





# Our Team



Daley Craft



Max Schmidt



Helena Parmar



Eldee Eyimife



Delaney Hoffman



# About

Be Kind Coffee was founded in 2021 by Alex Sanchez and Will Suarez with the goal of promoting kindness.

Be Kind Coffee has two locations, the first location opened in 2021 and the newest location opened in February.

# Mission

Be kind to yourself, be kind to others and be kind to the planet.

# Vision

- Expand business outside of Waco.
- Make the community a kinder place, one drink at a time.

# Values

- Dietary Inclusion
- Kindness
- Consistent quality
- Eco-Friendly



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# Brand Challenges

Increase social media presence by 10%  
by the end of 2023.

Standout from other coffee shops in  
Waco.





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# Communication Goals

Effectively communicate with consumers and media to promote brand awareness in Waco.

Effectively communicate company mission to Be Kind employees and customers.

Effectively communicate and partner with other local businesses in Waco to diversify clientele.



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# Communication Themes

A solid red circle.

INCLUSIVE

A solid yellow circle.

COMMUNITY

A solid light blue circle.

POSITIVE



# Inclusive

Inclusive	Perception	Message	Lever of Influence
College Students	Be Kind only has vegan clean coffee, making it more expensive than other coffee shops. (Class Survey 2023)	Be Kind is here for you, whatever your reason is for needing a cup of coffee. Maybe you need somewhere to study, meet up with friends, or even deal with a break-up. No matter what it is, we will have a clean-up of coffee waiting for you.	Social Proof & Liking
Young Professional	BeKind doesn't have a full menu so it is not convenient to sit and chat with friends. (Class Survey 2023)	Come catch up with friends while you drink a clean cup of coffee. Be Kind is ready to help you reconnect with the people you have been meaning to call for weeks.	Liking, Social Proof
Young Parents	Catering to all my kids is hard so I prefer to just make food at home rather than go out. (Class Survey 2023)	Kids can consume your life, changing things that you have done in your daily routine. Having a clean cup of coffee doesn't have to be one. Stop by Be Kind and grab one before the chaos of the day begins.	Unity, Social Proof, Liking

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# Community

Community	Perception	Message	Lever of Influence
College Students	BeKind does not offer the variety that other coffee shops do. It is also out of my way and none of my friends have heard of it before. (Class Survey 2023).	Drinking Be Kind Coffee brings people together. Driving the few extra minutes will better your studies, and relationships, all while being fueled by a clean cup of coffee.	Reciprocity and Social Proof
Young Professional	BeKind is only for those who have work to do. I can't come in to just sit and chat with friends (Class Survey 2023)	Be Kind Coffee is here to help you form and foster relationships over a great cup of coffee, and warm pastry, surrounded by a bright and friendly ambience	Liking, Scarcity, Unity
Young Parents	Coffee shops aren't exciting for children to visit.	No matter if you have all your kids with you or not, we are always here to fuel an activity-filled day or night when you just need a little pick me up.	Unity, consistency, liking

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# Positive

Positive	Perception	Message	Lever of Influence
College Students	Be Kind is not near campus, so I don't really see the appeal in driving far when I can just go to the library. (Class Survey 2023)	BeKind is a positive, quiet, and brightly lit atmosphere, allowing it to be a great space to complete work.	Social Proof and Unity
Young Professional	I can get a free cup of coffee at home or at the office, so I can get right back to work. (Class Survey 2023)	Be Kind is the perfect place to go for a change of scenery to destress while getting work done in office or at home.	Social Proof, Liking, Unity
Young Parents	I have been up all night and feel gross. I should just stay home all day and rest so I can be productive and feel better tomorrow. (Class Survey 2023)	BeKind has just the thing for a pick-me-up after being up all night with kids. Be Kind is the perfect place to reset and feel better throughout the rest of the day.	Unity, Consistency and liking

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# College Student

## Meet Allie

She is a Junior Business major and is involved in Greek life at Baylor University. She studies about 8 hours a week and gets easily distracted when studying at home. She is an avid coffee drinker and likes to try new flavors and combinations often.





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# Tactics for Allie

**We want Allie to know that Be Kind is here for her, whatever her reason is for needing a cup of coffee.**

Being active on campus and keeping up with what is happening at Baylor shows her that Be Kind cares about her time in school and is actively helping to make her life easier and better. In addition to this campaign, Be Kind would also surprise random classes with coffee gift cards during this week.



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Inclusive

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# Tactics for Allie

**We want Allie to know that Be Kind values positive relationships and impacts.**

Hiring Ambassadors would increase brand awareness on campus. Word of mouth is a great way to promote Be Kind to students and to make students feel a part of a community.



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Community



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# Tactics for Allie

**We want Allie to know that Be Kind Coffee is here to help you form and foster relationships over a great cup of coffee.**

The event involves recruiting student organizations on Baylor's campus to participate in a week-long competition that raises awareness for Be Kind and positively impacts the community.



Be Kind x Baylor Panhellenic  
Give Back Week  
September 5th - 8th

5th: Cameron Park Clean Up  
6th: 10% off for Competitors  
7th: Instagram Competition  
8th: Food Drive @  
Washington Ave. Location

Kindness  
Always  
Wins  
BE KIND COFFEE

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Positive

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# Young Professional

## Meet Felix

He recently moved to Waco after getting a job at Baylor University. He isn't a big coffee drinker but enjoys hanging out with friends and working in the ambiance of a coffee shop. He also likes to grab a drink when his days get hectic.





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# Tactics for Felix

**We want Felix to know that Be Kind is a great place to hang out with friends.**

Our bright and welcoming atmosphere coupled with our diverse menu serves as a friendly environment to catch up with friends. At Be Kind, there is something for everyone. So know that your needs will be met, no matter how small or big. Those are the themes this ad aims to express.



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Inclusive

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# Tactics for Felix

**We want Felix to know that we value relationships and community.**

We understand how important community is and we hope to help facilitate long-lasting connections. We also value the professional aspect of Felix's life as well. This is why we are hosting a networking event, in collaboration with Sloane's, to connect you with other like-minded professionals in Waco.

**BE KIND COFFEE & Sloane's**  
**PRESENTS**  
**WACO NETWORKING EVENT**

**FIRST 25 GUESTS  
GET A FREE  
DESSERT WITH  
THEIR DRINK**

**INTERESTED IN DISCUSSING WITH LIKE-MINDED PROFESSIONALS?**  
**WE INVITE YOU TO FORM CONNECTIONS  
AND FRIENDSHIPS WHILE ENJOYING  
DRINKS AND REFRESHMENT MADE WITH  
RICH LOCALLY-SOURCED COFFEE AND  
PREMIUM ALCOHOL.**

**WHEN:  
JUNE 15TH @  
5:30PM  
WHERE:  
SLOANE'S WACO  
110 N 25TH ST,  
WACO, TX 76710**

**REGISTER ONLINE @ [BEKIND.COM/EVENT](http://BEKIND.COM/EVENT)**

**FOR MORE INFORMATION, VISIT  
OUR WEBSITES:  
[BEKINDCOFFEECREW.COM](http://BEKINDCOFFEECREW.COM)  
[DRINKATSLOANES.COM](http://DRINKATSLOANES.COM)**

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Community



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# Tactics for Felix

**We want Felix to know that he is  
always guaranteed a taste of sunshine  
to brighten up his day.**

We understand that days can get crazy  
so we are inviting Felix to focus on the  
positive parts in hopes that it changes  
his outlook on the day.



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# Young Parents

## Meet John and Sarah Smith

The couple has two kids, Jessica and Blake. The oldest, Jessica, is eight and is allergic to a variety of foods. Blake is six and is gluten-free. The children's dietary restrictions make it difficult for the family to find spots in Waco that they can all enjoy.





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# Tactics for the Smiths

**We want the Smiths to know that at Be Kind, no matter if you are with your kids or not, we have something for people of all ages.**

The Smiths want to know that their whole family will be included at Be Kind, being able to find something for each of them on the menu. While all having an evening of fun together.



  
**DO YOU WANT A NIGHT OUT,  
BUT DON'T WANT TO LEAVE  
THE KIDS AT HOME?**

Be Kind Coffee and Sam's Bar are joining together for a night of family fun and entertainment. At Be Kind Coffee, we are here to make your life stress-free and relaxing. With a live band, as well as games and activities for all ages. Most importantly, clean and dietary-inclusive drinks that everyone is able to enjoy.

**Prepurchase today!**

**All you can drink and play:**  
Adults: \$35  
Older adults (55 & up): \$30  
Children (13 & under) : \$25

**Family packages are available,  
starting at \$100.**

**When: July 14th, @ 6PM  
Where: Be Kind Coffee**  
1534 Washington Ave Waco,  
TX 76701

**SAM'S BAR**  
— UNION HALL —  
WACO, TX

More information at: [bekindcoffee/events.com](http://bekindcoffee/events.com)

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# Inclusive

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# Tactics for the Smiths

**We want to show the Smiths and the Baylor community that we are not only dietary-inclusive but we for have options for all ages and backgrounds.**

The Smiths will be able to enjoy the thrilling games of Baylor Athletics and the treats provided by the Cub Club, having something for the kids and a cup of coffee for themselves.

**Baylor Athletics**  
Cub Club



Be Kind  
Coffee is  
joining us this  
week with  
milk, cookies,  
and coffee!

**BU**  
ATHLETICS

More information: [www.baylorbears.com/cubclub](http://www.baylorbears.com/cubclub)



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# Community



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# Tactics for the Smiths

**We want to show the Smiths that we have family-inclusive events, bringing light to body and mind positivity.**

No matter your family's dietary restrictions or needs, Be Kind Coffee has something for everyone. We aren't just a coffee shop but a place where you can be kind to your body and the environment.



@BEKINDCOFFEECREW

Coffee in the morning	Have a healthy breakfast	Given out a complement
	First round starts at 5pm	
The winner of each round will receive different Be Kind prizes.		Buy any cup of coffee to join the game!

@BEKINDCOFFEECREW

Join us for bingo!  
We will be waiting for you



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# Positive

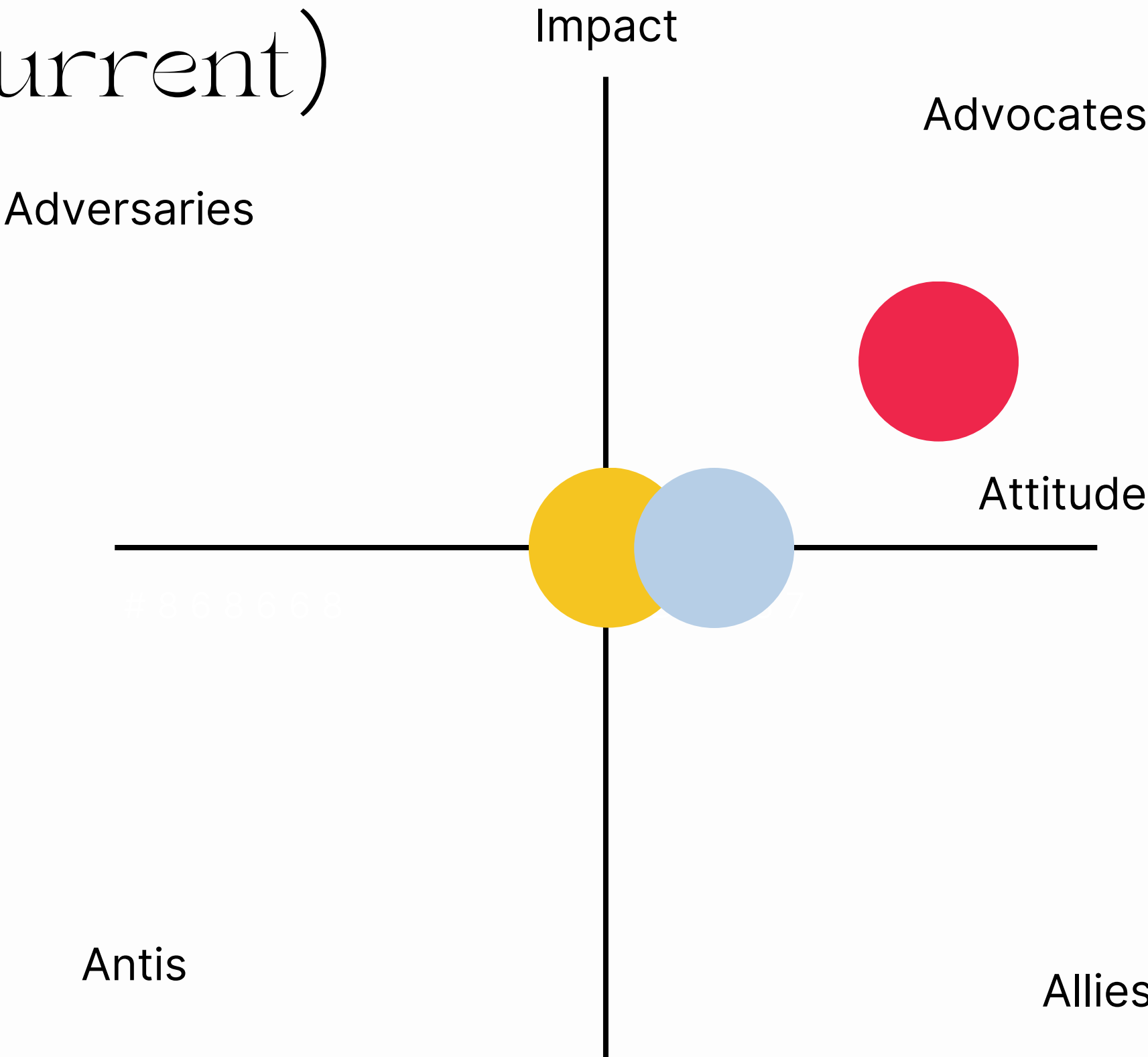
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# Stakeholder Analysis (Current)

 College Students

 Young Profesionals

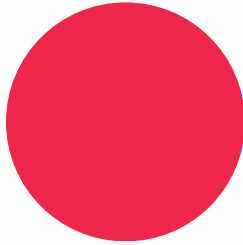
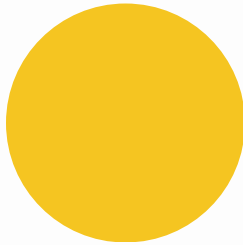
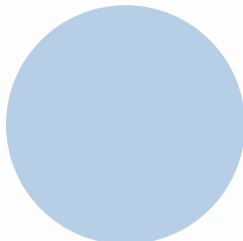
 Young Parents

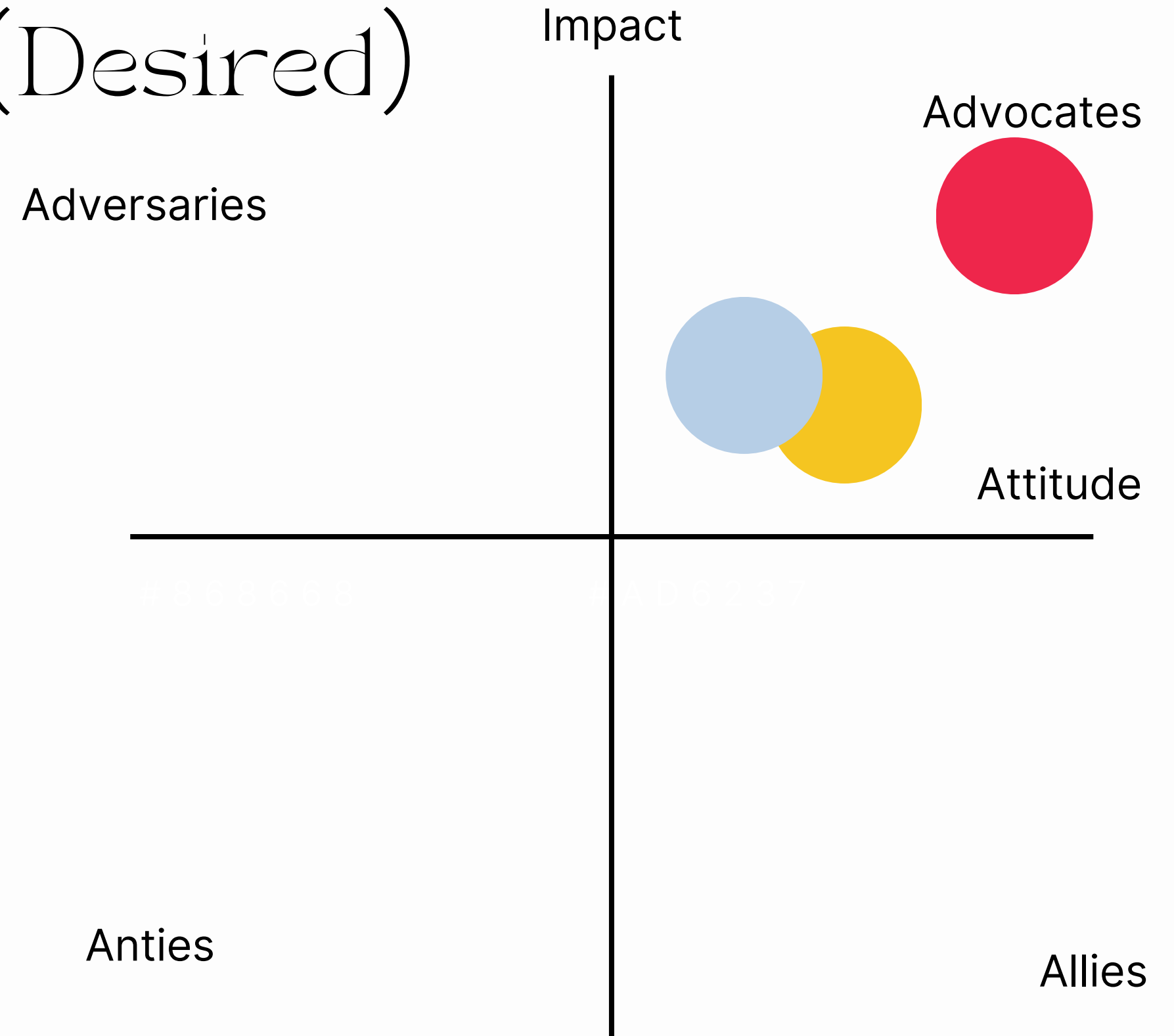




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# Stakeholder Analysis (Desired)

-  College Students
-  Young Professionals
-  Young Parents



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# Budget

Billboard Cost (3months): \$1750

Sloane's Collab Event Social Media Ad: \$100

Flyers: \$36

Coffee Cart: \$300

Ambassadors: \$260

Cookies with Cubs: \$1000

Total: \$3446

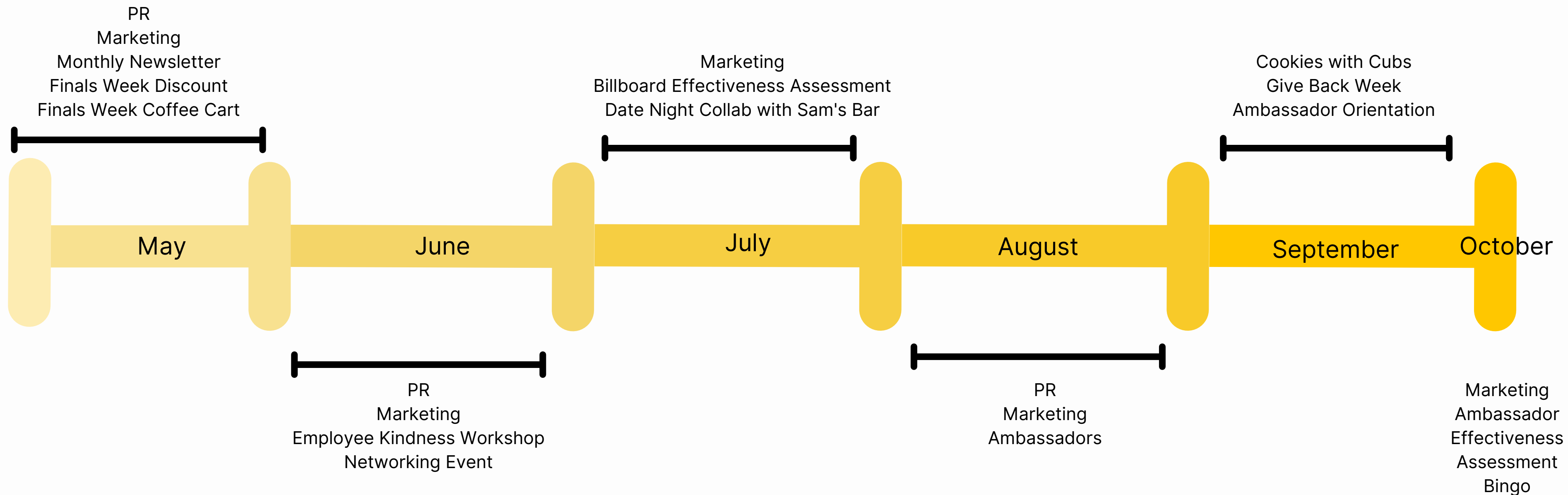
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# 6 Month Overview



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# Measurements for Success

Positive view of the brand from the press and the people of Waco

Observe an increase in sign ups for Be Kind Rewards program

View the Be Kind message and values being practiced by our employees and customers

Successfully partner and form relationships with local Waco business to carryout events and partnerships





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# Questions?



THANKS!

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