



GOOD TO THE



LAST DROPI®

Maxwell
House®

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&
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Advertising & Copywriting



Background

Division of Kraft Heinz

Introduced in 1892

“Good to the Last Drop”

Largest-selling in the US til 1980

2011 - Starbucks Corporation Split

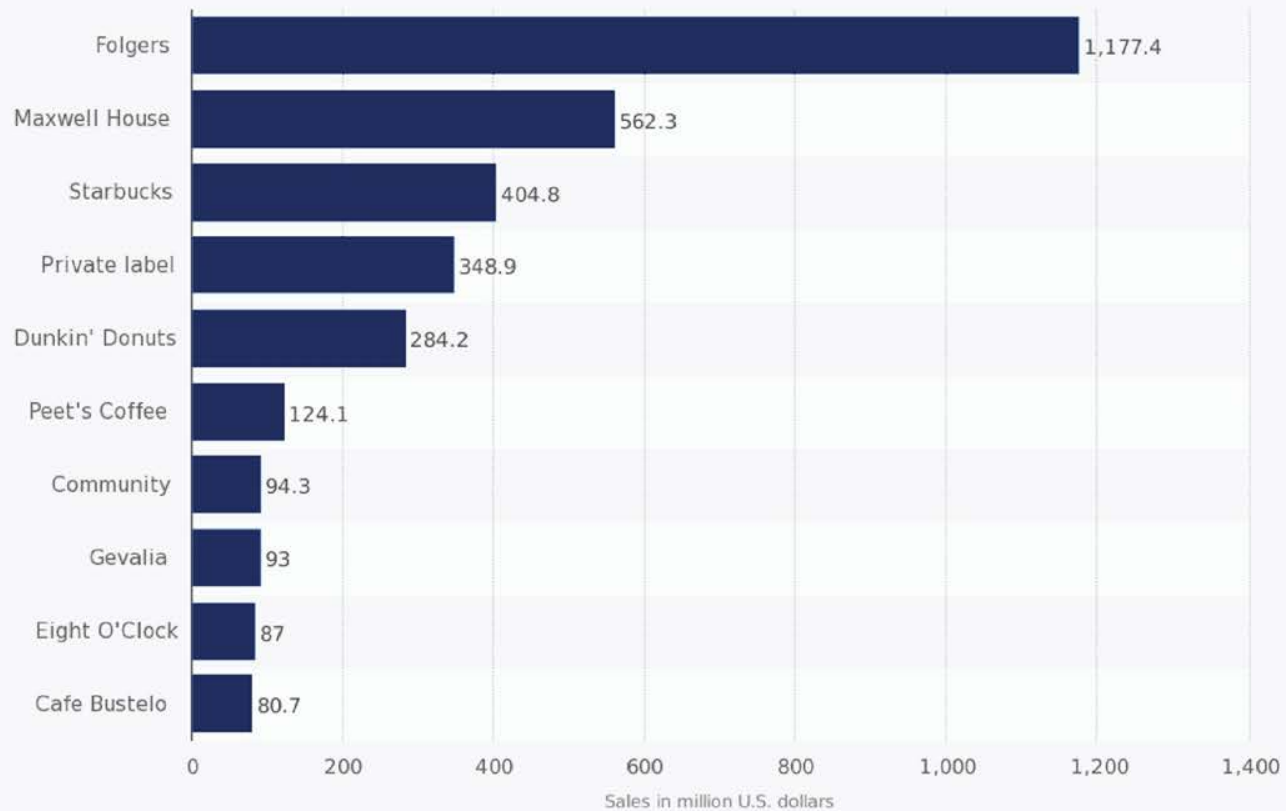
2014 Overhaul Marketing Strategy

What's the problem





Sales of the leading regular ground coffee brands of the United States in 2017 (in million U.S. dollars)



Source

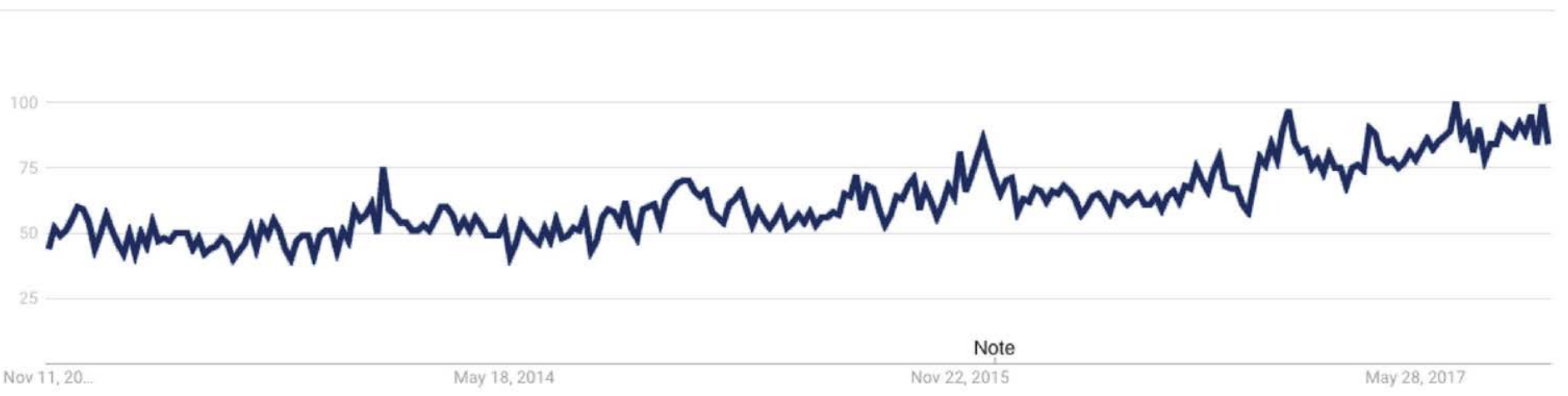
IRI; Grocery Headquarters
© Statista 2017

Additional Information:

United States; IRI; 52 weeks ended January 22, 2017



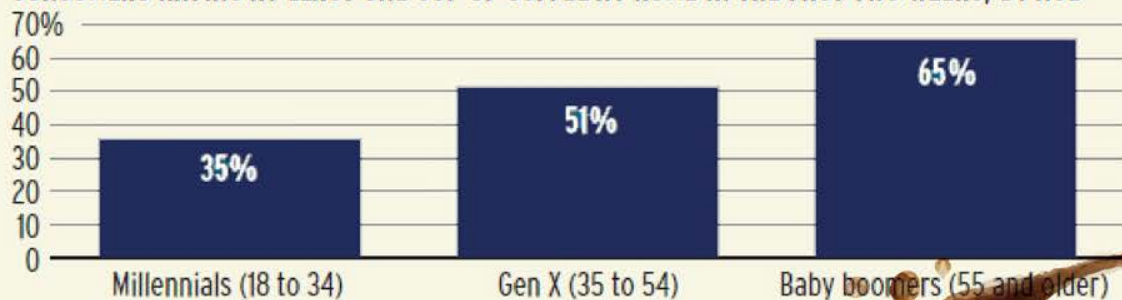
Interest over time ?



HOME BREWED

A look at how 18- to 34-year-olds consume coffee at home over the years

CONSUMERS HAVING AT LEAST ONE CUP OF COFFEE AT HOME IN THE PAST TWO WEEKS, BY AGE



47 percent

of baby boomers had at least one cup of coffee at home in a two-week period in 1983, when they were between 18 and 34 years old.

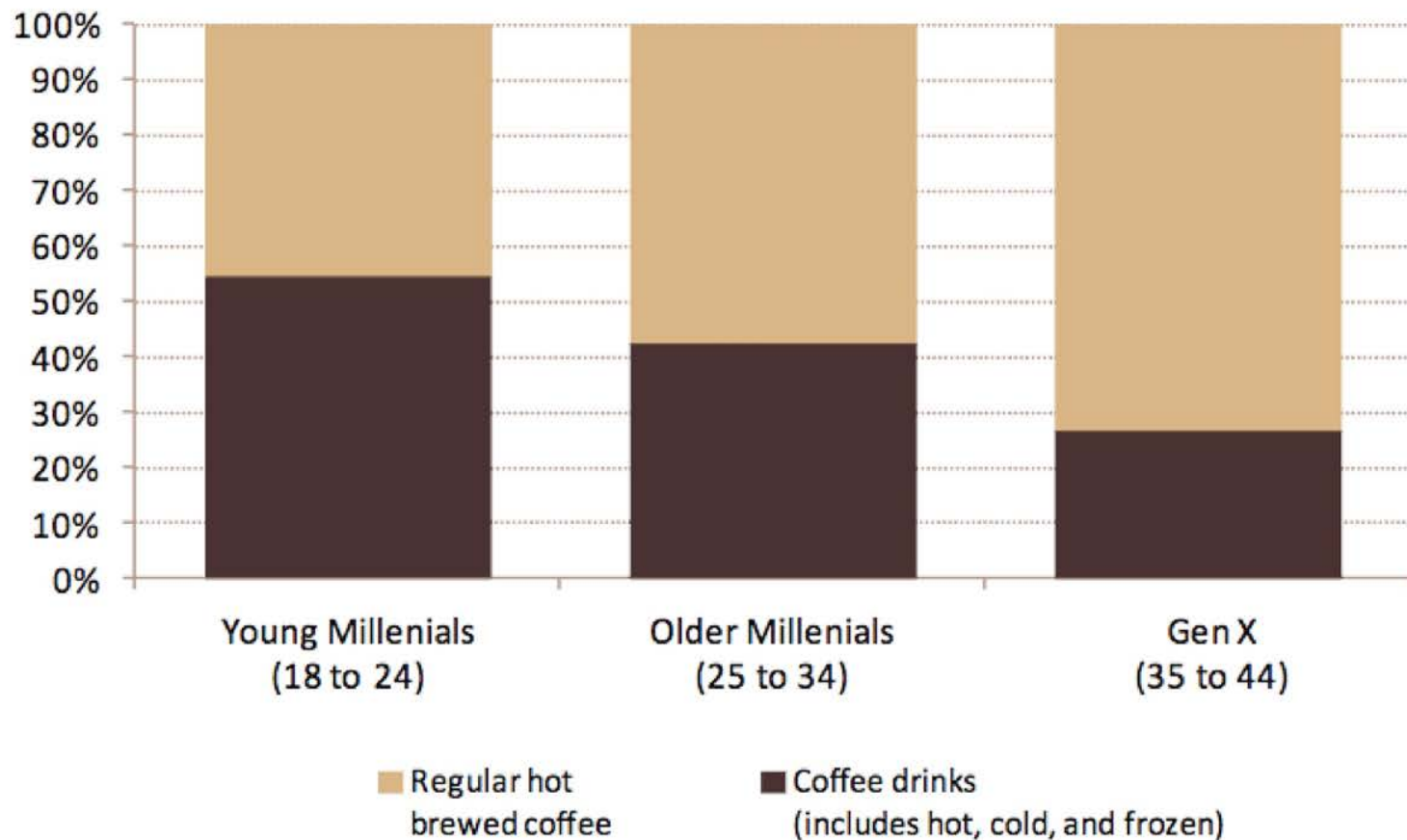
33 percent

of Gen Xers had at least one cup of coffee at home in a two-week period in 1998, when they were between 18 and 34 years old.

“The catch is that fewer young adults shop the coffee aisle. For starters, some are still living at home, so in the morning they're probably reaching for whatever is in their parents' cupboards”



Beverage of Choice During the First Few Years of Coffee Consumption





My mother drank coffee from the time she was 21 til 2 days before she passed away at the age of 72. It is the only coffee that [has] ever been in our home and it is still the only drink now. Thanks for all your hard work and dedication Maxwell House- Kimberly Peters



19 years old. Dads 45 and hes been drinking it since my age. I love it, and will drink it till my days are numbered. Thank you Maxwell-Darrell Lee Wiggins II



Mary

LeCaster

Age: 60

Occupation: Pt Receptionist at Law Office



How I Feel Now

I have been drinking Maxwells for years. It has been a staple in my life since my kids were babies. It taste great, has great quality and best of yet is affordable to use. I can truly count of them to not only get my caffeine kick but also have great taste. Even now as a grandma, I just pop one in my k cup and go. There are other brands that I have used, but no matter how many trips to the store I make, I always stick to what I know and that's Maswells. It reminds me of home, my kids and my life here. No other coffee can do that for me. It's a comfort that I always looks forward to in the morning. Like a morning ritual you would say. I drink it while I read the morning paper and get ready for my day before heading to work.

Get-To-Buy



Get Maxwell Coffee lovers to stay loyal to their favorite brand by generating (or reminding them of) the connection that each cup brings to them.



Drink Maxwell's coffee

Say It Straight

Truth In Every Drop



Experiential

...to strengthen and build the connections between people, to teach the value of listening, and to weave into the fabric of our culture the understanding that everyone's story matters.

Partner:





A space to ask
questions, have others
listen and hear some
truths.

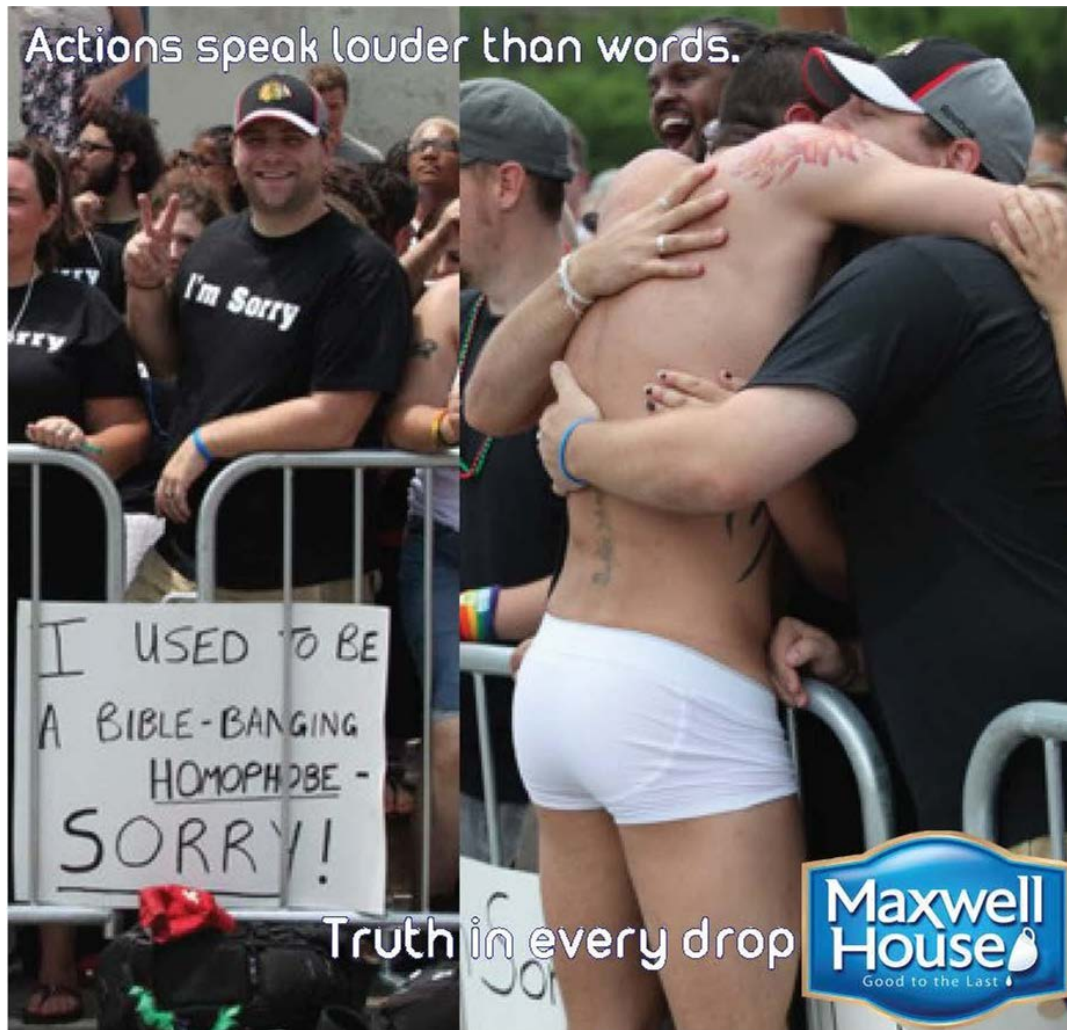
The grass is always greener on the other side

Truth in every drop



Print

Actions speak louder than words.



Truth in every drop



A job worth doing is worth doing well.



Truth in every drop





Maxwell House ✓

@MaxwellCoffee

Follow

“Be the person you needed when you were young.”
Share your truths. #dropoftruth

RETWEETS

76,865

LIKES

121,606



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Follow

Treat the janitor the way you treat the C.E.O. Share your truths.
#dropoftruth

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Follow

If you can not afford to tip 18%, you can not afford to eat out.
Share your truths. #dropoftruth

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Social Media

A DROP OF TRUTH

VIDEO

(Visual: Dog laying on couch in living room next to a blanket)



AUDIO

SFX: Front door opens and shuts loudly.



TV



[https://drive.google.com/open?id=1BmYiz5xkigtY2euw00H
Vjy1GSTed68_X](https://drive.google.com/open?id=1BmYiz5xkigtY2euw00HVjy1GSTed68_X)

Radio

Thank You

Q&A