

Costa Coffee

Costa Coffee needed to attract more new customers. They felt their brand and communication strategies needed to be brought in line with the obvious quality of their service and product levels. They wanted to visually express their real point of difference versus the ever increasing competition on the UK high street.

The Brief:

'i-am' were asked to give Costa a clear sense of identity to be expressed through a unique, informative and memorable visual language. 'i-am' were also required to explore, find and document a new, relevant and engaging brand positioning that best captured the company's Italian heritage, the quality of its products and their true love of everything Coffee.

The Solution:

Costa Coffee were positioned as the true 'Coffee lovers' with all the understanding, artistry and care needed to make the perfect cup of coffee. 'i-am' developed a strong visual language and tone of voice to better serve and inform existing customers as well as communicate the Costa story to all non advocates.

The Result:

From 'just another coffee shop' to 'the only genuine coffee shop to visit'. This unique proposition managed to set Costa apart from the competition, both emotionally and rationally, increasing brand awareness and average transaction values.

