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MEET OUR TEAM

Toppings Advertising Agency



Toppings Advertising is an agency designed for those who want to expand their pallet and their business. We are a full-service advertising agency that focuses on improving the community around us by working with small business owners to build a recognizable brand through our high-end communication skills. We make innovative designs to enhance their brand to consumers while also utilizing new marketing ideas based on intensive research. Our team is made up of hard workers who are engaged throughout the greater Peoria area. Our goal is to be the cherry on top to ensure every business owner succeeds.



**Sage
Nguyen**

Sage Nguyen is a media analyst expert. Sage is proficient in data cleaning, manipulation, analysis, and visualization. Fluent in programming languages such as SQL and data visualization tools such as Power BI and Tableau, she can manage the entire data analytics process from start to finish. She had experience working at Starcom, one of the 'Big 4' Advertising Agencies, as a Digital Media Analyst Intern where she achieved client's KPIs targets and produced a 351% ROAS for the last six months of 2020. Sage also possesses strong communication and critical thinking skills, which can help the business clearly define the problems and ask the right questions through data. Her passion lies in problem-solving to drive business growth.



**Kaitlyn
Ostolaza**

As someone with over 5 years of professional art experience, I am an expert at creating compelling visuals through many mediums. I was the Peoria Public Library's Artist in Residency in 2022 and awarded membership to the Peoria Art Guild in 2023 which has allowed me to flourish as an artist. In addition, I've had two photographs of ospreys published in Inkflow, a literary magazine that has been awarded with excellence by the National Council of Teachers of English (NCTE). I don't just look for ways to be creative, but the best way to spread a message in order to make a difference. When I'm not using my creative skills you can still find me at outreach events as I foster animals while searching for their forever homes.



**Ayelet
Schuster**

Ayelet is a senior advertising and public relations major and graphic design minor. She grew up in Overland Park, Kansas, just outside of Kansas City. While Ayelet has skills in all aspects of advertising, she thrives in the creative side of the field. She is passionate about design, graphics, and social media, so she hopes to work in advertising design once she graduates. A fun fact about Ayelet is that she is always ready for the next thrill seeking adventure and has even been on the tallest waterslide in the world!



**Nicole
Thomasy**

Nicole is a senior advertising and public relations major with a film studies minor. With a passion for art, she studies graphic design and is a freelance fine artist. While using social media to promote her work, she connects with other artists and sells commissions. She also performs with Vitality, Bradley's hip hop dance team, and manages their social media alongside her own. After many years dancing, working part time, and doing school, she is equipped to work individually or within a group to accomplish any task. Nicole is proficient in Microsoft Word, Excel, and several Adobe programs. She hopes to work in media after graduation!



**Jillian
Weisberg**

Jillian is an advertising and public relations major who has a fresh perspective on skills, such as leadership, teamwork, and communication. She's a trained professional in writing releases, event planning and business needs. Jillian enjoys taking on challenges that enable her to demonstrate diligence, problem-solving, and research abilities. Overall, she has a high level of work performance because of my determination, and willingness to learn. Outside of work, some of her hobbies include playing the alto saxophone, eating sushi, and traveling.

EXECUTIVE SUMMARY



Café Santa Rosa's plan is centered around telling their story while creating a recognizable brand in the community. After analyzing the strengths and weaknesses of the business, there were areas that could be improved and highlighted. Based on the research the target audience selected was women between the ages of 21-35 who work making between \$30k to \$70k.

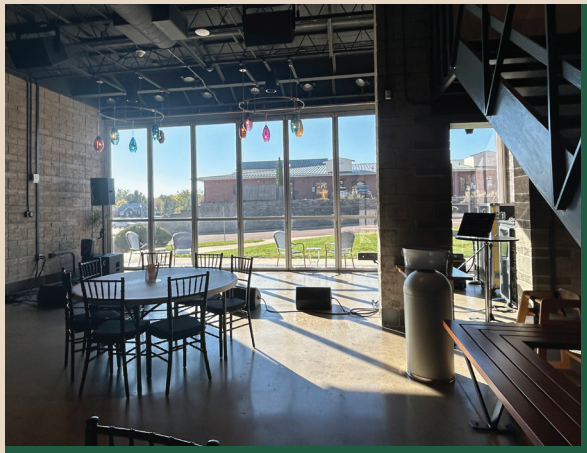
Women in this age group use social media a majority of the day which is why a majority of the effort for expanding reach is focused on social media. In addition to social media, utilizing public promotional events, radio, and print advertising will reach a wide range of our audience.

Using the pulsing method allows a focus on the spring and fall due to the warmer weather and the location of Peoria Heights during the peak time of year to walk around and enjoy the area. While the fall is ideal to reach incoming Bradley students and utilize outdoor events like the Riverfront markets and Taste of Peoria on the Bradley campus. By implementing these advertising strategies we are confident that Café Santa Rosa will continue to be successful.

OBJECTIVES

Communication Goal:

Increase awareness of mocktails offered at the café by 15%. This can be monitored by tracking their point of sales system to compare the amount purchased



Marketing Goal:

Increase the number of customers who sign up for the loyalty program to 120 members within one year. The goal is to get at least 10 new members a month to sign up, gaining consistent new rewards members.

SWOT ANALYSIS

STRENGTHS

Café Santa Rosa already has a strong social media presence and reputation. For example their Instagram page has over 1,000 followers and a consistent brand image. They communicate well with their audience, portraying their sense of community outreach and good customer service. This will be helpful for the launch of their new location, as their regulars can easily keep up with the change.

This café appeals to several age groups, as their menu is appealing to young students, families, and an older generation. Their shop is an ideal place to hang out with friends, work on projects, spend time with loved ones, and even enjoy a relaxing cup of coffee by yourself.



Their menu has a wide variety of items that are suitable for most people. They have options for coffee, teas, mocktails, and add-ons you can get with each order, including milk alternatives. Further, their products originate from their own farm. This adds a fresh, wholesome appeal to their menu, as people feel more comfortable and satisfied when visiting the café.

OPPORTUNITIES

One of the biggest opportunities that Café Santa Rosa possesses is location. Peoria Heights is known for its lively atmosphere in addition to its dining and entertainment events. This gives Café Santa Rosa an opportunity to integrate with the local scene and serve customers seeking a fun and casual experience.

Another opportunity that Café Santa Rosa can take advantage of is the lack of cultural diversity in Peoria Heights. Leveraging their cultural identity can easily cut through the clutter by showcasing its rich Colombian heritage. Imported straight from their farm in Colombia, their authentic Colombian coffee highlights their uniqueness. Emphasizing and educating their culture to customers, Café Santa Rosa's can truly connect to the area.

The geographic customers can also be an opportunity for Café Santa Rosa's as Peoria Heights is quite an upscale neighborhood. Their customers may be more willing to pay a premium for authentic Colombian coffee which allows a flexible pricing strategy for offering higher quality coffee.



WEAKNESSES



One of Café Santa Rosa’s weaknesses is that their Instagram and Facebook posts are the exact same. They are not catering posts towards the different audiences on the social media platforms. Making the posts unique to the platform would encourage people to follow both of their social media pages, rather than just one.

The café itself is not the most exciting atmosphere. The inside is decorated with fairly natural colors, which lacks excitement. A strategic use of color can create an atmosphere that would encourage customers to spend more time there or become returning customers.

A current weakness is the delay of the new location being opened. Café Santa Rosa’s new location was supposed to open on September 5th, but that date was pushed back last minute. Their reasoning for the delay is to finish up the last details before they open. While the delay may help them to be better prepared for when they open, it is a long time for them to go without business. They are not making any money during the transition period which could hurt their business.

THREATS

Café Santa Rosa is moving to the Peoria Heights area where there are other established coffee shops nearby. The prominent shops include Leaves ‘n Beans, Starbucks and Donna Jean’s Cafe. These shops have loyal customers, who connect with the employees and atmosphere.

Their competitors also sell coffee beans, merchandise, a variety of foods and other items beyond coffee. For some of the shops, customers also have the option to order delivery or pickup, making it easier to get in and out during a rush. To further, customers who may have visited the café because of the convenience may be less inclined to travel to their new location because of the change in distance. This may result in a loss of regulars within their loyal customer base.

Another threat is a shift in trends. Other coffee shops may have new specials, flavors, or food items. For example, Starbucks has seasonal menu items that entice consumers to order their limited-time beverages. There may be a pull toward coffee shops that have these specialties which creates a sense of urgency rather than a local place with a consistent menu.



COMPETITOR ANALYSIS

Starbucks



Starbucks differs from Café Santa Rosa in many ways. To begin, this is a chain coffee shop, not a small business. It is widely popular across the United States and includes many locations in Peoria, an advantage over the café because people can access it from most areas in the county. One could argue they do not have the same authentic feeling as our café, considering each store looks the same and offers mass produced drinks/pastries. However, because of their well-known brand, their social media is exponentially stronger. For example, they have 18.1 million followers on Instagram, a substantial number compared to Café Santa Rosa's 1,085 followers. Their online reviews are overwhelmingly positive, and Starbucks is also popular because of their seasonal drinks. They offer different flavors of coffee and refreshers throughout the year that attract a wide audience and stir up promotion. Further, their hours are extensive, opening at 6 am and closing at 10 pm. Café Santa Rosa is open 8 am to 5 pm, and Starbucks thus has a comepeve edge because more costumers can visit the shop throughout the day.

Leaves 'n Beans



A strength for Leaves 'n Beans would be the variety of menu items that cater to many different customers. Leaves 'n Beans is open from 7 AM to 5 PM, Monday through Saturday, and from 8 AM to 4 PM on Sunday. The hours of operation are a strength because they can serve customers for breakfast and lunch. However, a weakness of the shop includes cleanliness issues, unprofessional staff, and inadequate service. When looking at the reviews, some customers said that the staff would talk ill of people, and the whole shop was very dirty. Leaves 'n Beans has many opportunities. It has multiple locations such as Peoria Heights, Morton, and Pekin. This can broaden their customer base. They also have a convenient mobile app that enables customers to place orders in advance, offering a time-saving perk. They also have a weekly discounted beverage, which fosters customer loyalty. Furthermore, they have events at their shop such as game night to drive customers in. They also have opportunities to craft new specialty drinks. A threat would include the other coffee shops nearby. This includes Starbucks, Donna Jean's Café, and Cafe Santa Rosa. A customer might want a different atmosphere or vibe. Another threat is that people can save time and money daily by placing online coffee orders and having them delivered directly to their doorstep.

C x T Roasting



The Knoxville Ave Location of CxT Roasting Co. is conveniently situated near Junction City and Donovan Park, making it closer to Café Santa Rosa's (CFR) original location. What sets this location apart is its extended operating hours, staying open until 7 p.m. which allows a wider range of customers to enjoy its offerings. Currently with the state of CFR's new location, they are only open until 2:30 p.m. which does not attract people who are involved in the community after office hours. They have an outdoor seating area, featuring comfy chairs and sofas that faced Donovan Park away from the busy street. Inside, the ambiance was equally appealing, with lounge seating that catered to a diverse clientele. The interior design of this location looked industrial with a vibrant atmosphere, with striking orange accents that added a unique character to the space. CxT Roasting Co also sells a wide variety of products such as candles and aroma diffusers, enhancing the overall sensory experience for visitors. One notable advantage of this location is the ample parking space, ensuring convenience for patrons. Large windows bring in lots of natural light, creating a place for people to meet. This unique setting seemed to be tailored to capture the attention of a slightly older demographic, ranging from late 20s to 50s, which includes business owners looking for a cozy meeting spot or community groups.

The Spot



The Spot uses three partner companies that are all Peoria based. Their emphasis is on supporting local businesses. Cafe Santa Rosa on the other hand, focuses on supporting their Columbian farms and coffee. The values of the companies may attract different customers to their location. Some people might want to try all local items, while others may want to support people living in other countries. Looking at both of the menus on their websites, it is clear that The Spot has a much smaller range of options. There are only 10 items in total on their online menu. The Spot also has a couple unique features to their coffee shop that Cafe Santa Rosa does not have. The first feature is their meeting space that customers can reserve. On their website, they have a private meeting room that you can reserve for \$30 per two hours. This is a great way to have groups become regulars at their coffee shop. People really enjoy using coffee shops as meeting spaces already, so giving them the opportunity to reserve the space helps them make more money as well as providing their coffee. The second feature is their drive-through. Having a drive-through is a great feature at a coffee shop because it allows people to quickly grab something when they are in a rush. Many people do not want to have to leave their car just to grab a quick coffee to start their day.

TARGET CUSTOMER PROFILE



For Cafe Santa Rosa, the target audience we chose is women in the age range of 21 to 35 who live in the Peoria Heights area and make from 30k to 70k a year. We decided that this would be the best audience to target with our social media strategies as well as our business plans. We have found through our research that this audience makes up a large portion of Cafe Santa Rosa's current customers, but there is also still room for growth in this area. Within this age range, we are specifically looking at women who are finishing up college or early in their careers. These days many younger people are working remote or hybrid jobs that give them the flexibility to work anywhere they want. A relaxed coffee chop is a great place to work in a social environment. It would also be a good space for these women to meet with coworkers and friends regularly. This audience will likely respond well to the bright and inviting atmosphere we want to create at Cafe Santa Rosa. They use social media regularly which is a very important part of our advertising strategies. In addition to the physical appearance, younger audiences will really enjoy the fact that they are supporting a good cause while drinking their coffee. We wanted to focus on women in the Peoria Heights area because it is a completely new audience from Cafe Santa Rosa's recent relocation. We want the people that live in close proximity to the coffee shop to get excited about a potential new go to spot. The audience will need to make a salary with some disposable income in order for them to be able to buy coffee regularly. But, Cafe Santa Rosa is fairly affordable so even if they do not make a ton it is not completely out of budget.

TYPICAL CUSTOMER



Name: Claire

Age: 28

Lives: Peoria Heights

Our client's name is Claire and she is 28, living in Peoria Heights. She has a hybrid job and wants to get out of the house to become more focused and to meet with friends on the days she is working remotely. She likes to support local shops and prefers a comfortable atmosphere when working. She is independent and ambitious. She likes to chat with others and is active on social media. She likes to check social media before, after and during work to catch the latest news. She likes to post about what she is doing and who she is with on her media. She uses Instagram and Facebook the most. She is an environmentalist and cares about the well-being of others. She likes to volunteer her time and wants everyone to be treated the way she would want to be treated. The Cafe Santa Rosa is therefore the perfect place for someone like Claire. It is a warm environment, as the workers are very friendly and the atmosphere is ideal to get work done. There is ample room to meet in groups, especially to lounge around and enjoy authentic coffee and tea. Because she is an environmentalist and does volunteer work, she would love the opportunity to support their farm. Each purchase directly supports the employees of the Cafe Santa Rosa farm in Columbia, and consumers like Claire would choose this establishment over others because of their dedication to culture and authenticity.

MEDIA PLANNING

For Café Santa Rosa, we will advertise from May to October with a budget of \$5,000. We want to focus primarily on social media posts and promotions, then use local Peoria newspaper/stations, the Bradley University Alpha organization for Hispanic heritage month (reaching out to freshman most), and the Peoria Hispanic Society newsletter. We also want to set up tables at the Riverfront farmer's markets to sell coffee bags, teas, and samples of pastries to promote the café.

Vehicles available in our area are the Peoria Journal Star and the 99.9 WCT radio station, along with the café's owned social media. The newsletter and collaboration with the Alpha organization are potential vehicles that fit our brand and the shop's cultural values. Our target audience would primarily use social media and would be best for the company's budget and brand. However, we would allocate funds to the local stations to reach more people.

Seasonally, we chose to focus on the months from spring to fall because of warm weather and the location of Peoria heights, as we want to attract people to Santa Rosa during the peak time of year to walk around and enjoy the area. The fall is ideal to reach incoming Bradley students and utilize outdoor events like the Riverfront markets and Taste of Peoria on the Bradley campus.

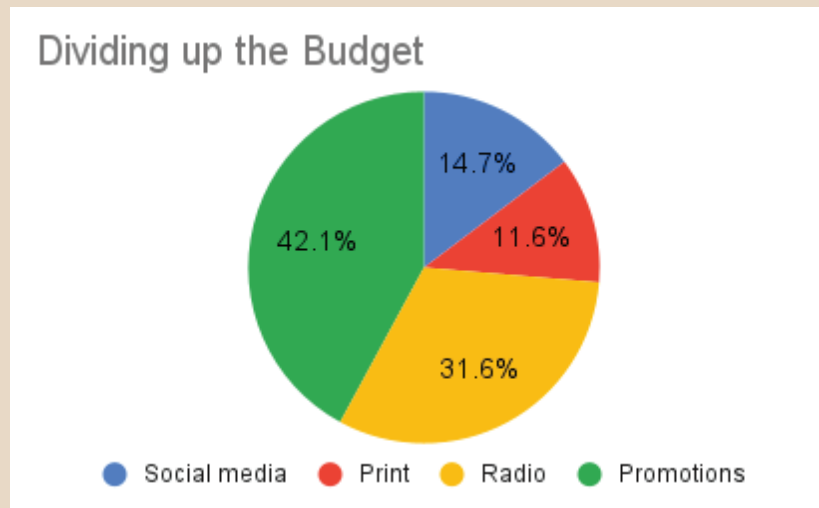
We believe that advertising at the Riverfront Farmers Market would be a great opportunity to reach the larger Peoria audience. Some promotional and advertising materials would be made for the markets that would help make Cafe Santa Rosa a memorable table. They can sell their coffee and tea and sell the cards made by farmers. A stand up sign would be made to be next to their table that would show off visuals to narrate the story of their coffee. This would get people excited to go to Cafe Santa Rosa itself in order to support a great cause.

The kind of strategy we decided to use was pulsing. We wanted to focus more on the end of May and June to be able to put more advertising out for the events put on around Peoria Heights. We also wanted to use advertising in August when Bradley students come back to campus. However, we plan on constantly putting out social media posts and run ad's all year around.

Content Calendar

6 Month Pulsing								Total	Key
May	June	July	August	September	October				
Facebook (Unpaid posting)									Green = Unpaid Continuous
Facebook (Paid, \$100/month)								\$300	Yellow = Paid Continuous
		Post Promoting Involvement with Riverfront Farmers Market							Red = No advertising
Instagram (Unpaid posting)									
Instagram (Paid, \$100/month)	No Advertising			No Advertising				\$400	
Social Media									
Peoria Journal Star (\$92)								\$552	
98.5 KissFM (\$25x30 days)				No Advertising				\$750	
99.9 WWCT	No Advertising							\$750	
Riverfront Farmers Market Booth (\$50x4)						No Advertising		\$1,000	
Promotional Materials								\$1,000	
								\$4,752	

Budget Breakdown



CREATIVE BRIEF

Based on the demographic of women between the ages of 21 and 35, social media, radio, and newspapers are the best vehicles to communicate our message as we focus on reach. After researching and interviewing our client, we learned that coffee quality and social values are our client's two most important factors. The owner of Café Santa Rosa takes great pride in their coffee beans' quality, their rich Colombian heritage, and their efforts to give back to the community. Therefore, we introduce "It's not just a cup of coffee" as our big idea for this advertising campaign.

Five dollars spent on a cup of coffee seems trivial for customers, but behind every cup of coffee contains a powerful meaning that makes a difference. Firstly, it's not just a cup of coffee that customers can get where they can drink and then forget. It is the premium experience of enjoying authentic, high-quality Colombian coffee. A true coffee drinker will be able to tell the difference with Café Santa Rosa's coffee. The coffee beans are imported directly from their own farm in the region of Santa Rosa de Cabal in Colombia into the cup of customers' hands, ensuring the process is as fresh and flavorful as possible. This direct farm-to-cup journey preserves the unique taste and quality of the coffee beans, allowing customers to savor the rich, authentic flavors of Colombia in every sip.

Secondly, it is not just a cup of coffee but a cup for a great cause. By spending a small amount of money for a cup of coffee, customers not only get to enjoy an authentic coffee experience but they will also be giving back to the community. Café Santa Rosa's owner contributes a proportion of their profit to provide proper healthcare for their farmers. Therefore, every cup of coffee customers purchase represents a virtuous act, making it a benefit for all.

Thirdly, it's not just a cup of coffee but a representation of a rich Colombian heritage brought to Peoria Heights. Infusing the local culture with this South American treasure's vibrant traditions and flavors creates a unique and immersive experience for the consumer. Overall, Café Santa Rosa is an ideal destination for frequent coffee drinkers who care about authentic and ethical businesses.

The tagline "It's not just a cup of coffee" will also be used as the main headline in all of the ads. This big idea will be communicated through social media (digital), radio, and newspapers (print). Regarding social media ads, we will use Facebook and Instagram as the main methods.



**"IT'S NOT
JUST A CUP
OF COFFEE"**



Since the target audience is women between the ages of 21 and 35, they will most likely be Instagram and Facebook frequent users. By using paid ads, the target audience can easily be reached along with similar audiences such as those outside the target age range. Utilizing social media will be a convenient way to notify them about the new location. In addition, by using Instagram and Facebook pages the client's brand persona can be curated in a more conscious and methodical means. Creating and posting content that aligns with the brand's mission will create an easily recognizable brand that locals will want to experience. The look and design can be prevalent in social media posts so that the audience knows what kind of feel the cafe will have. Moreover, we can foster customer engagement through promotions such as minigames and giveaways on social media.

Radio is also going to be utilized for the campaign to get the word out to as many people as possible. In the radio advertisement, the use of sound effects that have a Colombian feel to it such as the sounds of a rainforest or cumbia music in the background, showcases authenticity.

Along with radio, using newspapers to advertise our client will reach a localized audience. Peoria Journal Star can help bring our target audience into the cafe since that particular newspaper is favorable among audiences in the area. Advertising in the newspaper can include topics such as the cafe's mission, the workers, and any special events such as Hispanic Heritage Month.

In conclusion, Café Santa Rosa's advertising campaign will utilize a variety of media outlets to showcase the brand. Focusing on social media advertising in addition to radio and print helps reach the defined target audience. Using the slogan "it's not just a cup of coffee" piques interest and allows the consumer to learn more about the benefits of purchasing Café Santa Rosa's premium authentic coffee. Based on these factors we are confident that the client will become a beloved destination for consumers in the Peoria area.

CREATIVE EXECUTIONS

Newspaper Advertisement



This newspaper advertisement shows the consumer what the premium coffee would look like in addition to the hours that Café Santa Rosa is open. This lets consumers know when they will be able to visit the coffee shop and where it is located. By advertising the new extended hours and their location, consumers interested in trying a new coffee experience will be informed of when they will have the opportunity to try the coffee.



This advertisement demonstrates the type of coffee available at Café Santa Rosa. Those who start their morning reading the newspaper will see a premium cold brew coffee which is one of the most popular coffee drinks at the café. This also tells the consumer where to find the coffee shop so they can experience the taste of an iced coffee to start their day.

CREATIVE EXECUTIONS

Newspaper Advertisement



This newspaper advertisement would be used to publicize Hispanic Heritage Month from September through October. By using an image of one of the coffee farm workers it shows directly where the consumer is receiving their coffee from. Enticing consumers who could be reading the morning paper and wanting a cup of authentic Colombian coffee to go with it. Those interested in getting coffee and giving back to the community will feel encouraged to visit Café Santa Rosa for a premium coffee experience.

Social Media Advertisements



It's not just a cup of coffee.



With every purchase in the café, we give back to our farmers in Colombia. Help us make a difference.



For more information, visit cafesantarosa.co



Our first social media ad focuses on the social value of Cafe Santa Rosa. Since giving back to the community is the coffee shop's mission, we want to highlight the appreciation given to the farmers. The ad features Columbia farmers, whose images in black and white take up two-thirds of the ad. The remaining one-third of the ad, which is in beige, is reserved for text to balance off the image. Within that section, we include the campaign tagline "It's not just a cup of coffee" on the top, followed by a coffee icon. This makes the whole campaign coherent and reminds the audience of the importance of a cup of coffee at Santa Rosa. Below that we have a text block saying "With every purchase in the cafe, we give back to our farmers in Colombia. Help us make a difference.", followed by a map of Colombia. This serves as an elaboration and call to action for the farmers' image, placing the power in the customer's hand, and encouraging them to purchase a cup of coffee not only for their own good but also for the community. We also want to include the website and the logo at the bottom of the page to invite the audience to check out the website if they are interested in learning more about the coffee shop, as well as increase brand logo familiarity



It's not just a cup of coffee.



With every purchase in the café, we give back to our farmers in Colombia. Help us make a difference.



For more information, visit cafesantarosa.co



CREATIVE EXECUTIONS

Social Media Advertisements



Start your Saturdays with us!

Visit!

Cafe Santa Rosa at the **Riverfront Market**
Every Saturday
8:30am - 12:30pm
RiverPlex 600 NE Water Street



To spread our brand’s awareness, our second ad is a vibrant announcement for Cafe Santa Rosa’s presence at the weekly Riverfront Market on Saturday. It begins with an attention-grabbing headline “Start your Saturdays with us” and invites the audience to visit the aromatic experience at the market. This ad uses a cup of coffee as the main image as we want to keep it as simple as possible so the audience can pay attention to other details such as the date and location of the market. The location and date details are provided at the bottom of the ad. A call to action button in the middle of the page encourages the audience to mark their calendars, creating anticipation and excitement for the coffee-filled adventure that awaits at the Riverfront Market. As we both want to announce our recent opening to the local customers and showcase the premium quality coffee, this ad effectively accomplishes both objectives.



At Cafe Santa Rosa it is more than just a cup of coffee.

Our roots stem from our coffee farm in **Colombia**. We provide **ethical** and **sustainable** living to our harvesters.

Visit us today to support our Colombian journey from farm to cup



1327 E. KELLY AVE

Cafe Santa Rose
Presents

CALIENTE COMEDY



BLIND STEIN
Nov. 17

GREG BATTON
Dec. 15

JAMES DRAPER
Jan. 19

GET TICKETS
PRE-SALE \$17 | DAY OF SHOW \$25
SHOWS STARTS AT 7:15PM



1327 E. Kelly Ave.
Peoria Heights, IL

Beyond regular operating hours, Café Santa Rose transforms its expansive space into a lively venue for monthly exclusive events. This ad introduces an exciting comedy show calendar, featuring three comedians with 3 different performance dates. Incorporating images of the comedians adds a visual element that captures attention and personalizes the event. Comprehensive details, including various ticket prices, showtimes, and specific dates, ensure that potential attendees have all the information they need. The ad caters to a broad audience with varying comedic preferences. This diversity increases the likelihood of attracting a larger and more varied crowd, which can result in a larger customer base for Cafe Santa Rosa.

**NEW COFFEE
MOCKTAIL**

**Raspberry
Green Cosmopolitan**

Visit Us for our new
non-alcoholic cocktail.




1327 E. Kelly Ave.
Peoria Heights, IL

This ad highlights another unique aspect of Cafe Santa Rosa: the mocktail menu! The ad features one of their mocktail drinks named “Raspberry Green Cosmopolitan”. The image of the red color drink takes the spotlight by contrasting the dark gray background of this ad, evoking a sensory journey that entices customers to explore this unique offer. We also have a call-to-action to encourage customers to visit and try out the new mocktail menus. Same as the other three ads, the coffee shop’s logo, and location are also embedded at the bottom of the ad to ensure consistency and enhance brand familiarity. This ad serves as a sensory gateway, leveraging visual appeal and strategic placement to create a memorable and attention-grabbing narrative.

CREATIVE EXECUTIONS

Farmers Market Booth

The promotional materials of our banner and tablecloth are a primary way of showing the story of Café Santa Rosa's coffee. These materials will be used at public events such as the RiverFront Market in the spring and summer months. Potential customers will be able to try our coffee at this stand and learn about where their coffee comes from. By using the banner people will be able to see how the coffee is authentic and ethical. Consumers who support local vendors at farmers markets typically want to support the local businesses and can continue to support the coffee shop year round knowing that they are making a difference in not only their community but to the farmers.



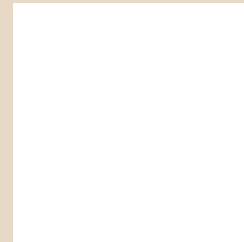
Radio Advertisements

Along with our written creative comps, we decided to create three radio advertisements that will play on local Peoria stations. These advertisements are ideal for our target audience because they are easily accessible, attention getting, and provide different perspectives for Café Santa Rosa.

Potential customers can hear all aspects of the company, including a fellow customer, shop barista, and Colombian farmer. Having different narrators helps create a sense of community and connection between the coffee shop and the audience. They include sound bites of authentic Colombian forest and farm atmosphere to highlight the culture and beauty of Santa Rosa. There are also sounds of the café to immerse the listener and inspire them to visit the shop. All of these sound bites are meant to honor the hard workers that make Café Santa Rosa such an amazing place to visit.

Because our target audience are independent and career oriented, we can assume they will spend time driving and visiting local businesses, of which use radio. This is why having radio advertisements is an ideal way to reach them, especially because Peoria stations are easily accessible and popular throughout the city. We would use a 30 second spot, fitting within our budget and providing enough air time to effectively promote the cafe. Our radio advertisements grab the attention of consumers and cultivate a warm, cozy, and welcoming atmosphere. The sounds and narrations are immersive and alluring, and while we hope to excite potential customers about the cafe, we also want to bring awareness to Café Santa Rosa’s mission and dedication to their authenticity.

QR Codes to Audio Recordings:
(follow along with the scripts on the next page)



CREATIVE EXECUTIONS

Radio Advertisements

Employee Perspective:

Script:

Enter natural sounds of the café environment.

Narrator: Working is no one's favorite thing-

Soft, upbeat music begins.

Narrator: Unless you work for Café Santa Rosa. Here, I feel welcomed, accepted, and appreciated. Everyone here knows that it is not just a cup of coffee; it is a community and a family.

Begin sounds of the farm.

Narrator: Starting at our company farm in Santa Rosa Colombia, every worker is cherished. Our coffee is gracefully harvested by the hands of amazing people, and the café gives back to their farmers with a livable wage and free health clinics. Here, in Peoria Illinois, our baristas are treated with respect and kindness.

Transition back to sounds of the café.

Narrator: So come down to Café Santa Rosa to taste and see the impact it makes; on me, on the farmers, and on you.

Customer Perspective:

Script:

Music begins. There are soft sounds of a forest and the farm. Narrator enters after sounds are established.

Narrator: Life is not just a cup of coffee. Friends, family, and community are what matter most.

Begin transition to more upbeat sounds of the coffee shop.

Narrator: That is why I go to Café Santa Rosa. Not only do they have delicious drinks, but to them, the people working on their company owned farm are the most important. This café inspires me to give back to the community, because each coffee I purchase supports those amazing farmers by giving them a livable wage and free health clinics.

Re-enter sounds of the farm.

Narrator: Everyday, their coffee is harvested from the Cauca region in Colombia, and they are in control of the whole process from planting, roasting and brewing. It is the best coffee I have ever tasted-

Sound of drinking coffee and a happy sigh.

Narrator: -so visit Café Santa Rosa today, enjoy some incredible drinks, and feel good knowing that you are giving back.

Farmer Perspective:

Script:

Start with a quiet melody, then begin immersive sounds of farm/forest.

Narrator: I work on the farm that provides the coffee to your cup. Working for Cafe Santa Rosa helps me negotiate my hours while accommodating my needs both as an individual and a mother. This job is not an easy one but I am proud to be around and provide one of the best coffees in the world, which is one of the things Columbia is known for.

Begin the transition to family talking in Spanish and being happy.

Narrator: I am happy that my family can feel supported as there is an annual health clinic near the farm, this way my family and I can meet with the health providers that I otherwise would not have access to. The owner has provided us with opportunities where I can be self-sufficient and still be there for my family.

Re-enter sounds of the farm.

Narrator: Our coffee is sourced from the Cauca region in Colombia. We have the privilege of being involved in the planting and harvesting process to ensure quality coffee.

Sound of the farm

Narrator: We thank everyone who listens to our story and hopes you love the coffee that we poured our hearts into.

SOURCES

We used a primary source for our project. We had direct contact with the owner of Café Santa Rosa. We were able to interview Marta Vidal about her journey opening the shop. She plans to create a global impact by representing her Colombian culture by the coffee she serves. Her business supports sustainable and responsible coffee practices. She explains that “At Café Santa Rosa, they believe in more than just a great cup of coffee. With a foundation rooted in our Colombian coffee farm, they committed to a sustainable and ethical coffee journey”. She is also very passionate about the workers she hires at her farm in Colombia. Marta makes sure they are treated with all the support and care they need. Overall, she was an excellent primary source and a pleasure to deal with.

We also used secondary sources online. We began with the Café Santa Rosa website, where we found our best photos. Using their public gallery, we found several portraits of their farmers, highlighting their hard work and dedication to authentic Colombian coffee. We incorporated these images into our graphics to honor the farmers and give them a proper feature online. We also found inspiration from their website’s design. To be cohesive, our plan book and creative digital advertisements share similar colors and fonts to the company’s page. Then, we looked at their social media (Instagram and Facebook) to find key elements, including the types of posts they usually have and special event dates. Much like with the website, we attempted original post designs while keeping similar colors and aesthetics of their social pages.

