



JCOM 361
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PRESENTED BY
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SISTERS COFFEE CO. MEDIA PLAN

COMPANY OVERVIEW

FOUNDED IN 1989, WINFIELD & JOY STARTED THEIR COMPANY IN A SMALL WOOD CABIN IN CENTRAL OREGON. THEY STARTED ROASTING 5LB BATCHES AND BECAME THE FIRST ROASTERS IN THEIR AREA.

FOR THE FIRST 20 YEARS, OUR BUSINESS WAS MAINLY WHOLESALE, SINCE THEY WERE CONFINED TO A RETAIL SPACE OF 250 SQ. FEET.

TODAY, SISTERS COFFEE COMPANY ROASTS ALMOST 560,000 POUNDS EVERY YEAR AND HAVE EXPANDED INTO A 6,000 SQ. FOOT FLAGSHIP CAFE IN SISTERS, OREGON.

IN 2022, THE COMPANY MOVED INTO A 11,000 SQ. FEET PRODUCTION FACILITY, INCREASING ROASTING CAPACITY TO 1.5 MILLION POUNDS PER YEAR.

THEY ARE AVAILABLE IN 530 GROCERY STORES IN OREGON, WASHINGTON, AND CALIFORNIA.

IN 2026, THEY ARE OPENING THEIR 4TH CAFE IN BEND, OWNED AND OPERATED BY THE ORIGINAL OWNERS' CHILDREN: JUSTIN, JARED, AND JESSE.

THEIR MAIN PRODUCTS ARE 12OZ PACKAGED WHOLE BEAN COFFEE, AS WELL AS BULK UNITS FOR B2B BUSINESS.

THEIR WEBSITE FEATURES THEIR LATEST OFFERINGS, BRANDED MERCHANDISE, AND A "SHOP BY CATEGORY" SECTION. IT ALSO HIGHLIGHTS THEIR CAFE LOCATIONS.



WORKING MEDIA BUDGET

\$120,000

Search campaigns have been using \$1,000/month
for Google Ads

GEOGRAPHY: WHAT WE KNOW

Grocery

- Currently only in PNW and California
 - Want to expand outside the PNW
 - KPI: Add 200 stores by the end of 2026 (Consideration)
 - KPI: Revenue Per Grocery Store (conversion)

Online

- Currently available nationwide
 - Increase Awareness and Traffic Growth on Website
 - Gain Online brand awareness on the East Coast
 - KPI: Site visits per month
 - KPI: click-through-rate (CTR)



MARKETING OBJECTIVES

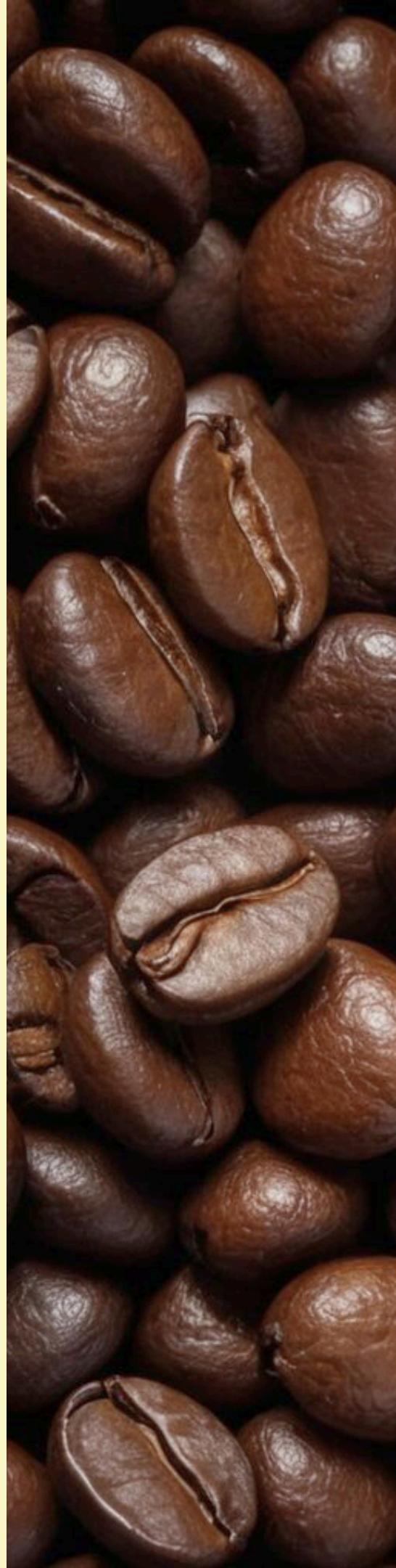


- **GROW GROCERY OUTSIDE OF THE PNW**

Sisters Coffee Co. wants to expand by getting into 200 more grocery stores by 2026. Currently, most customers are from the Pacific Northwest and Southern California, with the goal of reaching potential customers on the East Coast.

- **INCREASE AWARENESS & TRAFFIC GROWTH ON WEBSITE**

Sisters Coffee Co. hopes to attract new consumers and broaden its target audience. Q1 is the slowest sales period; their goal is to drive sales during this time and keep a consistent pace throughout the year.



**GROW GROCERY
OUTSIDE OF THE
PNW**





TIMING AND SEASONALITY

Objective:

Align grocery marketing and promotional efforts with retail reset cycles and high-traffic shopping seasons to optimize distribution and sales growth

Media Strategies/Approach:

1. **Coordinate** media and promotional efforts with grocery category timelines:
 - Q1: **Category review season** – Leverage trade media relations to support distributor conversations.
 - Q2-Q3: **Support reset periods** with retail demos, signage, and local paid media.
 - Q4: **Capitalize** on peak coffee sales season with in-store promotions and co-branded activations (maybe there is a bakery that uses Sisters Coffee for their drinks, or a grocery chain running a holiday coffee bundle featuring Sisters Coffee and another local product)
2. **Sync** local store demos and ad flights (e.g., run digital ads one week before and during demos for stronger conversion).



TIMING AND SEASONALITY

Example Flighting Plan:

Q1: Distributor PR+digital awareness for buyer engagement

Q2-Q3: Demo + geo-targeted ad campaigns

Q4: "Holiday at Home with Sisters Coffee" retail push

KPIs:

- +30% lift in sales during Q4 promos
- Add 200 grocery accounts by the end of 2026
- Increase average revenue per store by 10%
- *Track sales lift per promotional window to refine next year's flighting schedule.



GEOGRAPHIC OBJECTIVES

Objective: Increase awareness and product trial in California and adjacent West Coast regions to drive grocery sales growth and support retail expansion beyond the PNW.

Media Strategies/Approach:

NOTE: They must set up a store locator tool before engaging in these strategies

1. Use **paid social and banner ads** campaigns targeting consumers within a 10-20 mile radius of new grocery partners in California and bordering states
2. Partner with California-based food, coffee, and lifestyle **influencers** to promote in-store coffee demos, limited-edition blends, and store locator tools.
3. **Retarget** users who have visited the store locator page or attended demos with personalized digital ads



GEOGRAPHIC OBJECTIVES

KPIs:

1. **5%** engagement rate on localized social ads.
2. **+200** new grocery store placements by end of 2026.
3. **+10%** increase in revenue per grocery store.

GROCERY TARGET AUDIENCE



- All genders
- Age range 30-60 years old
- People who are looking for a premium product, but are also slightly price sensitive. Searching for an Everyday Premium.
- Sisters Coffee is not the most expensive coffee on the shelf, but also not the cheapest option.

**INCREASE
AWARENESS &
TRAFFIC GROWTH
ON WEBSITE**





TIMING AND SEASONALITY

Objective:

Maximize online visibility during key retail and coffee consumption periods to increase web traffic and online sales.

Media Strategies/Approach:

1. Activate heavy paid media flights during Q1 and Q4.
 - **Q1** is typically the slowest sales period; early-year “fresh start” messaging can drive new trial.
 - **Q4** captures peak coffee gifting and holiday buying season.
2. Run **consistent** paid search ads and retargeting to maintain steady visibility between major promotional windows.
3. Launch **limited-edition product promotions** (e.g., holiday blends, summer cold brew) with short bursts of paid support around release dates.
4. Leverage owned channels (Mailchimp, social, blog) to maintain engagement and storytelling cadence year-round, even during off-peak paid flights.



TWING AND SEASONALITY

Example Flighting Plan:

Q1: "New Year, New Roast" digital push (heavy spend)

Q2: Maintain steady paid search + nurture content

Q3: Summer storytelling campaign (moderate spend)

Q4: Holiday gift and product campaign (heavy spend)

KPIs:

1. Increase monthly web traffic by X% in Q1 & Q4
2. Maintain CTR > 4% across flighted paid search
3. Grow online revenue +Y% year-over-year



GEOGRAPHIC OBJECTIVES

Objective: Build brand awareness and online engagement by reaching new audiences in East Coast markets through digital storytelling and influencer amplification.

Media Strategies/Approach:

1. Launch **geo-targeted** paid social, video, and display campaigns in key East Coast markets (Boston, New York, Washington D.C.) that introduce Sisters Coffee's Oregon roots, quality craftsmanship, and family-owned story.
2. Activate **influencer partnerships** and **earned media coverage** with East Coast food and lifestyle creators to share authentic reviews and brand storytelling that links back to the website.



GEOGRAPHIC OBJECTIVES

KPIs:

1. **25%** increase in East Coast web traffic.
2. **15%** increase in click-throughs from East Coast-targeted campaigns
3. **10%** lift in engagement rate on influencer and branded content.
4. **15%** increase in first-time online purchases from East Coast audiences

ONLINE TARGET AUDIENCE

- All genders
- Average age 30-45 years old
- West Coast and visitors to Central Oregon
- Buys or has bought Coffee subscriptions, merchandise
- Customers who may have visited or grown up in Central Oregon and have an emotional connection to the area



TARGET PERSONA

- Name: Josh
- Gender: Male
- Age: 35
- Lives in Los Angeles, California
- The only platforms he really uses are LinkedIn and Instagram
- He recently visited Central Oregon and really loved the nature and cozy small-town feel. Josh loves to snowboard, so he imagines himself settling in Oregon sometime in his future.
- On an everyday basis, Josh tends to wake up early, have a homemade coffee, and go on his morning run. When he isn't working on his startup company, he enjoys traveling, snowboarding, and occasionally splurging on a nice meal out.
- Josh loves going to local health stores for his grocery shopping, but sometimes he finds himself swamped with work, making grocery shopping the last thing on his mind. When this happens, he tends to browse on websites that sell non-perishable items he may need.



Strengths

- Established Regional Brand
- Premium but Accessible Positioning
- B2B Legacy
- Authentic Storytelling
- Strong Revenue Base

Weaknesses

- Low Website Traffic & Conversion
- Limited National Awareness
- Retail Dependence
- High Cost of Entry in Grocery
- Limited Marketing Budget:

Opportunities

- Amazon Relaunch
- Content-Driven Awareness
- Geo-Targeted PR & Influencers
- Loyalty & Subscription Growth
- Strategic Retail Expansion

Threats

- Competitive Market
- Retail Shelf Competition
- Evolving Consumer Behavior
- Supply Chain or Sourcing Challenges

MEDIA FUNNEL



= Marketing Objective



Awareness Strategy



Consideration Strategy



Conversion Strategy



Loyalty Strategy

Increase Awareness and Traffic Growth (first time visits) on Website

Awareness

Geo-targeted paid social, video, and display campaigns in key East Coast markets

Influencer partnerships and earned media coverage (East Coast)

Trade PR and awareness campaigns (retail buyers)

Demos and geo-targeted ads

banner ad campaigns within a 10-20 mile radius of new grocery partners

Consideration

Expand Grocery Presence Beyond the PNW

Conversion

Retarget users who have visited the store locator page or attended demos

Loyalty

MESSAGING RECOMMENDATIONS

Trade Media Relations:

- A trusted local favorite ready for new shelves — premium coffee with family-owned roots.”

Peak Coffee Season: In-store promotions, co-branded activations, Holiday Campaigns

- “Make your mornings merry — discover our holiday coffee bundle, featuring local favorites.”
- “Holiday brewing made better — Sisters Coffee x [Local Bakery/Partner] limited edition blend.”
- Gift the flavor of Oregon — coffee that brings people together
- Make a gift guide on socials or try to get a placement in an established one
- New Years: “New year, new ritual — elevate your morning routine with Sisters Coffee.”

For the Summer Storytelling Campaigns

- Tie the brand to the camping culture in Oregon

Retargeting

- “Back for more? Stock up on your favorite roast before it sells out.”

Paid social and banner ads campaigns targeting consumers within a 10-20 mile radius of new grocery partners

- Now brewing near you — find Sisters Coffee in your local grocery store.”
- “Your everyday coffee, elevated. Oregon-roasted beans now in [City/Region]

Geo-targeted paid social, video, and display campaigns + Influencer partnerships and earned media (East Coast)

- “From Oregon, With Love — Taste the Spirit of the Pacific Northwest.”
- “Family-Owned. Oregon-Roasted. Crafted for Coffee Lovers Everywhere.”
- “Coffee that feels like home — wherever you brew it.”

MEDIA CHANNEL #1A DIGITAL DISPLAY

(PROGRAMMATIC, NATIVE ADS, RETARGETING)

Pros

1. Broad reach across digital spaces
2. Reinforces awareness through repetition
3. Strong behavioral and geographic targeting
4. Easily measurable performance (CTR, impressions)

Cons

1. Banner blindness and low engagement
2. Can feel intrusive
3. Requires creative variation to prevent fatigue

Rationale for Recommending

Effective for maintaining visibility post-engagement. Reinforces messages and increases conversion opportunities through retargeting and cross-platform exposure. Supports online visibility and conversions
+ Retail expansion and store locator engagement.

MEDIA CHANNEL #1B DIGITAL

(PAID SEARCH ADS)

Pros

1. Captures high-intent audiences actively searching for related products
2. Highly measurable (CPC, CTR, conversions)
3. Can drive immediate traffic and sales
4. Excellent for local targeting (store locator, “near me” searches)

Cons

1. Competitive keywords can be expensive
2. Limited creative space (text-only ads)
3. Requires ongoing optimization to maintain performance

Rationale for Recommending

Search ads sit at the consideration-to-conversion stage of the funnel. They’re ideal for driving traffic from users who are already looking for coffee, grocery, or specialty products. Supports both grocery expansion (local “where to buy” searches) and online sales (“buy coffee online”).

MEDIA CHANNEL #1C DIGITAL

(DIGITAL PUBLICATIONS / ONLINE MAGAZINES)

Pros

1. Builds credibility via trusted third-party content.
2. Reaches niche audiences aligned with brand values.
3. Great for long-form storytelling and thought leadership.
4. Potential for inclusion in seasonal gift guides to boost awareness during Q4.

Cons

1. Paid placements can be costly
2. Limited control over earned content
3. Engagement varies by publication relevance

Rationale for Recommending

Establishes authority and credibility in relevant lifestyle and food spaces. Ideal for thought leadership, education, and Q4 gift guide features that drive brand discovery and traffic spikes during peak shopping periods.

MEDIA CHANNEL #1D PAID SOCIAL

(INSTAGRAM, FACEBOOK, LINKEDIN, TIKTOK)

Pros

1. High engagement and precise targeting
2. Multi-format storytelling opportunities (photo, video)
3. Cost-efficient with flexible budget options
4. Real-time analytics for performance tracking

Cons

1. Oversaturation and algorithm limits
2. Short shelf life for content
3. Requires constant updates to stay relevant

Instagram: Best for visual storytelling and lifestyle-driven awareness of Sisters Coffee's brand and products.

Facebook: Reaches older grocery shoppers and supports event-based and local retail promotions.

TikTok: Engages younger audiences through authentic, trend-based coffee content and influencer partnerships.

Rationale for Recommending

Social is ideal for brand awareness and engagement. It connects directly with younger audiences while enabling interactive, shareable content that drives conversation and recall. It supports: California grocery expansion (geo-targeted ads + influencer partnerships), East Coast awareness (introducing brand story and craftsmanship), and Online sales growth (Q1/Q4 paid flights + retargeting)

MEDIA CHANNEL #2 TRADE MEDIA

(EARNED/PR)

Pros

1. Builds credibility and trust among industry professionals and retail buyers.
2. Reaches decision-makers during key retail review cycles (Q1).
3. Supports long-term reputation as a premium, craft coffee brand.
4. Low cost if earned placements are secured.

Cons

1. Limited control over timing and message once pitched.
2. Results depend on relationships and media interest.
3. Slower to show measurable ROI compared to paid channels.

Rationale for Recommending

Aligns with Q1 retail category reviews and helps position Sisters Coffee as a strong partner for grocery buyers and distributors. It reinforces B2B trust and visibility for expansion outside the PNW.

MEDIA CHANNEL #3 OWNED MEDIA

EMAIL, BLOG, ORGANIC SOCIAL

Pros

1. Already have 2 MailChimps a week
2. You control the message, look, tone, and timing.
3. Cost-Effective (Long Term)
4. Website and email can amplify PR hits or paid promotions

Cons

1. Limited Reach initially as it only reaches existing followers/customers in the beginning stages.
2. May not deliver quick wins for expansion goals.
3. Harder to reach new audiences beyond Oregon/California without paid or earned amplification.

Rationale for Recommending

Investing in their website, email marketing, and organic social strengthens brand loyalty, builds awareness beyond the Pacific Northwest, and provides measurable results without the high ongoing costs of paid media.

MEDIA CHANNEL #4 OUT-OF-HOME

IN-STORE ACTIVATIONS

Pros

1. Already have experience with in-store demos
2. Direct sensory engagement
3. Product education for consumers
4. Targeted audience
5. Word of mouth potential

Cons

1. High cost for production of in-store demos
2. Difficult to measure ROI with consumers
3. Limited reach

Rationale for Recommending

By pairing demos with social media Advertising, Sisters Coffee will be able to reach a broader audience. Demos will help connect the company directly to their consumers and help with their brand communication and transparency with their direct audience.

MEDIA CHANNEL #5 VIDEO

YOUTUBE, STREAMING ADS, CONNECTED TV

Pros

1. Emotional, high-impact storytelling
2. Boosts brand recall and trust
3. Reaches audiences consuming streaming content
4. Highly targetable via interests or viewing habits

Cons

1. High production and placement costs
2. Skippable or short attention spans reduce exposure
3. Requires professional visuals and editing to make impact

Rationale for Skipping

The current budget (\$120,000) limits the ability to produce and sustain high-quality content across platforms. Sisters Coffee's objectives can be more efficiently achieved through static, digital, and experiential formats that offer measurable reach and stronger alignment with retail-driven goals.

MEDIA CHANNEL #6 PRINT

NEWSPAPERS, MAGAZINES & GROCERY STORE CATALOGS

Pros

1. Tangible, trustworthy format that conveys credibility
2. Reaches niche, loyal readerships (e.g., specialty coffee or lifestyle publications)
3. Strong visual impact for premium branding

Cons

1. High production and placement costs relative to reach
2. Limited targeting and measurement capabilities
3. Longer lead times and lower flexibility for seasonal campaigns

Rationale for Skipping

This media channel lacks the agility and targeting precision needed for Sisters Coffee's retail-driven objectives. With a \$120,000 budget, digital and in-store channels offer more efficient reach, faster turnaround, and measurable impact.

MEDIA CHANNEL #7 AUDIO

RADIO STATIONS & PODCASTS

Pros

1. Viewed as a trusted source
2. Voice storytelling keeps audience engaged
3. Meets audiences during commutes or other passive listening times

Cons

1. Lacks visual component of other media channels
2. High cost for quality podcast sponsorships or radio buys
3. Limited geographic targeting; hard to focus on specific grocery regions
4. Short ad lifespans
5. Measuring ad effectiveness can be difficult

Rationale for Skipping

While audio supports emotional storytelling, it is not cost-efficient for Sisters Coffee's \$120K budget or geo-targeted focus. The brand's audience (ages 30-60, "Everyday Premium" shoppers) is more likely to engage through visual, digital, and in-store experiences where the product's quality and origin story can be shown, not just told.

BUDGET SUMMARY, MEDIA FORECAST FLOWCHART

Quarterly Budget Summary



TEAM NUMBER: 5

TEAM PARTICIPANTS: Eva B., Julia B., Brenna C. & Meghan P.

CLIENT NAME: Sisters Coffee

MEDIA PLAN NAME: **2026 Media Plan Recommendation**

DATE: November 20, 2025

Flowchart



TEAM NAME:

TEAM PARTICIPANTS:

CLIENT NAME: Sisters Coffee

MEDIA PLAN NAME: 2026 Recommended Media Plan

DATE:

FLOWCHART

MEASURING MEDIA PLAN PERFORMANCE

REPORTING CADENCE

- **Weekly Performance Reports:** Review Traffic data and Engagement metrics on Social Media Platforms
- **Monthly Analysis Reports:** Review specific marketing campaign results and ROI calculations
- **Quarterly Strategy Review:** Evaluate broader marketing strategies and review if quarterly goals were met this quarter
- **Annual Report:** Identify patterns and allocate budget more effectively based on this years final report

AD MEASUREMENT & TRACKING

- **Track engagement:** Monitor users interactions with ads
- **Refer to Key Performance Indicators (KPIs):** Follow the clear metrics we set that align with campaign goals
- **Monitor & optimize:** Regularly review campaign insights and adjust accordingly
- **Use online analytics:** Leverage website traffic and user behavior

MEASUREMENT METRICS

These metrics will help us make sure we are staying on track with the KPIs set in the timing + seasonality and geographic objectives sections

- Monitor **CPM (Cost per Million)** to evaluate cost efficiency of awareness tactics like digital display and online publications
- Monitor **CPC (Cost per Click)** to evaluate how effectively paid search and paid social drive qualified website traffic
- Monitor **CPL (Cost per Lead)** to track the cost of generating actions such as email sign-ups, store-locator usage, or content downloads
- Monitor **CPA (Cost per Acquisition)** to measure the cost of converting users into first-time purchasers or in-store demo participants

- **Reach:** Determine how many unique users in priority regions are exposed to the campaign.
- **Frequency:** Ensure audiences receive enough exposures to progress toward conversion without oversaturation.
- **Time Spent Viewing / Visiting:** Analyze depth of engagement with longer-form content or videos to identify which formats keep users engaged.

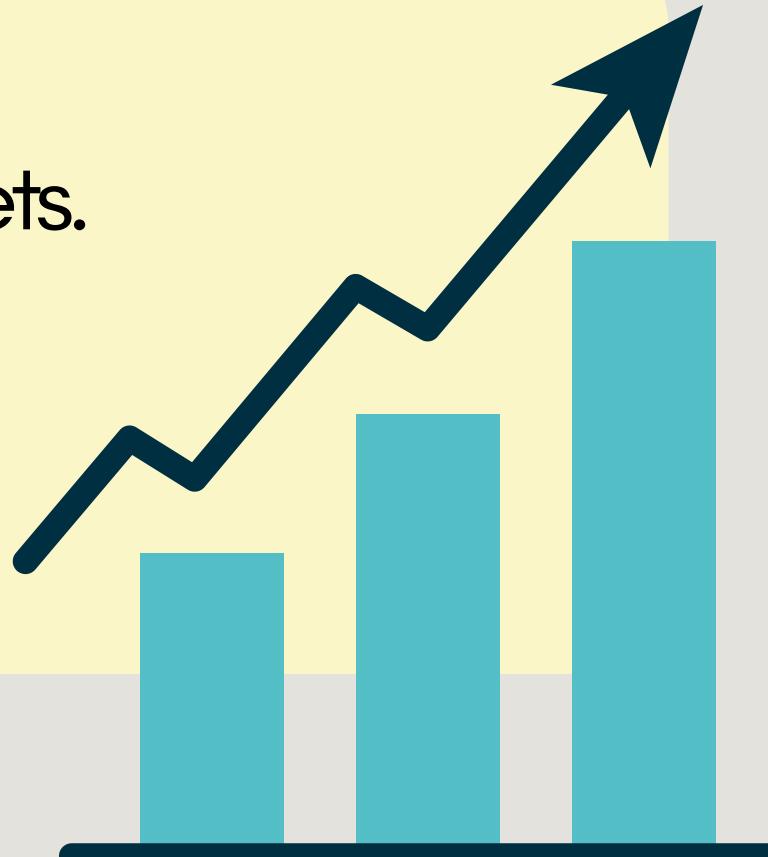
MEDIA PLAN SUCCESS

Success Metric 1: Grocery Expansion Progress

- Track new retail placements outside the PNW each quarter.
- Evaluate whether media-supported periods (geo-targeted ads, demos, Q4 push) drive distributor commitments.
- Success = steady progress toward +200 stores by 2026 YE.

Success Metric 2: Online Discovery and Traffic Growth

- Measure increases in first-time website visits, especially from East Coast markets.
- Compare baseline traffic to Q1 + Q4 heavy media flights.
- Success = sustained lift in new users and qualified sessions.



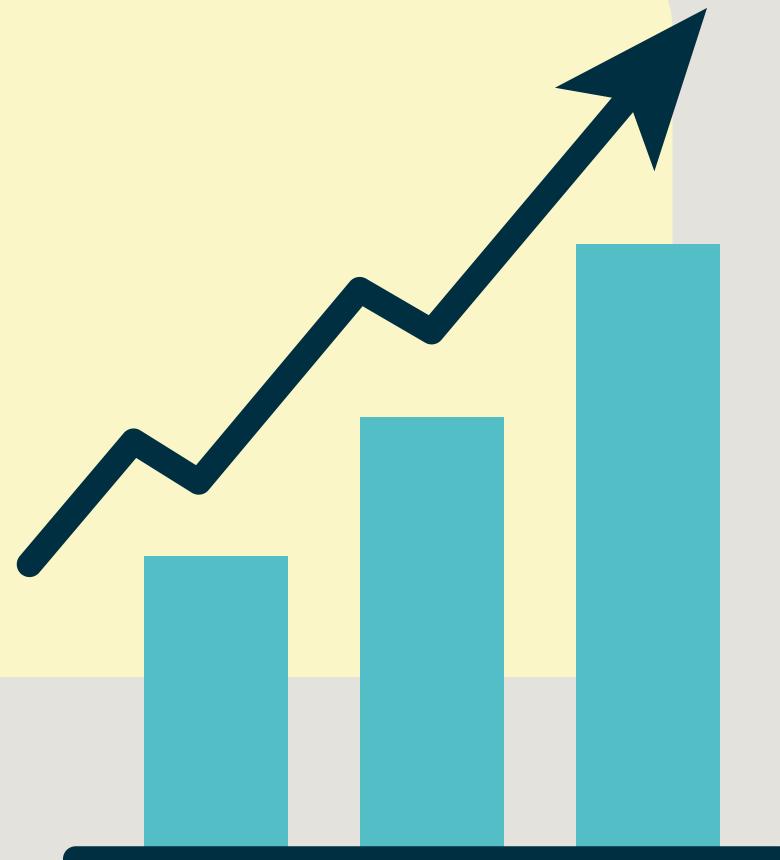
MEDIA PLAN SUCCESS

Success Metric 3: Conversion and Sales Behavior

- Grocery: monitor revenue per store, demo-week sales lifts, and store-locator usage.
- Online: track add-to-cart rate and conversion lift after media exposure.
- Success = clear connection between media exposure and purchase actions.

Success Metric 4: Regional Growth

- Evaluate performance separately for:
 - California + West Coast (grocery expansion)
 - East Coast (online awareness & traffic)
- Success = measurable audience growth in priority regions.



THANK

YOU

SISTERS COFFEE CO.