

Six Chicks (Group 6)

Advertising Strategies

Audio/Pattwell/Rodolico

26 Nov 2018

Avis/Nespresso Leave Behind

1. Avis employed a product-focused come from behind strategy in its “We try harder” campaign. Rather than attempting to overcompensate for shortcomings, Avis claimed that being number two allowed the company to work harder and perform better.
2. We chose to use Nespresso for our campaign. Nespresso stands as number two to its biggest competitor, Keurig.
3. Media Tactics:

Print Advertisements



Instagram Posts



3,534 likes

nespressousa Other coffee brands can't compete with the rich flavors of Nespresso, but it's not in good taste to brag. #Nespresso: always in good taste. ☕

November 17



Television Storyboard

Client: Nespresso

Product: Nespresso Brand - single serve

Title: Always In Good Taste

Length: 30 sec.

Writer: Six Chicks

<p>ANNCR: (VO) Mornings are hectic, making breakfast, taking care of the kids, getting ready for work.</p>	<p>ANNCR: All you want is a moment to yourself and a classic cafe style beverage like a Macchiato to start your day.</p>	<p>ANNCR: The big name coffee maker you have doesn't provide Cafe quality beverages.</p>	<p>ANNCR: Their "cup of joe" flavors don't make you smile but it's not in good taste to let them know.</p>

<p>SFX: COFFEE MAKER BREWING CUP</p>	<p>WOMAN: That's why I switched to Nespresso.</p>	<p>ANNCR: (VO) Nespresso.... Always in Good Taste</p>

Radio Script

Client: Nespresso

Product: Nespresso Maker

Title: Always in Good Taste

Length: 36 seconds

Writer: Six Chicks Team

Medium: Radio

Narrator: Woman

SOUND FX: BIRDS CHIRPING IN BACKGROUND

ANNCR: You're not a simple person. And you deserve more than a simple cup of coffee.

ANNCR: Nespresso knows this. However other coffee makers don't.

ANNCR: And it's not in good taste to tell them.

SOUND FX: COFFEE POURING

ANNCR: While other brands just focus on a quick cup, Nespresso puts forth the time and effort to guarantee a great cup of coffee every. Single. Time. A quality person deserves a quality coffee.

ANNCR: Nespresso. Always in good taste.

SOUND FX: BIRDS CHIRPING FADES OUT