



# Barista Lavazza Hawaiian Summers Menu Campaign

By AliveNow

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# Objective

- Barista Lavazza launched a new menu for Summer 2011: The Hawaiian Summers Menu.
- The primary objective was to promote the new menu on social media and create awareness about the new beverages and eatables on the Hawaiian Summers menu.
- Also to engage the fans with an activity and get them more interested in the new range o.
- To encourage the fans to spread the word about the menu and Barista Lavazza.

## HAWAIIAN SUMMERS MENU TAB

- The first step was to inform and educate, so we created a really nice menu on the Barista Lavazza Facebook page.
- Users could choose “Food” or “Beverages” and an automatic slideshow of the menu items would begin with names of the items.



The menu had a comment box and a like button, so anyone could discuss by leaving a comment or liking the menu.

Like 14,880 people like this.

10 comments Add a comment

**Tanzeem Khan** · Aligarh Muslim University  
delicious.....  
1 Like · Reply · April 28 at 2:33pm

**Satish Bhatt**  
"I want to enjoy the Hawaaiian Summers Menu with @name so send me my treat!".  
Like · Reply · May 20 at 4:48am

**Samuel Prabagar**  
Had a Caffe Irish this morning at a nearby Barista Lavazza. that was delicious. Can't wait to try out their International favourites selection.  
Like · Reply · May 9 at 10:55pm

**Marco Valle** · Coffee Shop Business Director at Lavazza  
Eager to try!  
Like · Reply · May 4 at 12:04am

**Stephan Keler**  
The best!  
Like · Reply · May 17 at 1:17am

**Barista Lavazza** · HawaiianSummers  
Company · Edit Info

**Hawaiian Summer**  
The refreshingly cool summer menu

FOOD BEVERAGES

Chocolate Mud Pie Sundae

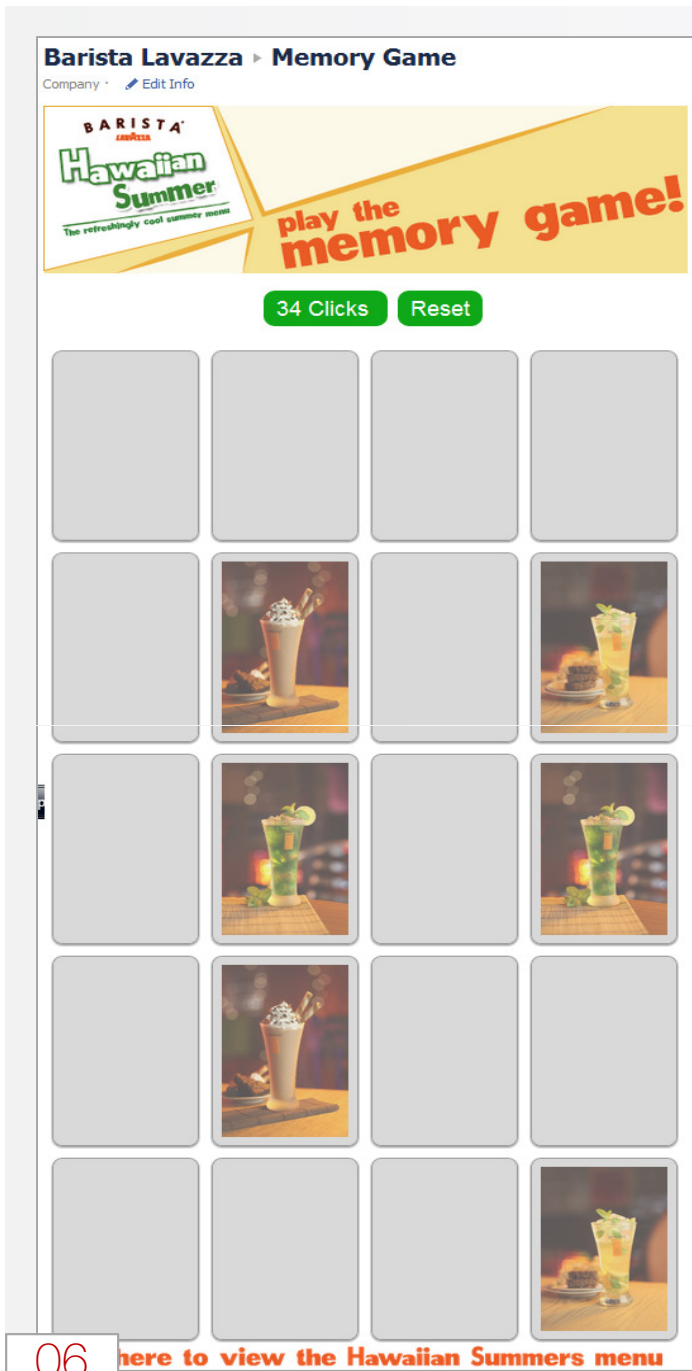
BARISTA LAVAZZA

# Basic Campaigns & promo's

- Most of the campaigns during the launch period was around the new menu.
- An album was created with all the product pictures and descriptions, which was even used for wall posts.
- We created a Memory Game application to help users familiarize themselves with the menu and the beverages in a fun and exciting way.
- During the launch we also posted beverage as “Drink of the Day” or food as “Treat of the Day” both on Facebook and twitter.
- And we finally had a very exciting contest - Treat your friend - that is discussed in detail in a few slides.







# Hawaiian Summers Memory Game!

- We created the Hawaiian Summers Memory Game application on a tab.
- Fans have to match the product pairs by flipping different pictures by clicking their mouse.
- The scores was in terms of finding all pairs with minimum number of clicks.
- You can have a look at the memory game right here:

<http://on.fb.me/HawaiianSummersGAME>



# Treat your Friend BOGO Contest!

- We launched the Hawaiian Summers Treat your Friend BOGO contest on May 17<sup>th</sup> and it continued upto May 31<sup>st</sup>.
- It was a simple contest where the fans had to write a sentence “I want to enjoy the Hawaiian Summers Menu with @FriendsName so send me my treat!” on the Barista Lavazza Facebook Wall and tag their friend in that sentence.
- After they make a post on the wall they had to fill in a form to provide their details (Name, E-mail id, Phone) in order to receive the BOGO (Buy One Get One free) voucher.
- After all the details were received and complied, the vouchers were sent out to all the participants.



# Contest Tab & Comments received on the tab

**Barista Lavazza** ▶ Treat a Friend!  
Company · Edit Info



**BARISTA LAVAZZA**

**Hawaiian Summer**  
The refreshingly cool summer menu

- 1 on the barista lavazza wall write down - "I want to enjoy the Hawaiian Summers menu with @name so send me my treat! "
- 2 click here to give us your details and we will email you a buy one get one free Hawaiian Summers voucher.
- 3 spread the Hawaiian Summers love and ask friends to avail the offer.

61 comments ▼

Add a comment



**Barista Lavazza**

Remember fans, make sure you post on Barista Lavazza's wall - <http://www.facebook.com/BaristaLavazza?sk=wall> and not in the comment box here. Just write to [friends@barista.co.in](mailto:friends@barista.co.in) if you have any questions.

👍 2 · Like · Reply · Subscribe · May 18 at 5:29pm



**Niranjhan Khandekar** · Goa Institute Of Management

I want to enjoy the Hawaiian Summer menu with my wife , so send me my treat.....

👍 1 · Like · Reply · Subscribe · May 28 at 12:17am



**Shabina Kaur**

I want to enjoy the Hawaiian Summer menu with @Raj Kumar , so send memy treat.....

👍 1 · Like · Reply · Subscribe · May 25 at 9:43am



**Chirag Ajmera** · Hyderabad, Andhra Pradesh

I want to enjoy the Hawaaian Summers Menu with Poonam Singh so send me my treat!

👍 1 · Like · Reply · Subscribe · May 20 at 5:35pm



**Pooja Aggarwal** · 松本歯科大学

I want to enjoy the Hawaiian Summer menu with my hubby , so send memy treat.....

👍 1 · Like · Reply · Subscribe · May 20 at 4:50pm

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# Fantastic response to the contest!



**Sameer Ahmed**

Really i love Barista a lot and I Love to Enjoy Hawaaiian Summer with my wife n Friends .so plz help me in fulfilling my deram.

May 23 at 12:44pm · Unlike · Comment

You like this.



**Barista Lavazza** Sameer just mention the name of your wife, and fill in the require details to avail your treat..!!

May 23 at 1:07pm · Like

Write a comment...



**Hemant Bhatnagar**

I want to enjoy the Hawaaiian Summers Menu with **Ambika Bhatnagar** so send me my treat!

May 23 at 10:23pm · Like · Comment

**Abhishek Bhatnagar** likes this.

Write a comment...



**Offersadda**

All you have to do is post this on Barista Lavazza wall - "I want to enjoy the Hawaaiian Summers Menu with @Friend's Name, so send me my treat!)" and we'll send you a buy one get one free voucher!! Click here for more details and fill out your contact info - <http://on.fb.me/BaristaLavazza-HawaaiianSummer-BOGO>

Wednesday at 10:15am · View Post



**Mayank Jajodia**

I want to enjoy the Hawaaiian Summers Menu with **Mudit Jajodia**, so send me my treat!)

Tuesday at 5:05pm · Like · Comment



**Barista Lavazza** Awesome, we'll send the voucher soon!

Tuesday at 5:52pm · Like

Write a comment...



**Yashovardhan Kanodia**

I want to enjoy the Hawaaiian Summers Menu with **Siddhant Kanodia** so send me my treat!"

May 23 at 12:27pm · Like · Comment



**Ravi Kant**

I want to enjoy the Hawaaiian Summers menu with **Aarti Tiwari** so send me my treat!

May 23 at 12:57pm · Like · Comment



**Saurav Sett**

"I want to enjoy the Hawaaiian Summers Menu with **Jyotsna Gupta** so send me my treat!"

May 23 at 1:49pm · Like · Comment



**Gaurav Puri**

I want to enjoy the Hawaaiian Summers Menu with **Smriti** , so send me my treat!)"

Tuesday at 5:16pm · Like · Comment



**Barista Lavazza** Great! We'll send across the voucher soon, thanks!

Tuesday at 5:52pm · Like

Write a comment...



**Aman Gupta**

I want to enjoy the Hawaaiian Summers Menu with **Ashit Sharma** so send me my treat!

May 23 at 9:32pm · Like · Comment



**Bikramjeet Singh**

"I want to enjoy the Hawaaiian Summers Menu with **Hardip Saini** so send me my treat!"

May 23 at 3:46pm · Like · Comment



**Jasleen Kaur**

I want to enjoy the HAWAIIAN SUMMERS Menu **Shreeya** @is Kapur, so send me my treat .! :)

Tuesday at 5:07pm · Like · Comment



**Barista Lavazza** Thanks Jasleen, we'll the voucher soon so that you can enjoy the beverage with **Shreeya**!

Tuesday at 5:52pm · Like

Write a comment...



**Manasee Advait Kulekar**

"I want to enjoy the Hawaaiian Summers Menu with **Sanskruta D Vernekar** so send me my treat!"

May 24 at 8:53am · Like · Comment

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**Mayank Jajodia**

I want to enjoy the Hawaaiian Summers Menu with Mudit Jajodia, so send me my treat!:)

May 17 at 4:35am · Like · Comment



**Barista Lavazza** Awesome, we'll send the voucher soon!  
May 17 at 5:22am



**Reema Kochar Vohra**

I want to enjoy Hawaaiian Summers Menu with Maninder Mandy Singh so send me my treat!:)

May 17 at 2:43am · Like · Comment



**Barista Lavazza** Great, we'll send you the voucher soon!  
May 17 at 4:15am



**Jasleen Kaur**

I want to enjoy the HAWAIIAN SUMMERS Menu Shreeya & Kapur, so send me my treat.!:)

May 17 at 4:37am · Like · Comment



**Barista Lavazza** Thanks Jasleen, we'll the voucher soon so that you can enjoy the beverage with Shreeya!  
May 17 at 5:22am



**Preetika Sharma**

I want to enjoy Hawaaiian Summers Menu with Jenis Singh ,so send me my treat!:)

May 17 at 5:05am · Like · Comment



Jenis Singh likes this.



**Barista Lavazza** Sure Preetika, but please make sure fill in your details here: <http://bit.ly/HawaiianSummers-SubmitInfo> so that we can send across the voucher.  
May 17 at 5:24am



**Chintan Modi**

i want to enjoy the hawaaiian summers menu with @[593036981:Payal Pradhan] so send me my treat!

May 17 at 7:13am via Android · Like · Comment



**Gaurav Puri**

I want to enjoy the Hawaaiian Summers Menu with Smriti , so send me my treat!:)”



**Mansi Dhingra**

”I want to enjoy the hawaaiian summers menu with Manali Dhingra so send me my treat”

May 17 at 11:27pm · Like · Comment



**Dinesh Chitlangia**

I want to enjoy the Hawaaiian Summers Menu with Ganithaa Kannan, so send me my treat!

May 17 at 11:52pm · Like · Comment



**Sandeep Mehta**

”I want to enjoy the Hawaaiian Summers Menu with Harbir Singh, so send me my treat!:)”

May 17 at 9:47pm · Like · Comment



**Tanya Grover**

”I want to enjoy the Hawaaiian Summers Menu with Vaibhav Jain, so send me my treat!:)”

May 17 at 9:58am · Like · Comment



**Jasleen Kaur**

I want to enjoy the Hawaaiian Summers Menu with Manjeet Singh, so send me my treat!:)

May 18 at 1:40am · Like · Comment



**Farheen Rehman**

”I want to enjoy the Hawaaiian Summers Menu with Imran Shamsi so send me my treat!”

May 20 at 3:51am · Like · Comment



Farheen Rehman likes this.



**Niki Gupta**

I want to enjoy the Hawaaiian Summers Menu with Shweta Jain, so send me my treat!:)

May 17 at 8:53pm · Like · Comment



**Sheetal Kini**

I want to enjoy the Hawaaiian Summers Menu with Anil Purushotham so send me my treat!

May 20 at 4:22am · Like · Comment



# Results & Campaign Outcome

- The results were amazing and there was a huge spike in engagement as many Barista Lavazza fans posted on the wall requesting a Buy One Get One free coupon.
- In over 70% of the entries the names of their friends were tagged, which gave a viral effect with more visibility and increased awareness.
- There was also a spectacular rise in the No. of Likes on the Facebook page during the contest period. The no. of page views, photo views and comments also rose to new highs.
- As the voucher gets delivered to the user's email inbox, we were successfully able to build a large database on Emails, Mobile Numbers and Names.



# The Buzz continues!

- The contest had a big viral effect and due to that there were many entries that we received even after the contest was over! Fans continue to post on Barista Lavazza's wall requesting the BOGO voucher in the first few weeks of June!

 **Sanjib Biswas**  
I want to enjoy the Hawaaian Summers Menu so send me my treat!  
Sunday at 7:47pm · Like · Comment

 **Barista Lavazza** Hi Sanjib, Sorry the contest is closed, but stay tuned we will have many more exciting contests.  
Yesterday at 2:41pm · Like

Write a comment...

 **Pankaj Desarda**  
I want to enjoy the Hawaaian Summers Menu with Roshan Desarda so send me my treat!  
Monday at 4:27pm · Like · Comment

 **Barista Lavazza** Hi Pankaj, Sorry the contest is closed, but stay tuned we will have many more exciting contests.  
Yesterday at 2:41pm · Like

 **Pankaj Desarda** its ok still luv u Barista  
Yesterday at 3:16pm · Like

Write a comment...

 **Rishabh Arora**  
I want to enjoy the Hawaaian Summers Menu with Chhavi Bhatia so send me my treat!  
June 15 at 2:32pm · Like · Comment

 Jessie Harahap likes this.

 **Barista Lavazza** Rishabh, this offer was over more than a week ago, so it's not applicable any more. Thank you.  
June 15 at 2:57pm · Like

 **Rishabh Arora** ohk thank you :)  
June 15 at 2:58pm · Like

Write a comment...

 **Nidhi Shan**  
"I want to enjoy the Hawaaian Summer Menu with my friends so send my treat!"  
Monday at 9:45pm · Like · Comment

 **Barista Lavazza** Hi Nidhi, The contest is closed now, but stay tuned we will have many more contests.  
Yesterday at 1:58pm · Like

Write a comment...

 **Srihar Patnala**  
I want to enjoy the Hawaaian Summers Menu with srihar so send me my treat!  
June 9 at 7:10pm · Like · Comment

 **Brotin Datta**  
I want to enjoy the Hawaaian Summers Menu with Jyoti so send me my treat!  
June 9 at 4:49pm · Like · Comment

Some of the brands we have worked with on social media.



HARD ROCK CAFE INDIA



NANDOS INDIA



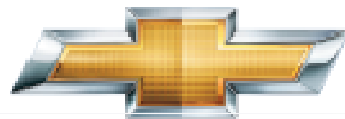
BARISTA LAVAZZA



CITY BAR



KAATI ZONE



CHEVROLET EUROPE



MEN & BOYS



MOFILM



FORTIS -OSPITALS



JAMBOREE  
(INDIA & DUBAI)



CALIFORNIA PIZZA  
KITCHEN INDIA



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