced that Colombian Coffee is the best in the world. And even though Juan Valdez® and his partner are on television all the time, success won't change them.
But their success could change you. By offering a 100% Colombian Coffee brand your sales could pick up immediately. Not to mention all of the extra profits you'll reap.
Meanwhile, Juan will remain unaffected by it all. He remarks "We like the traditional life of Colombia much better than Hollywood. So you never have to worry about us moving out to Tinseltown."



Print Advertisement Campaign



Our Coffee is Going Places.

We're proud to announce that 100% Colombian Coffee is spilling all over the United States. Now if you think we're referring to the big cities of New York, Los Angeles, and Houston, you're absolutely right. But even more delicious is the fact that our coffee has poured into lots of tiny towns and villages.

Take Chugwater, Wyoming for instance. (Maybe they should change it to Chugcoffee!)

Then there's a whole slew of other places like Opa-Locka, Florida, Bath, New York,

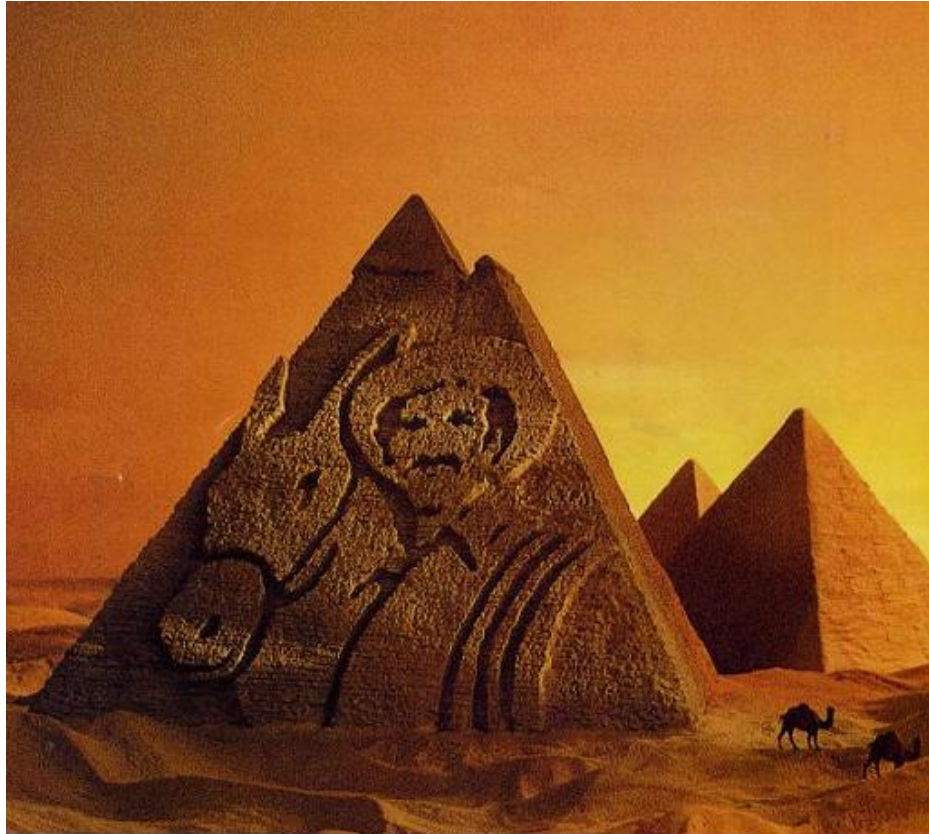
and East Liverpool, Ohio. It seems that our coffee is spreading like wildfire on the shores of America. (Juan Valdez and his partner couldn't be happier.)

It's time for you to join this successful program too. By offering a 100% Colombian Coffee brand you can capitalize on the growing demand. And you can make use of our trademark to help you sell even more. Why not? We've even getting requests from Mars. (Mars, Pennsylvania that is.)

National Federation of Coffee Growers of Colombia, 100% Colombian Coffee, New York, NY 10001



Print Advertisement Campaign



El amanecer de la civilización.



El mejor café del mundo.

Para encontrar las marcas de Café 100% Colombia llame gratuitamente al (900) 210-544, o escriba al Apartado de Correos 35.200, 28080 Madrid.



Print Advertisement Campaign



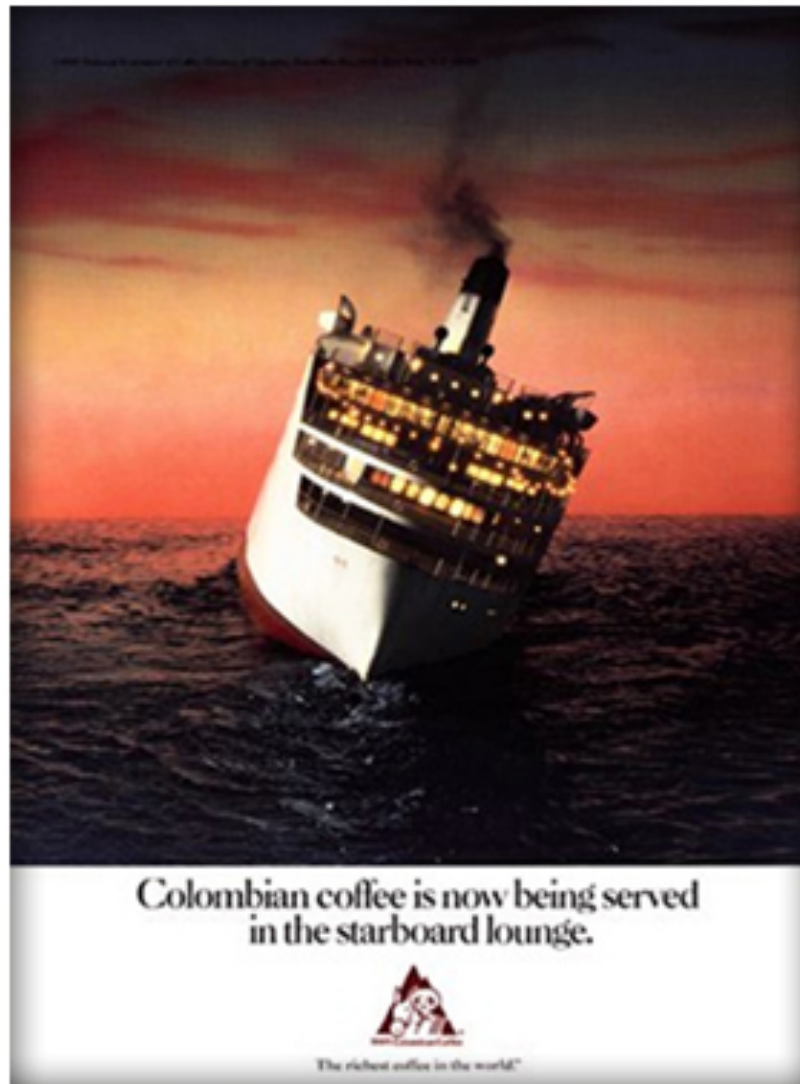
Cream good enough for Colombian Coffee
isn't exactly easy to find.



"The richest coffee in the world."



Print Advertisement Campaign



Print Advertisement Campaign

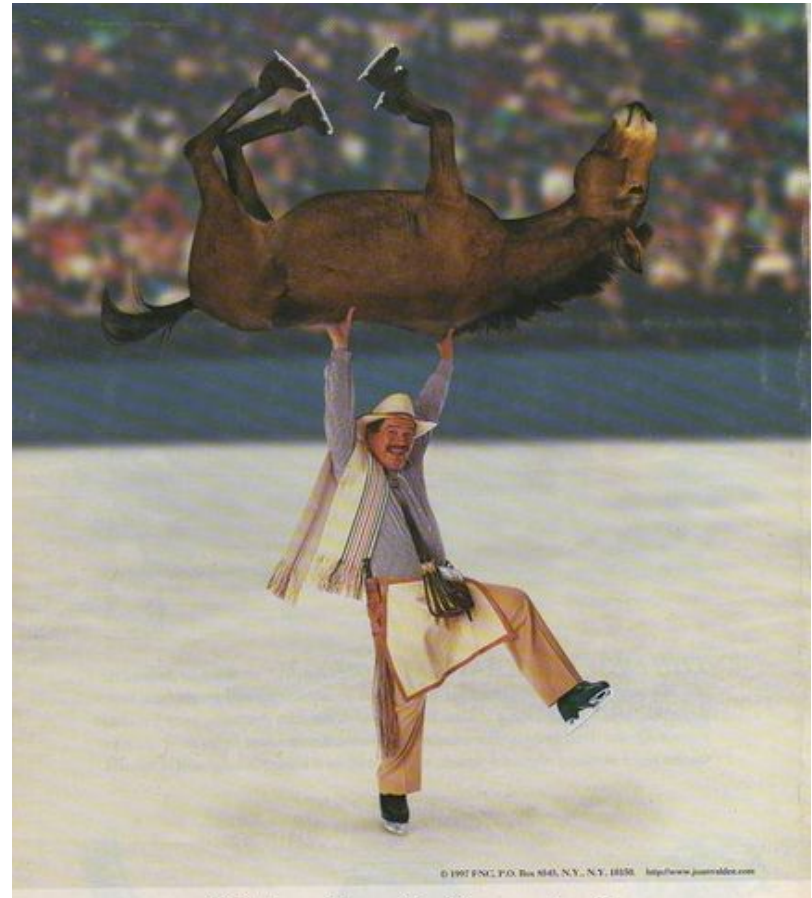


"Grab life by the beans."

Joan Valdez



The richest coffee in the world.



© 1997 F&N, P.O. Box 9143, N.Y., N.Y. 10158 <http://www.juanvaldez.com>

"Colombian Coffee on ice."



The richest coffee in the world.

Juan Valdez became part of the culture...



Brand	Logo Association
Quaker Oats	94
CBS	90
Volkswagen	90
100% Café de Colombia	85
Nike	84
Michelin	73
Prudential	72
United Dairy Association	68
AT&T	62
Woolmark	40
Starbucks	33
Continental	32

Brand...

Consumers Worldwide evaluate global brands on the following dimensions

Quality signal: Association with quality made a difference

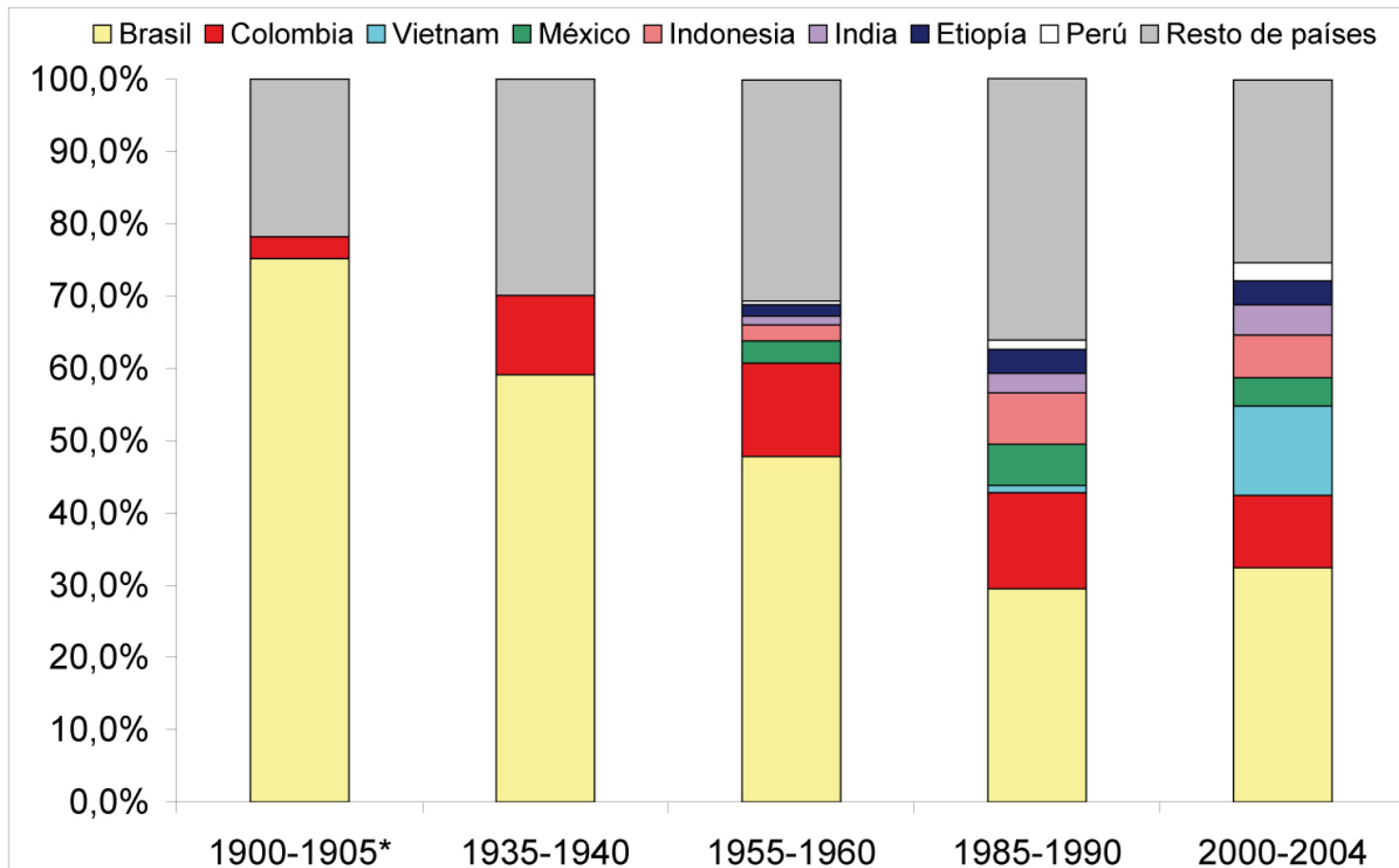
Global myth

Global brands are symbols of cultural ideals social responsibility

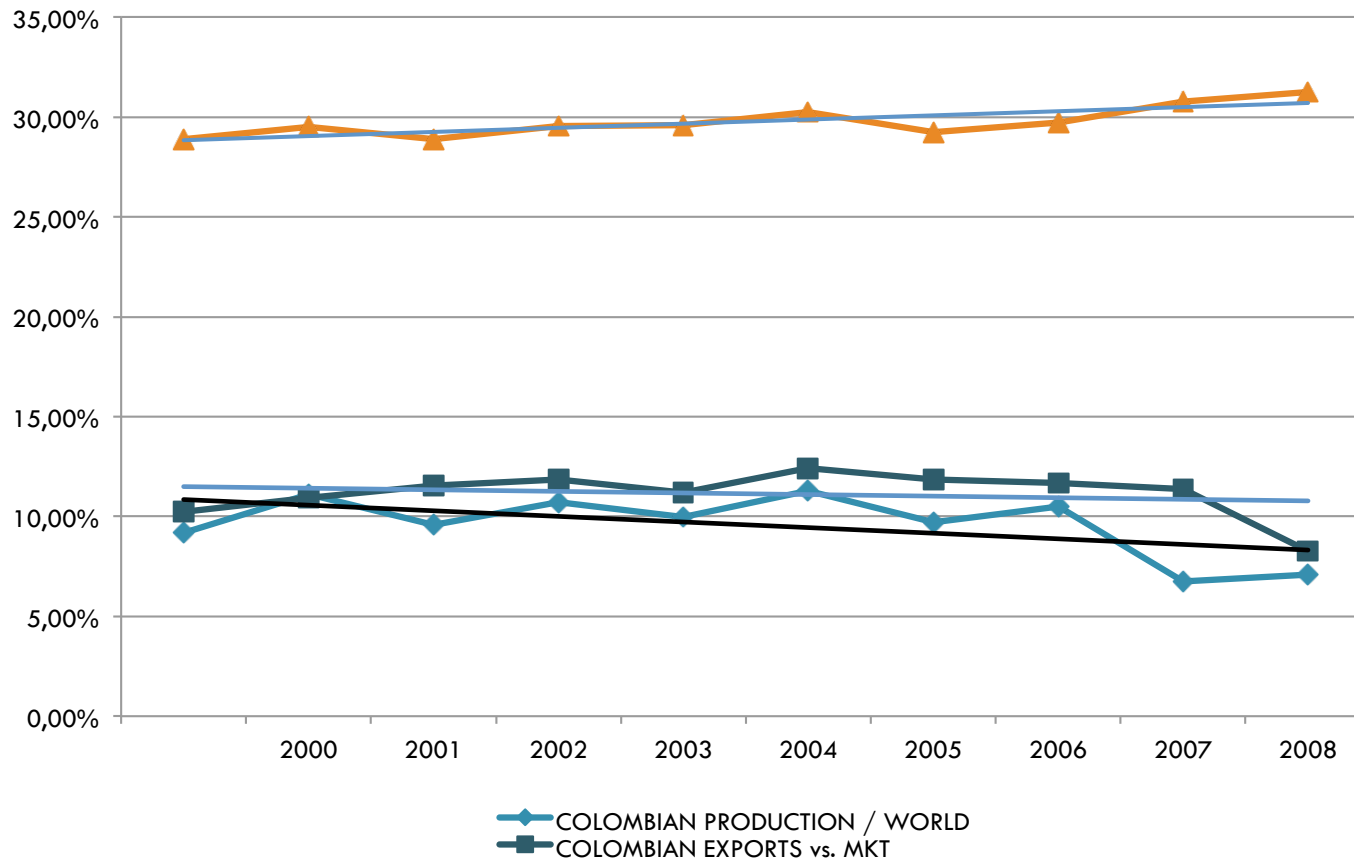
People acknowledge the influence (positive or negative) of firms on society's well being

Holt

Worldwide Production of Coffee



US consumption, Colombian Export and Production



What are the challenges....



Main question:

How “a continue advertisement cut in the US could affect Café de Colombia’s Market share and Price Premium “?

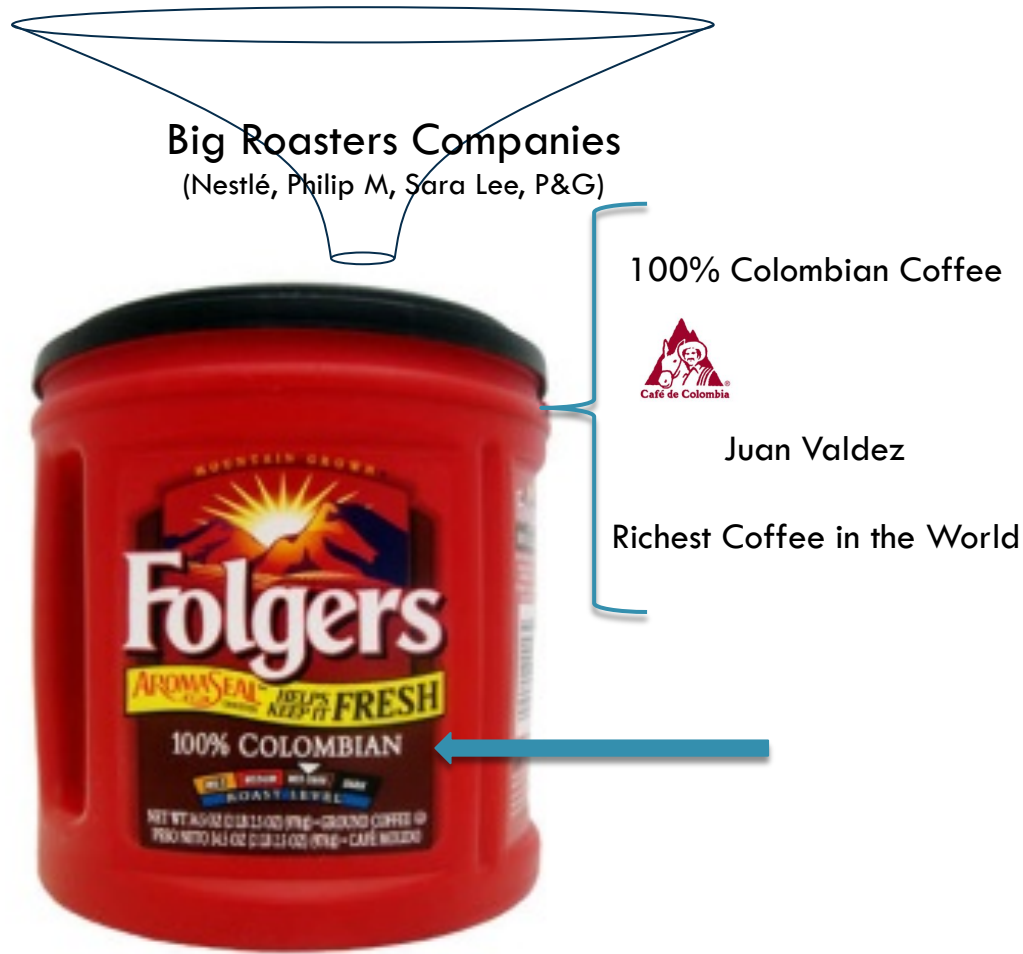
Other questions:

How to draw young consumers to drink coffee?

How to capture the trend in US on consumers Habits?
(From stores to homes)

Recommendations

1 .Continue to invest to differentiate coffee where distributors share part of the cost of the marketing campaign



Recommendations

2. Create a direct channel to consumers to take advantage of brand awareness and change young's consumers habits



At stores....



At homes....

Recommendations

3. Marketing Campaign Focus on : Natural Beverage; Healthy Beverage



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December 08, 2010

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health & cooking

Coffee and ...

Say it's so, Joe
drawbacks -- o

By Neil Osterweil
WebMD Feature

Coffee may taste g
health?

A growing body of
are:

- ♦ less likely to ha
- ♦ have fewer case

rhythm problem

"There is certainly
bad news, in term

Frank Hu, MD, MF
epidemiology profe

of Public Health.

But (you knew the
you?) coffee isn't p



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Coffee Health Risks: For the moderate drinker, coffee is safe says Harvard Women's Health Watch

AUGUST 2004

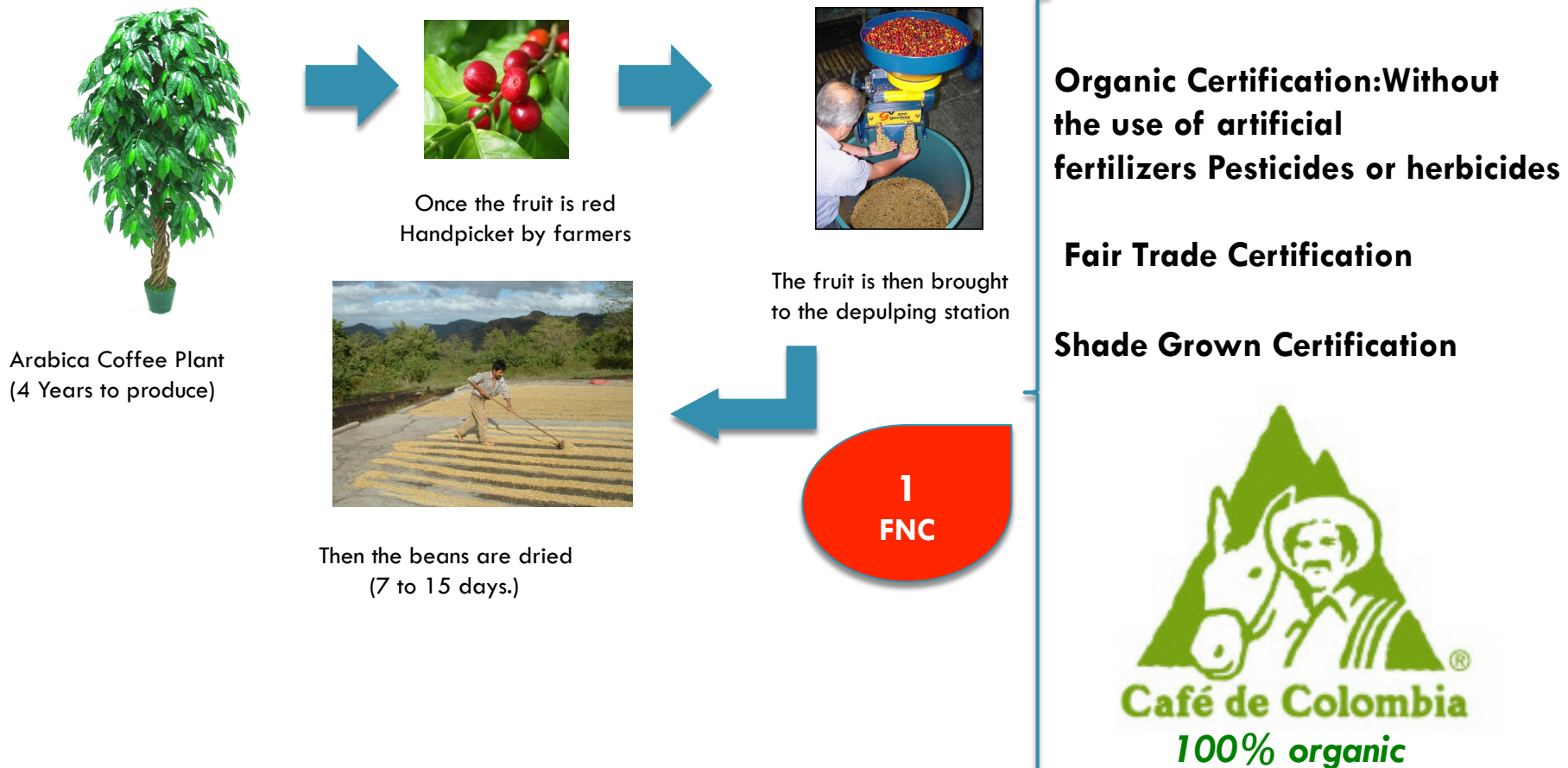
Despite 20 years of reassuring research, many people still avoid caffeinated coffee because they worry about its health effects. However, current research reveals that in moderation—a few cups a day—coffee is a safe beverage that may even offer some health benefits. The September issue of *Harvard Women's Health Watch* weighs the pros and cons of this popular beverage and eases the concerns of moderate coffee drinkers.

The latest research has not only confirmed that moderate coffee consumption doesn't cause harm, it's also uncovered possible benefits. Studies show that the risk for type 2 diabetes is lower among regular coffee drinkers than among those who don't drink it. Also, coffee may reduce the risk of developing gallstones, discourage the development of colon cancer, improve cognitive function, reduce the risk of liver damage in people at high risk for liver disease, and reduce the risk of Parkinson's disease. Coffee has also been shown to improve endurance performance in long-duration physical activities.

For those who drink coffee to stay alert, new research suggests that you'll stay more alert, particularly if you are fighting sleep deprivation, if you spread your coffee consumption over the course of the day. For instance, if you usually drink 16 ounces in the morning, try consuming a 2-3 ounce serving every hour or so. Again, moderation is the key.

Recommendations

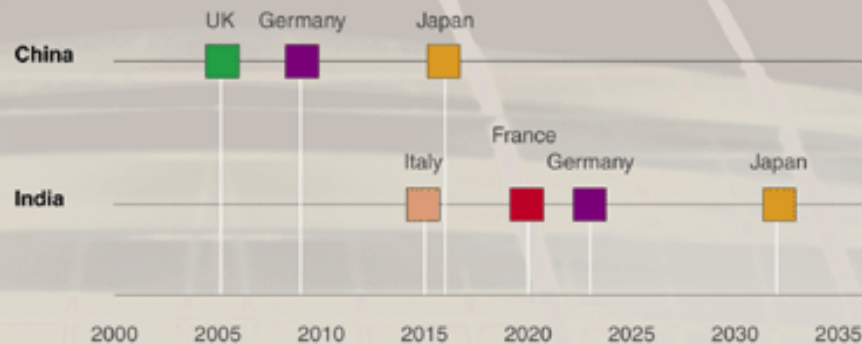
4. Take advantage of the ecological and organic trend and market those characteristics.



Recommendations

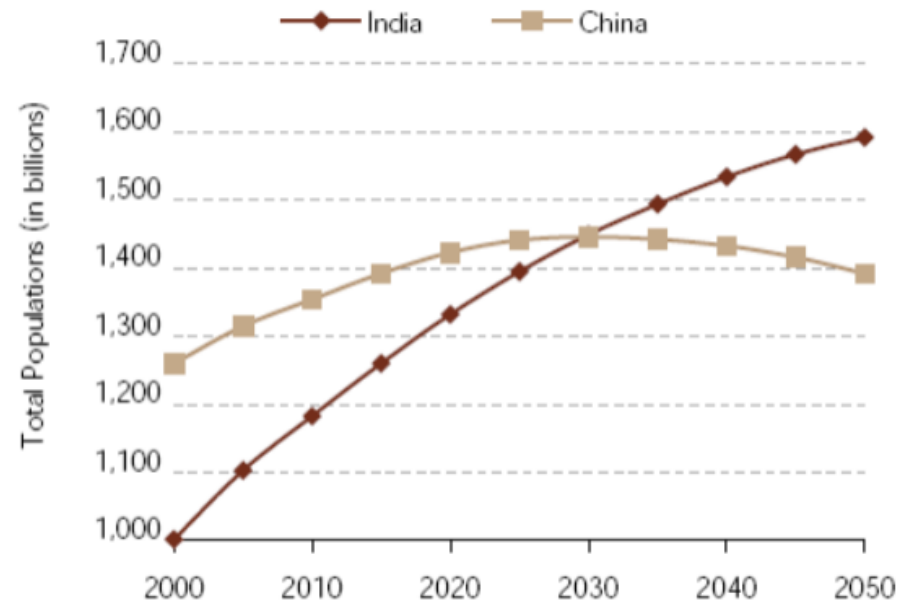
5. Create new markets in Asia

When China's and India's GDPs Would Exceed Today's Rich Countries



Source: Goldman Sachs, Global Economics Paper No: 99, October 2003.

India overtakes China in 2030



Source: UN Population Division: Medium variant



5. Social Networks to get to young people....



Appendix



Juan Valdez Coffee Shop.



Engrained in The Colombian Culture...



Engrained in The Colombian Culture...

