

TAX DODGERS & POLYAMOROUS RELATIONSHIPS PAIR PARTICULARLY WELL WITH COFFEE

When you're known for your delicious coffee — but you can't compete with specialty QSR franchises like Dunkin Donuts and Starbucks on media spend — what do you do? That was the problem facing Cumberland Farms, a convenience store chain in the Northeast with nearly 600 locations. So we proposed that the brand fight this problem with the best weapon in its arsenal: good ol' fashioned creativity. In other words, if you can't outspend them, make sure your ads are the ones people are talking about when they get to work. By leveraging the sarcasm, cynicism and zero f*cks attitude found in New England, we developed a provocative brand voice for Cumberland Farms which stood out from day one. The integrated campaign was designed to drive consideration and also spark conversation and buzz. Whether it was about throuples, tax evasion or your relatively unlikable personality, no topic was off limits. In the past, the brand had relied on the power of celebrity spokespeople like Rick Flair, David Hasselhoff and Michael Rapaport. In contrast, our new campaign positioned the coffee itself as the real celebrity by making it the voice of the customer. 42 unique OOH pieces were all built to amplify the wry tone with ad copy containing quips such as "Be 12.3% more likable," "Existential dread goes better with coffee," and "Performance enhancing drugs." In a sea of fake OOH and award show fodder, every single one of these category-busting lines actually ran in paid media.