

Java John's – Creative Brief

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1. Basic problem:

Java John's Coffee House is a fairly popular business in town but not many Luther students know that the shop also offers great homemade food (Java John's website, 2021) when it comes to brunch or lunch options in town, as compared to those of other businesses in the Landing Market, Pizza Ranch, or Family Table. This advertising campaign can help Java John's address this aspect of the business and raise its visibility to such a potential pool of customers.

2. Advertising objectives:

The objective of this campaign is:

- to *inform* the target audience of Java John's homemade food offering
- to *remind* the target audience about the organic and high-quality coffee that the shop has been known for
- to *persuade* the target audience that Java John's can become one of the top choices when it comes to brunch/lunch options in Decorah

All these advertising objectives are expected to in turn help increase the sales of Java John's.

3. Target audience:

This campaign aims to target students from Luther College, who are constantly looking and willing to pay for food alternatives due to the limited food options on campus. This target audience pool is potentially a source of sale increment.

4. Major selling idea:

The major selling idea for this ad is based on Java John's unique selling proposition – the coffee shop does not only offer organic, high-quality coffee but also offers awesome home-made dishes that also come in the form of daily lunch specials, which provide customers with even more surprising and diverse alternative food (lunch/brunch) options (Java John's website, 2021).

This major selling idea can be represented by the big idea of "The Best of Both Worlds," which can help the ad address how, just in one place at Java John's, the target audience can experience both excellent products/services of coffee drinks and brunch/lunch dishes that the coffee shop is offering. With this big idea, the ad is expected to reinforce the quality of Java John's coffee while also highlighting the shop's homemade food specialty.

5. Advertising appeal:

The basis of the appeal used for this ad is the informational appeal, which is centralized on Java John's *competitive advantage (appeal)* of offering both high-quality coffee and brunch/lunch dishes, both in one place at the coffee shop.

6. Rationale:

The competitive advantage appeal allows Java John's to indirectly position itself as the best option for brunch/lunch (with excellent coffee) alternatives in Decorah, which can grab the target audience's attention and help persuade them to choose Java John's over other competitors. This appeal also highlights the prominent good coffee products that Java John's has while being able to inform the target audience about the high-quality lunch dishes that Java John's offers, which may not be as well-known when compared to those of other competitors like brunch options in the Landing Market or the Family Table.

7. Mediums:

This ad, in the form of a copy with visual demonstration and texts demoed below, is suitable for print (magazines, newspapers), billboards/out-of-home (OOH), and digital/internet mediums like social media (paid advertising on Facebook).

8. Overall evaluation:

This ad should be successful based on the criteria outlined below:

- By highlighting both excellent offerings of coffee and home-made food that Java John's offers, the ad is consistent with the coffee shop's marketing objectives, which positions/associates the business with a brand image of "Where the coffee is always on and the food is always homemade" (Java John's website, 2021).
- With the big idea of Java John's being "The Best of Both Worlds" outlined in part 4, this can achieve all 3 aforementioned objectives of informing, reminding, and persuading the target audience.
- The big idea "The Best of Both Worlds" is a well-known phrase (associated with Disney's popular series *Hannah Montana*), which should appear familiar to the target audience – young college students who generally know about the origin of this phrase

(associated with Disney and its popular show). This big idea with such a phrase can also help catch the target audience's attention.

- The message of this ad focuses on Java John's competitive advantage of offering both high-quality coffee and excellent homemade food while appearing not to be overwhelming by claiming in a casual tone that the coffee shop has "The Best of Both Worlds," in comparison to the services of other competitors. In such a manner, the ad should appear to be convincing to its target audience.
- Since the ad is in the form of a copy with visual demonstration and texts (demo below), it can quickly grab people's attention when appearing in the media environments outlined in part 7 above, hence, being suitable for print, OOH, and even social media ads.



**Come enjoy both excellent organic coffee and
homemade food for brunch in one place!**

References

(2021). Java Johns Coffee House, Decorah – Coffee. Food. Friends. Retrieved from <https://javajohnscoffeehouse.com/>