

7-Eleven enhances coffee recipe with a new brand proposition

When coffee becomes an indispensable part of Hong Kong people's lives, the competition to brew the best street coffee in town becomes even fiercer. But 7-Eleven has not only found the unique recipe to brew its Daily Café, but also pinned its new proposition in parallel with the upgraded recipe.

7-Eleven's team dedication in bettering the Daily Café formula made this happen. Since last year, in-depth customer research on Daily Café was carried out for the brand repositioning, and different customer segments in Hong Kong's coffee market were identified. Elman Lee, Sales & Marketing Director of 7-Eleven Hong Kong & Macau, said, "Hong Kong people are not looking for a barista to serve them, or for coffee art. They want accessibility, grab-and-go, but a very quality coffee."

Rigorous tasting rounds were carried out to make sure everyone is happy with the new flavour. Made from 100% Arabic beans, and sourced from an altitude of 4000 ft., the coffee beans are then grounded with machines imported from Switzerland. The coffee beans deliver a taste more mellow and aromatic than regular coffee, giving a moderate flavour that makes it irresistible to drink. With a \$14 price tag, customers can taste quality coffee at a very reasonable price, without waiting in a long queue. This is also underlined by new store designs that move the Daily Café kiosk machines next to cash registers.

With an aim to engage customers in their daily lives, a mass multi-channel advertising campaign was launched this January. The campaign, fronted by hip-hop duo FAMA along with other local KOLs, blends outdoor, print and social media platforms to create an all-rounded brand experience for customers.