CAFÉDIRECT HITS THE BIG SCREEN TO REACH NEW CUSTOMER BASE

May 2013: Cafédirect is launching their “Made the Small Way” campaign onto the big screen with cinema advertising to debut in independent cinema chains across the UK from 3rd May.

Designed to champion Cafédirect products to a targeted, premium consumer base, the £1 million marketing campaign will reach 5 million people (8.5% of ABC1 adults in the UK) and heralds a bold new direction in the company’s marketing strategy.

The 30 second advert, devised by award-winning creative agency Brothers & Sisters, highlights Cafédirect’s taste and quality credentials, revealing why sourcing directly from smallholder growers is better for everyone – better for the growers who can then produce better quality for customers.

The campaign will also be supported by price promotions instore, sampling and activity across Cafédirect’s social media channels (Facebook, Twitter, YouTube and Pinterest).

Jacquie Bance, Cafédirect’s Head of Communications, said: “We’re really excited about being able to showcase our brand to such an aligned and engaged audience. This is Cafédirect’s first appearance on the big screen since 2000 and this environment offers us the opportunity to build atmosphere, convey emotion and engage directly with consumers in a focused screen moment.”

“Transferring to the cinema seemed like a natural step after the “Made the Small Way” creative performed exceptionally well across our online campaign last year. Research from that campaign concluded there was a 21% increase in consumer recall following the 2012 campaign and 92% intent to purchase.”

The campaign will run for 14 weeks in over 1,000 independent cinemas, including Picturehouse, Curzon and Everyman.

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Notes to Editors:
For more information contact Louise or Dylan at cafedirect@commsiq.com

About Cafédirect:
Cafédirect has a unique business model with a dynamic mission to change lives and build communities. Set up 22 years ago, it was the first coffee brand in the UK to carry the Fairtrade label. Now the Cafédirect network consists of 38 small-scale coffee, cocoa and tea producer cooperatives across Latin America, Africa and Asia, representing more than 280,000 smallholder farms.

Cafédirect sources coffee directly from smallholder growers who work in harmony with the local ecosystem, with personal attention and care, using skills passed down through generations. Those smallholders often farm in remote communities and are the least able to realise the benefits of their harvest. Their livelihoods are also extremely vulnerable to risks such as climate change.

To date, Cafédirect has invested the equivalent of more than 50% of its profits back into grower programmes designed to increase skills, improve quality, protect the environment and build communities for the producer partners who produce the raw ingredients for its award-winning range of coffees, teas and hot chocolate.