



United States Barista Championship Committee

Marketing Resource Guide (Regional Barista Competitions)

Purpose: To provide guidance and direction for regional barista competition hosts for marketing, advertising and public relations before, during and after the event.

Goals of Barista Competitions:

- To support the barista profession
- “Raise the bar” for specialty coffee
- Showcase artisanship of barista
- Educate the public about barista profession
- Educate the public about specialty coffee
- Exchange ideas among baristas
- Provide baristas opportunity to showcase their skill, craft and coffee
- Help baristas improve their skill and knowledge

Marketing Tools:

- Guide for communicating the event to the local food and beverage marketplace
- Activity calendar for public relations efforts
- Press release guidelines
- Directional guide for interviews and interacting with the media

Each regional event is intended to draw participants (competing baristas, judges and volunteers) from within the region. Also, each event is intended to draw an audience of interested specialty coffee consumers, coffee aficionados, gourmet food and beverage enthusiasts, foodservice professionals, local, regional and national media, as well as individuals curious about specialty coffee and the barista profession.

To reach each and every one of these groups it is critically important to develop and execute a multi-faceted and coordinated marketing campaign that is timely, directed and well placed to effectively communicate the events messages and program details.

As host, you are the ambassador for your event. The success or failure of your event will be determined in part by your actions, demeanor, patience, enthusiasm, creativity, and ability to communicate in words and speech.

Universal Truths for Regional Barista Competitions

Universal Truth No. 1 – (Industry Jargon) Industry outsiders, non-Specialty Coffee Association of America members, individuals new to specialty coffee, consumers, the media and others will not understand the terminology used or industry jargon when describing the event. Only current and former event participants will immediately understand the event and purpose. As the host your marketing goal is to educate and inform the local and regional participants and audience.

- Always use the most basic terms in describing the event, why it is important, and the goal of the contests, use words and terminology that would be understood by non coffee professionals and non coffee consumers.
- Do not use abbreviations or acronyms in your advertising or public relations, always spell out the Specialty Coffee Association of America, United States Barista Championship, and XX Regional Barista Championship

Universal Truth No. 2 – (Patience and Persistence) Hosts will explain the event, its purpose and schedule several thousand times between being awarded the host responsibilities and the conclusion of the event. Even though you have already explained the event, its purpose and the schedule to dozens of participants, audience members, and media representatives, you will be asked the same questions again by many more people, and should understand that each person is asking these questions for the first time themselves. A key success factor of your program will be how well you communicate your event, and with how many people you convince, educate, and persuade to participate, attend, or sponsor your program. Your level of excitement and passion may be the deciding factor for people to support you and the event or to stay away!

Universal Truth -No. 3 – (Regional Event) All your efforts to publicize the event and seek participants and audience members should be directed within your whole regional, including all towns and cities amid the region's states. Publicizing and marketing this event in only the city or state of the event is not consistent with the goals of the event.

Universal Truth No. 4 – (Embrace Your Competitors) Business competitors will provide resources for your events in the form of participants, audience members, sponsorships and points of advertising. Do not overlook your competitors for assistance, as they may provide access to people who you may not.

Universal Truth No. 5 – (Embrace The Trade) Your suppliers are a convenient source for sponsorships and support, however companies whom are not your suppliers are also very interesting in sponsorship opportunities and will provide much needed support to help insure the success of the event. Exclusivity in sponsorships is often at the financial detriment to the event, and counter-productive in your fund raising efforts.

Universal Truth No. 6 – (Food & Beverage Event) Regional barista contests and specialty coffee events appeal to a very large diverse audience, and should be embraced by your marketing and advertising efforts. Develop a strategic plan that includes many non-traditional specialty coffee touch points, as this is a primary way to introduce specialty coffee and professional baristas to new audiences. For example, restaurants, supermarkets, movie theaters, sporting venues, department stores, amusement parks, hotels and meeting facilities, to name a few.

Universal Truth No. 7 – (It's All about the Event) Hosts are marketing the event, the baristas and the specialty coffee industry in that order. You are not to usurp the event marketing for your personal promotion or the promotion of your company or organization. This will be especially important when seeking assistance and support from your competitors to assist in the promotion of this event.

Universal Truth No. 8 – (Information Distribution) If the potential participants or attendees do not receive your marketing or promotional information, chances are they will not attend your event.

Universal Truth No. 9 – (Marketing Effectiveness) If the potential participants or attendees of your event do not understand your marketing or promotional information, chances are they will not attend your event.

Opportunities for Advertising & Promotion

Regional barista events will appeal to a wide variety of participants and attendees, your goal as host and promoter of the event is to communicate the program to the widest possible group of people within your region. Present event materials, posters or displays at places where potential attendees shop, gather and relax. As mentioned before, these events will appeal to a diverse group of people, from all walks of life, among various occupations and from different degrees of interest in the specialty coffee industry. Do not discount any marketing or promotional idea. If you make the decision not to promote the event in a particular place or to a particular group of people, you are limiting the perspective attendees thereby eliminating the possibility of introducing specialty coffee to new consumers or enthusiasts, which is counter to the purpose of the regional barista contest.

Foodservice / Hospitality

- Coffee cafes (friends and competitors)
- Restaurants, Deli's, Bagel shops and Donut shops (full-service, quick service)
- Hotels (Concierges)

Retail

- Department stores (Where coffee service equipment is sold)
- Grocery stores and club stores
- Convenience stores

Community Centers

- Gyms and health centers, YMCA/YWCA
- Libraries
- Shopping malls
- Religious gathering locations

Regional Media

- Local, county, city and regional newspapers, magazines, television and radio
- Amateur and community media outlets
- Culinary-beverage trade publications-portals
- High school, college and university media outlets

Trade Associations

- Specialty Coffee Association
- National Coffee Association
- Regional Roasters Groups
- Barista Guild of America
- State restaurant associations
- State food purveyors associations
- State hotel/motel associations
- Local and state retail merchants associations



Press Release Guidelines

A press release is a tool used to advertise and promote your event to the news media as a story, not as an advertisement. Press releases are much less expensive to produce and distribute than paid advertising, since they are merely written documents that are distributed to media outlets and news organizations. Event press releases should be e-mailed to relevant media. However the chance for news organization to read and respond to the press release is based on a wide variety of factors:

- The prevailing news stories of the day.
- The level of interest or excitement generated by the press release document.
- The perceived interest of the event by media's readers or audience
- The connection of the person issuing the press release to the media outlet.
- The chance of the press release actually reaching the appropriate person within the news/media organizations.
 - SCAA will develop targeted media lists for each regional event.
- The amount of other press releases competing for the same space or attention.
- Other events happening at the same time.
- The level of interest in the event by the media member.
- The level of notoriety of the host or sponsors for the event.
- The history (positive or negative) between the host or promoter and the media outlet.

For these reasons it is recommended that each regional host work very closely with Rick Havacko, the director of communications at the Specialty Coffee Association of America, who will write and distribute press releases for each event. Please use the strength and expertise of the SCAA to help insure the success of your marketing and promotions campaigns. Rick Havacko of the Specialty Coffee Association of America will be responsible for writing and distributing pre and post event press releases.

Marketing Calendar

The marketing and promotion of a regional barista competition begins at the moment that a host is awarded the event by the United States Barista Championship Committee. Hosts may immediately issue a press release communicating the success of the bid and impending event.

No. 1 Priority – Review the rules and regulations set forth by the Specialty Coffee Association of America and United States Barista Championship Committee regarding the use of logos and wording for all promotion and advertising opportunities. For example:

- The event must be prefaced with, “The Specialty Coffee Association of America presents”



- The hosting document will describe which logos are to be used, and what colors are acceptable for their use.

No. 2 Priority – Brand the event: Develop your own event logo and trade presentations. This can either be a logo, theme, image, or picture. These should have a consistent look, use of colors, and be scaleable to various sizes and dimensions. This is important to establish a visual identity for the event in the eyes and minds of the participants and attendees, with consistent usage and appearance of this brand imagery, over time people will begin to recognize the event by your advertising and imagery.

You may use local artists, professional graphics designers, talented baristas or creative friends to develop a brand logo and event images. It is important to review the ownership of the name of the event and the logos and description requirements in your host packet, and review any questions with the Specialty Coffee Association of America before you seek to trademark or register any logos or images, to insure there are no legal issues.

Be sure to review the universal truths of regional barista contest marketing to help understand the opportunities and obstacles when creating an event logo or brand imagery. These images should appeal to a wide variety of people to effectively communicate your event to all relevant people aside from the specialty coffee community. Remember the more people you exclude from your marketing and advertising campaign the less people who will be available to participate or attend your event.

Incorporate your event logo or image into all advertisement or promotional materials for the event. Not limited to posters, postcards, T-shirts, buttons, hats, temporary tattoos, Web pages, letterhead, bumper stickers, flags, banners, Internet links, print advertising, flyers, handouts, brochures, or any other promotional programs. A coordinated effort and consistent event image will help insure the overall success of the marketing campaign, as the audience will recognize each point of contact by the consistent image.

Media Packets

These are folders or portfolios provided to the press with important information on the event, and used by the press to provide background information and event specifics when writing a story after the event has occurred. Included in the media kit should be:

- Biographies for event competitors and certified judges
- History of the regional competition including information on past champions.
- Goals of the regional barista contest and the USBC.
- Industry statistics on specialty coffee popularity and consumption
- Any specific local human interest tie-in.
- Photo disc with high resolution images from previous championships.
- SCAA Fact Sheet

Information for the media kit can be obtained from SCAA Staff. Industry statistics provided by SCAA Staff must be footnoted to list the cited source.



Marketing Calendar in Reverse

Day after the Event:

- Write post-event press release and submit to SCAA president and Executive Director for approval.
- Distribute press release to relevant media upon approval.

Day of the Event:

- Be sure that all signs and posters for the event are clearly displayed within your venue. Insure the signs directing the participants and attendees to the event are highly visibly (attendance is predicated on being able to find the event.)
- Distribute media kits to all representatives of the press who attend.
- Assist press representatives by greeting them upon arrival and provide any support during the event. Help arrange media interviews with competitors and judges. Answer all questions by the press, and provide them with access to the event and a private space to conduct their business.
- Provide basic questions to winning barista to expedite writing of post-event press release.

Day before the event

- Prepare and arrange event press kits for media who will attend your event.

Week before the event

- Hang posters and advertising in primary locations throughout the region.
- Distribute pre-event press release to relevant consumer media in region.

Month before the event

- Distribute posters and advertising to all primary and secondary locations throughout the region
- Distribute pre-event announcement to trade media.

Two months before the event

- Hand delivery all posters and advertising to all primary and secondary locations throughout the region. Seek specific permission to hang posters where needed, and communicate that you will send a new poster in a few week to replace the original in case it is lost, stolen or defaced.



Media Training

Why speak to media about SCAA?

- Promotes association as well as its events and programs
- Provides third-party credibility for SCAA
- Positions SCAA as leader within specialty coffee sector
- SCAA sources, Board of Directors, members, regional and national barista entrants and judges are seen as experts within the specialty coffee segment
- Delivers SCAA's primary key messages to a broad audience
- Primary contributor to creating demand and interest in association
- SCAA establishes or strengthens relationships with members of the media.

The personal relationships built during interviews help create a lasting relationship with reporters and makes them more receptive to following up in the future about other coffee-related media opportunities.

Background on Media

- Neither adversarial or promotional
- Are their audience's representatives
- Looking for insight on a topic to write an interesting story
- Value their independence – but they need your help
- Primarily information gatherers – many are not experts in field of coverage
- Often change areas of coverage
- Excellent writers who are able to write about any topic
- Often do not know what angle they will pursue until after they talk with sources

Behind the “Glamour”

- Work under tight deadlines
- Often work for demanding editors
- Must work with unhelpful sources
- Often low pay, especially for younger reporters

Motivations for Media:

- Love of writing or broadcasting
- Like meeting people and having visibility, presence and access
- Desire for getting a good story
- Power of press: Not beholden to anyone – advertisers included

Talking Points to the Media:

Goals for the competition

- To support the barista profession
- “Raise the bar” for specialty coffee
- Showcase barista skill and passion
- Educate the public about baristas
- Educate the public about specialty coffee
- Exchange ideas among baristas
- Provide baristas opportunity to showcase their skill, craft and coffee

What are we looking for in a USBC Champion?

- Dedication, passion and technical proficiency
- Ability to represent the region at the national contest
- Ability to represent the country in the world contest
- Ability to represent the USBC in the media
- Someone who can serve as a “role model” for other barista
- Someone who is an “ambassador” of coffee
- Someone who is dedicated and committed to the craft

Role of the Judges

- Evaluate baristas fairly, consistently and without bias
- Approach baristas with positive and constructive attitude
- Complete score sheets accurately and legibly
- Make notes for barista to provide feedback

“BEST PRACTICES”

Please consider this section as a work in progress, as the USBC Marketing Sub-Committee will actively work with regional hosts to learn and communicate what actions and programs were most effective.

Local Media/Radio

For a recent North West Regional Barista Contest, the hosts met with the disc-jockeys of popular local radio stations and delivered espresso, cappuccinos and latté's. The disc-jockeys loved the coffee and were excited about the event and began to talk about the competition many times on the air until the day of the event.

This is a great example of using a low-cost and personal approach to advertising. Not all radio stations will accept people off the street to talk with their on-air disc-jockeys, thus prior arrangement may need to be made. This option may work well if you already have a relationship with the radio station, it is a local radio station or college station, and the station has a history of on air unscripted activities.

Postcards

A low cost option for direct consumer advertising is to print post cards and distribute them to coffeehouses and café in the region. The Barista at these cafes can hand out the postcards to their customers and invite them to the competition. These postcards can also be used to advertise the event on bulletin boards and community calendars as the small size is very convenient. An estimated cost for 1000 printed post cards is under \$50, depending on the design and colors.

RESOURCES

United States Barista Championship Committee

Tracy Allen

United States Barista Championship Committee - Chairman

tracy@zokacoffee.com

Phone: (913) 940-9652

Spencer Turer

USBC Marketing Sub-Committee

spencerturer@hotmail.com

Phone (201) 606-5212

Matt Milletto

USBC Marketing Sub-Committee

matt@bellissimo.net

Phone (800) 655-3955

Sarah Allen

USBC Marketing Sub-Committee

sarah@baristamagazine.com

Phone: (971) 221-9307

Specialty Coffee Association of America

Rick Havacko

Director of Communications

rhavacko@scaa.org

330 Golden Shore, Suite 50

Long Beach, CA 90802

Phone: (562) 624-4100

Fax: (562) 624-4101

Michelle Campbell

Director of Community and Events

Barista Competition Event Manager

Mcampbell@scaa.org

330 Golden Shore, Suite 50

Long Beach, CA 90802

Phone: (562) 624-4100

Fax: (562) 624-4101

