



Kenco

The Irish Times Jan 2016



Background

- Honduras is often considered to be the crime capital of the world; gangs are rampant. The choice for young people is very limited. Coffee is the biggest export out of Honduras. Consequently, a large proportion of Kenco's coffee beans come from the country and they have a big responsibility to improve the lives of those who produce coffee there.
- As part of the Coffee Made Happy programme Kenco's mission is to 'grow brighter futures' Kenco want to give young people a chance where they currently have none.



The Irish Times

- With a TV campaign in place for broad awareness it was vital to the success of the campaign to include a partner who could bring creditability to the Coffee vs Gangs scheme and invite consumers to not just encounter the project but explore, experience and share it.
- Kenco needed a media partner who could bring editorial credibility and endorsement, longevity and flexibility, and had multi-platform dimensions. The Irish Times were chosen as the media partner.



Microsite

- The Microsite <http://www.irishtimes.com/life-and-style/coffee-vs-gangs> went live in late October 2014. Gary Quinn took on the Coffee vs Gangs project and created editorial content that was published across the Irish Times digital and print platforms, incorporating the best use of writing, video's, audio and images to convey a real and honest portrayal of the people, places and issues involved. (22 features, 16 videos)
- Over 130k page View, 7k+ video plays.
<http://www.irishtimes.com/life-and-style/people/shaping-the-harvest-and-measuring-the-cost-of-coffee-1.2242055>



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Coffee Vs Gangs

ON PATROL | ON THE FARM | ON THE RECORD

Seven days in Honduras: the most dangerous country in the world



The **Kenco Coffee Vs Gangs** project has been running for nine months in Honduras, a country wracked by gang violence and drug-related crime. Twenty young people, from disadvantaged areas, signed up to a course in the business of coffee, each hoping to carve out a second chance for themselves.

But has it worked? **Gary Quinn** and videographer **Viv Maher** went to Honduras to find out. Their series begins here

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Chapter 1

ON PATROL | ON THE FARM | ON THE RECORD



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Advertising + Research

HPTO's in November 2014, ROS April - July & 350k monthly traffic drivers.

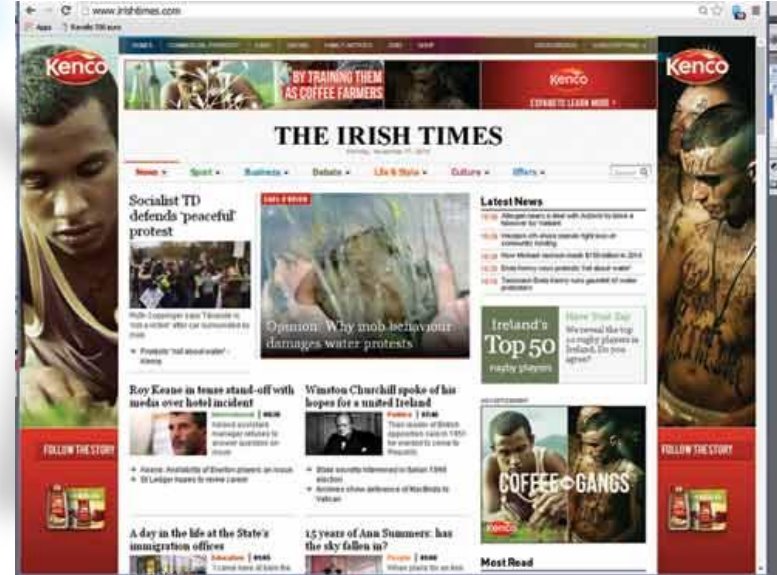
Reader Survey Results below;

Recall: 49% of Irish visitors to irishtimes.com on November 17th remembered the Kenco Coffee Vs Gangs homepage takeover on the website: 66,600 people.

Engagement with the Ad: 62% of those who saw the HPTO strongly agree it takes a fresh approach: 41,200 people. 51% strongly agree the ad makes them feel positive towards the Kenco brand: 33,900 people

Interest: 50% who saw the ad strongly agree it's interesting: 33,300 people

Action: 15% intend to visit the Kenco website: 9,900 people. 14% express purchase interest: 9,300 people.



Potential Revenue

- The Kenco ads we tested were seen a total of 413,700 times
- Across the 3 ads, there were 86,800 expressions of purchase interest.
- Potential revenue for Kenco from these 3 ads*: €493,892

(*using est. cost of €5.69 for a 100g jar of Kenco instant coffee, as per Tesco, March 4, 2015, multiplied by amount of times purchase interest was expressed)



Reader Feedback

- *Excellent example of a big company giving back to the local community, there can be real changes because of this campaign, lives can be improved and hope restored in the local area. (Female reader, aged 47, Waterford)*
- *Excellent Idea and I will support this initiative as it will have very positive on the lives of the people in Honduras. (Male reader, aged 59, Dublin)*
- *I had seen something about this initiative on TV and was pleased to learn more about it in this ad. (Female reader, aged 70, Limerick)*
- *Positive step on the part of Kenco to give something back to the people who supply the raw ingredients on which they make their profits. (Female reader, aged 63, Galway)*
- *Very interesting advert and I'd like to find out more. I think initiatives like this are really good and are hugely beneficial (Female reader, aged 38, Dublin)*

(Irish Times Reader Panel: Reader Feedback from October 2014 Kenco ad survey)



Reader Feedback

- *It is a great idea. It is time big companies put something back into the countries where heretofore they have only thought about taking wealth and resources out. (Female reader, aged 55, Dublin)*
- *I had no idea that Kenco was so socially conscious. This is fantastic. I'll be all over the website!*
- **(Male reader, aged 34, Dublin)**
- *It is simply awesome, a lead role. (Male reader, aged 63, Cork)*
- *I think it is a wonderful initiative and hopefully not just a PR/marketing stunt. The idea to engage young men to be invested in their community in a good way and promoting good practice and giving opportunities to the deprived and marginalised great (Female reader, aged 51, Dublin)*
- *Interested in the concept. I normally buy FAIR TRADE coffee but I would definitely consider Kenco based on the initiative to assist Honduras. (Female reader, aged 61, Wexford)*



(Irish Times Reader Panel: Reader Feedback from October 2014 Kenco ad survey)



Thank You

