

PRESENTATION

Brightleaf Cold Brew Launch

A six-week plan to put our new canned cold brew in front of 40,000 commuters in two cities.



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OVERVIEW

Who We Sell To

Our buyer is a **25 to 40 year old commuter** who already pays for coffee every morning. They want something **cold, low sugar and grab-and-go** from the shop near the station.

Explore the **4 core pillars** that define this topic — each backed by research and real-world insight.

01

Office commuters

KEY

Buy two coffees a day and switch to cold drinks from April.

02

Gym regulars

CORE

Want caffeine before a workout without milk or syrup.

03

Students

FOCUS

Price sensitive, but loyal once a brand feels like theirs.

04

Cafe owners

IMPACT

Need a ready cold option that does not slow the morning line.

What Six Weeks Should Deliver

Targets for Brightleaf, a fictional brand, set from our pilot in one neighbourhood.

[↑ Key Metrics](#)

120

STOCKISTS

Cafes and corner shops carrying the can.

▲ 80 in city one, 40 in city two

40k

CANS SAMPLED

Free cans handed out at 12 stations.

▲ 7am to 10am, weekdays only

18%

REPEAT BUYERS

Share of sample takers who buy again.

▲ Tracked by QR code on the can

\$2.40

COST PER NEW BUYER

Sampling plus ads divided by first purchases.

▲ Pilot came in at \$2.90

□ If repeat rate holds at **18% or above**, we roll out to a third city in August.



Key Insight

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The Six-Week Plan

4-Step Framework

01

Weeks 1 to 2: Stock

Sign stockists before any ads run.

- Visit 200 cafes near stations
- Offer a free first case
- Install a small branded fridge
- Target: 120 signed

02

Week 3: Sample

Put a cold can in commuters' hands.

- 12 stations, 3 hours each morning
- QR code links to nearest stockist
- Collect emails for a second free can
- Target: 40,000 cans

03

Weeks 4 to 5: Ads

Retarget people who scanned the QR code.

- Instagram and Facebook reels
- Radius of 2 km around stockists
- Creator posts from local runners
- Budget: \$9,000

04

Week 6: Review

Decide on city three with real numbers.

- Repeat rate by station
- Sell-through by stockist
- Cost per new buyer
- Go or no-go memo



Why Sampling Comes First

In our pilot, people who tasted the can were far more likely to buy it than people who only saw an ad. Taste does the selling for a drink like this.

So most of the budget goes to the morning sampling crew and the fridges. Paid ads only reach people who have already tried it or live near a stockist.



NEXT STEPS

What We Need This Week

Four decisions so the stockist visits can start on Monday.

- Evidence-backed insights
- 4 proven advantages
- Ready to implement

1

Approve budget

\$32,000 total, with \$9,000 for paid ads.

NEW

2

Hire sampling crew

24 part-time staff across 12 stations.

CORE

3

Order fridges

120 small fridges, four-week lead time.

PRO

4

Pick creators

Shortlist of six local running clubs.

KEY



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