

MR. COFFEE



CHALLENGE: The Mr. Coffee brand team needed help defining the brand's voice while meeting crucial business goals. They wanted stronger, more effective social content that would give their wide range of products a unique and more consistent voice across social media. They connected with JR to make sure Mr. Coffee stood out.

SOLUTION: JR developed one cohesive social strategy, then conceptualized and produced lifestyle photos, videos, and copy across three distinct content pillars to highlight and showcase Mr. Coffee during the summer and fall seasons. We featured recipes, products, and tips for consumers. With two photography teams, we worked efficiently and cost-effectively to execute 73 distinct assets, which included photo, video, and animated GIFs.

RESULTS: Our two photography teams constructed and utilized multiple in-studio kitchen sets to create an effective campaign and content that the Mr. Coffee brand team successfully implemented across all social channels.

