

# NOT YOUR AVERAGE JOE

B R E W I N G   S U C C E S S

Team Lively

Advertising Research  
JMC 3333

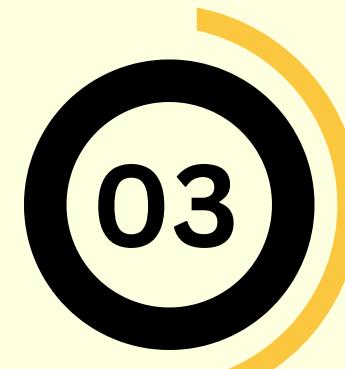
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## Background Highlights

- NYAJ employs adults with various disabilities
- There are 5 locations in Oklahoma, 1 additional location on the way.
- The Norman location is off of Elm street.
- The shop offers space for studying and collaborating.
- The business partners with multiple organizations that support individuals with special needs.
- The business is Christian-led.
- There is currently one cumulative Instagram account that represents all 5 locations.
  - Over 6,000 followers
  - Averages 129 likes per post.
- The company faces employee capacity and budget restrictions.
- Advertising recommendations need to be aware of capability.



# RESEARCH PROBLEM STATEMENT



Norman's potential customers may be unclear as to the type of business, mission, and flexibility offered by NYAJ. Although successfully partaking in different catering and private events, they are looking to grow in event-hosting, ultimately bringing new traffic to the shop. It has also been admitted that communication with the community is a weakness, leaving many around campus to be unaware of the experience that awaits them.

**Research is needed to understand if and why people are unaware of the location, possible motivations for purchase of food, and how to best market NYAJ's offerings to those who may be potential early-morning customers.**

02

Sydney

# QUALITATIVE METHOD

- Recruiting: Researchers invited 2-3 people to join focus groups.
  - Giftcard incentive
- Focus Group 1: 4 participants (all female)
- Focus group 2: 10 participants (7 males, 3 females)
- First half: broad questions were asked
  - behaviors and preferences of participants
- 5 minute break, all deliberation off-book
- Products provided: vanilla latte, power balls, vanilla ice cream
- Upon returning: questions became specific.
  - descriptions and opinions of product



03

Dayton

# FGI THEMES



- Quality of Coffee
- Price of Coffee
- Social Media Use and Interaction
- Location/accessibility
- Experience

# Quality of Coffee

- Customers prioritize coffee quality and taste over affiliation with religion or a specific mission.
- "It's about the product, right? If they're selling very good stuff, then it's totally fine" - FGI Participant
- Some customers also value knowing the ingredients in their coffee/products.

# Price of Coffee

- FGI participants reported that they frequented other cafes in Norman. These included Yellow Dog, Haystack, and Michaelangelos. These cafes have similar pricing to NYAJ, although slightly lower.
- Sizeable discrepancies in pricing of products with FGI participants.
- Overall, the pricing seems to be a little higher than what most would be comfortable paying but the pricing is within the ballpark of most competitors.

# Social Media Use & Interaction

Abbi 8:27

Okay, so do you like to see like aesthetic food pictures?

Casey 8:34

Like a nice mixture. So it's not just like the same stuff, but it's like, they show a picture of food and I'm like, I really want that.

- All participants follow at least one local business on social media
- Most follow for the purpose of **promotions, deals, updated hours and closings.**
- Instagram was the most widely used by participants.
- Aesthetic pictures of new products or appealing food items is appreciated.
- Humorous posts, such as skits or videos, was listed as a point of interest during the first Focus Group.
- A mixture of all types of posts is of importance to followers.

# Location/Accessibility

- When asked where students like to study none answered a coffee shop
- Students did not mind driving to coffee shop
- Close to campus and nice parking lots is a bonus
- "I mean, if there's a drive thru, I like the drive thru before class."
- "It doesn't really matter...I don't go to the one on Main because I don't like parking there."

# Experience

- Customer values: **Convenience, Quality, Affordability, and Environment.**
- Accessible menu
- Grab-and-go service
- Ample study space
- **Quality coffee, good service, and environment**
- “I like when [coffee shops] make their menu options really accessible and easy to read. You know what they have.”

03

josephine



## WHAT DID WE LEARN FROM OUR QUALITATIVE METHODS?

04

Avery

# QUANTITATIVE METHOD



There were a total of 15 questions with an additional question to enter your email for a chance to win a \$25 gift card sent in a survey to 2000 random student emails with 140 responses. The responses came in relatively fast, within 1 week.

Questions like "Do you live on campus" and "Do you have a car?" "Are you affiliated with Greek life?" "What is your age and grade?" were asked to better understand the audience we were working with.

# QUANTITATIVE FINDINGS

## Description & Demographics

- Chi-square test of sampling adequacy
  - Females
  - Seniors
- Gender - 73.1% female, 25% male
  - no significant difference (  $p = .89$  )
- Classification - 15.9% freshmen, 17.2% sophomores, 21.9% juniors, 13.9% seniors  
23.8% graduate students
  - no significant difference (  $p = .842$  )
- Age- 70.2% 20 yr old, 8.6% 30 yr old, 3.3% 40 yr old, .7% 60 yr old
  - no significant difference (  $p = .784$  )
- Employment- 63.6% employed, 29.1% not employed
  - **low significant difference (  $p = .057$  )**
- Vehicle Access- 80.8% have a car, 11.9% have no car
  - no significant difference (  $p = .671$  )
- Live on Campus- 35.8% live on campus, 57% live off campus
  - no significant difference (  $p = .755$  )
- Greek Life- 25.8% are affiliated, 66.9% are not
  - no significant difference (  $p = .426$  )



04

Sydney/Avery

# QUANTITATIVE FINDINGS

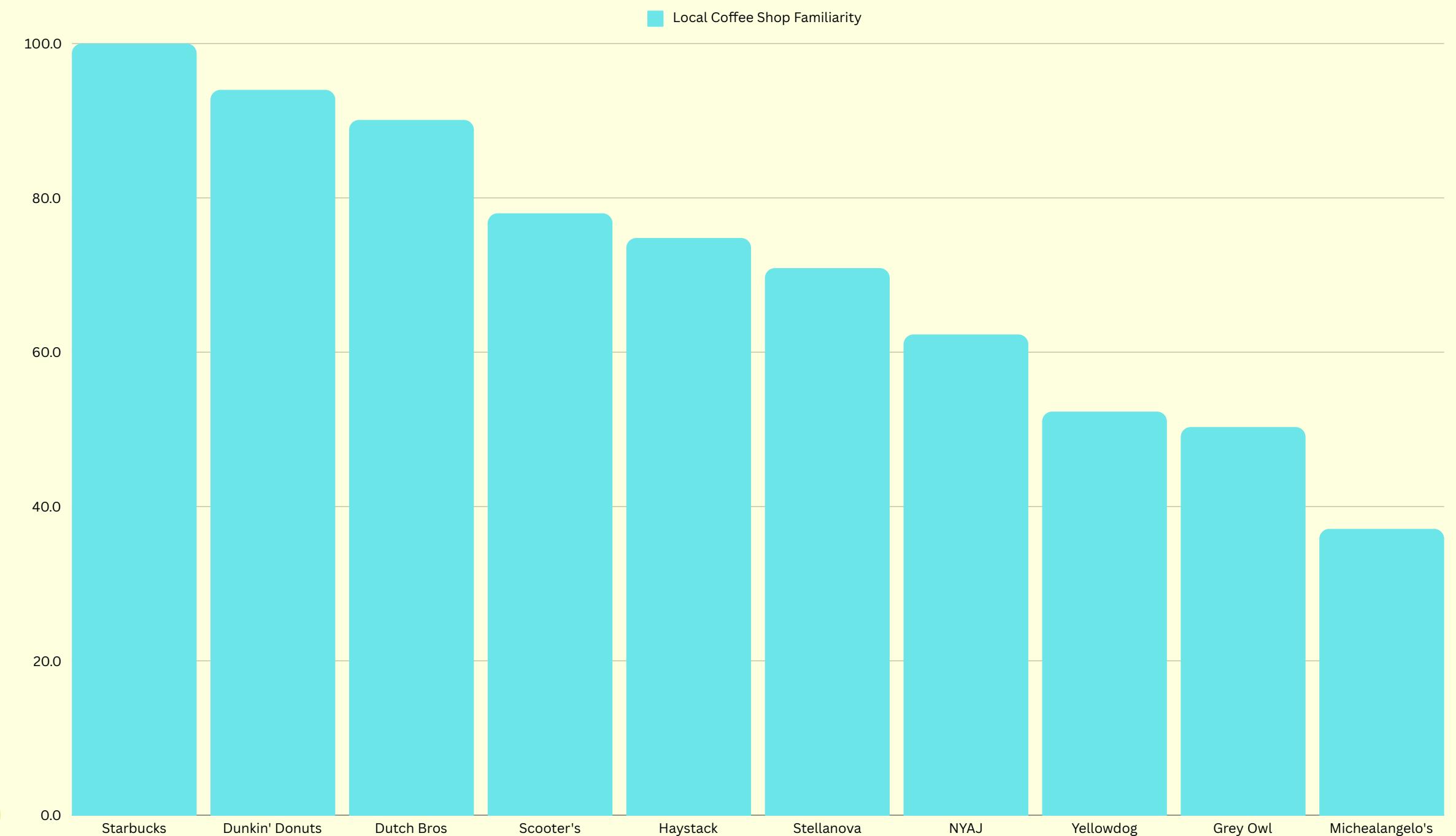
Awareness of coffee shop, according to entire sample

1. Starbucks 100%
2. Dunkin' Donuts 94%
3. Dutch Bros 90.1%
4. Scooters 78.1%
5. Haystack 74.8%
6. Stellanova 70.9%
7. **Not Your Average Joe 62.3%**
8. Yellowdog 52.3%
9. Grey owl 50.3%
10. Michealangelo's 37.1%

- No significant difference in likely and non-likely customers' awareness

# QUANTITATIVE FINDINGS

Awareness of coffee shop, according to entire sample



04

Sydney

# QUANTITATIVE FINDINGS

## Social Media

- Platform frequency: 1) Instagram 2) Snapchat 3) TikTok
  - No significance between likelihood of visiting NYAJ In the next 6 months and platform frequency
- The most popular content from local businesses on these platforms are:
  - Deals/promotions (n=72, 47.7%)
  - Humor (n=24, 15.9%)
  - Aesthetic food or drink pictures (n=22, 14.7%)

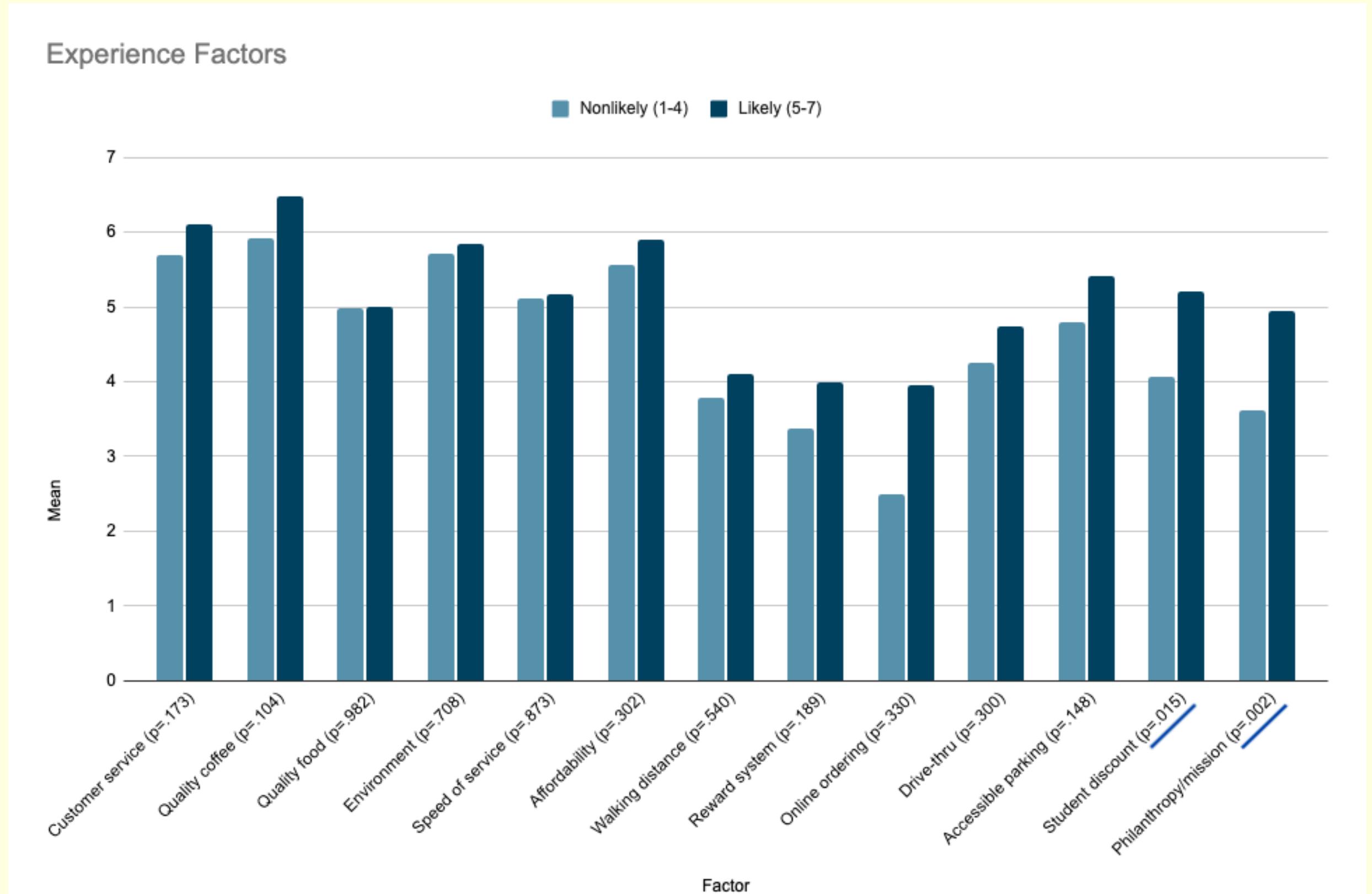
# QUANTITATIVE FINDINGS

## Experience Factors

- Six most important experience factors to respondents:
  - Quality coffee ( $M=6.47$ ,  $SD=1.020$ )
  - Customer service ( $M=6.11$ ,  $SD=1.100$ )
  - Affordability ( $M=5.89$ ,  $SD=1.197$ )
  - Environment ( $M=5.84$ ,  $SD=1.105$ )
  - Accessible parking ( $M=5.42$ ,  $SD=1.677$ )
  - Student discount ( $M=5.21$ ,  $SD=1.843$ )
- T-test revealed two experience factors as significantly favored by likely customers:
  - **Student discount** ( $t[137]=2.473$ ,  $p=.015$ ; Likely  $M=5.21$ ,  $SD=1.842$ ; Nonlikely  $M=4.06$ ,  $SD=1.893$ )
  - **Philanthropy/mission** ( $t[137]=-3.216$ ,  $p=.002$ ; Likely  $M=4.95$ ,  $SD=1.615$ ; Nonlikely  $M=3.61$ ,  $SD=1.697$ )

# QUANTITATIVE FINDINGS

## Experience Factors



# QUANTITATIVE FINDINGS

## Behavior

- Likely customers of Yellow dog, Stellanova, and Haystack are also likely customers of Not Your Average Joe
- Unlikely customers are also not coffee drinkers
- Out of 140 respondents, 39.1% were "extremely unlikely" to visit a coffee shop local to Norman in the next 6 months.
- Most students were likely to drink coffee in the next 7 days. The mean was 4.21, with 1 being extremely unlikely and 7 being extremely likely.

# RECOMMENDATIONS



- Standard latte price
- Menu prices
- Awareness and Drive-thru
- Sign and A frame
- Loyalty program

# RECOMMENDATIONS (Social media)



- Quality of coffee
- Promos and deals
- Tabling
- Dead week hours and energy drinks
- Instagram for pics/drinks/ingredients
- Snapchat for student discount
- Interactive posts

# LIMITATIONS



- Audience Involvement
- Sample population
  - Overrepresented females and underrepresented seniors

# NEXT STEPS



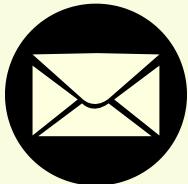
- Strategic social media use
- Campus presence
- List pricing
- New sign and loyalty program

05

Abbi

# Q & A

# THANK YOU!



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