

COZIE

CRAFTED FOR COMFORT,
SIPPED FOR SERENITY

CHAMOMILE, LAVENDER, JASMINE



PRESENTED BY:
BRENNA PHILP

SOME FACTS ABOUT ME:

My name is Brenna Philp, and I'm 19 years old. I grew up in Rutherford, NJ, just outside of NYC. I have always been an active individual, with a love for travel and cheerleading.

Currently a sophomore, I am majoring in Marketing and Legal Studies with a minor in Sports Administration.

Alongside my studies, I have a deep passion for reading, savory coffee, and prioritizing my well-being. I pride myself on being organized and detail-oriented, striving to be the best version of myself at all times.



PROBLEM

DO YOU EVER HAVE A COFFEE CRAVING AT NIGHT?

Being a college student, I am caffeine **obsessed**. I always want a coffee pick me up, especially at night when it has been a long day. A good latte, freshly brewed to make me happy, as I sit and read a book.

But the problem is, why would I drink coffee at night if I will be wired before I go to sleep?



COZIE





SOLUTION

ABOUT COZIE:

Crafted for comfort, sipped for serenity.

This company is tailored to all the people who want a nice soothing drink right before bed. It is perfect for those evenings when you crave the comfort of a warm ‘caffeinated’ drink but desire a night of peaceful rest. Our product is **caffeine-free** and has flavors that will help you fall into a nice deep sleep.



MISSION STATEMENT:

"To provide a sanctuary of tranquility in every sip, Cozie crafts beverages that taste equivalent to coffee to embrace the essence of relaxation, offering a perfect blend of soothing flavors to accompany your peaceful evenings."



VISION STATEMENT:

"At Cozie, we envision a world where every bedtime ritual is enhanced by the warmth and serenity of our beverages, like a night time 'caffeinated' pick me up. Through our commitment to quality and mindfulness, we aim to become the trusted companion for those seeking comfort and calmness before a restful night's sleep."

COZIE





PRODUCT

CRAFTED FOR COMFORT, SIPPED FOR SERENITY

This product has three flavors: **Chamomile**, **Jasmine**, and **Lavender**. These are pre-packaged caffeine-free lattes infused with each flavor.

What makes this product stand out is it has calming flavors and is **CAFFEINE-FREE!** Our company uses black tea as the base. This is so that it gives consumers the illusion that it is a nice 'latte' after dinner, but instead it satisfies the craving while also allowing consumers to peacefully sleep.

Now time to look into the flavors!





JASMINE

This flavor promotes relaxation and sleep quality, reduces anxiety, and is known to enhance mood. Having Jasmine as a flavor allows people to drink this product while also getting relaxing sleep. It aids in falling asleep, allowing each person to get a deeper and more restorative slumber.

LAVENDER

This flavor promotes sleep-quality, reduces insomnia, slows heart rate, lowers blood pressure, decreases nighttime wake ups, enhances mood, and is calming. This flavor is important since it aids in falling to sleep after fulfilling a craving. Having lavender infused in the beverage gives people the benefits of this product as well as have their 'coffee'.



CHAMOMILE

This flavor is known to calm, aid in digestive comfort, muscle relaxation, reduce insomnia and anxiety, and improve sleep quality. Like the others, this flavor is great as well to aid in sleep as well as have your craving satisfied.

Like all, it is *crafted for comfort, sipped for serenity*. Allow any of these Cozie flavors to provide you with a deep sleep while bringing you joy.



PACKAGING

This product is also unique due to how it is packaged. It has the appearance of a to-go coffee cup. What is special is that these cups are a certain material that can be put in the microwave so the product can be heated!

Put your flavored 'latte' into the **microwave for 30 seconds** and get a nice calming caffeine-free drink!



COZIE



CAMPAIGN

GET COZIE BEFORE BED.

CRAFTED FOR COMFORT, SIPPED FOR SERENITY



HAND-CRAFTED

CAFFEINE-FREE

BENEFITS FOR SLEEP

WHAT THE BRAND
DOES FOR THE
CONSUMER

HOW THE BUYER
WOULD DESCRIBE
THE BRAND



BRAND WHEEL

HOW THE BRAND
MAKES THE BUYER
LOOK

HOW THE BRAND
MAKES THE BUYER
FEEL

MARKETING STRATEGIES



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CUSTOMER PROFILES



LILY

Just another teenage girl who likes to keep up with trends. A true 'starbucks girl' at her core.

14-17, FEMALE

30% DEMOGRAPHIC



AVA

Typical work hard play hard college girl. So busy that caffeine is her scapegoat, and a way to keep her focused.

18-23, FEMALE

50% DEMOGRAPHIC



BRIDGET

Corporate girl who drinks TONS of coffee a day. Always craves the taste of espresso.

24-35, FEMALE

20% DEMOGRAPHIC



COMPETITION

Popular nighttime drinks:

1. Som Sleep
2. Celestial Seasonings Tea

Our product is different since it aids in sleep and is an illusion for being coffee but is not.

Popular pre-packaged drinks:

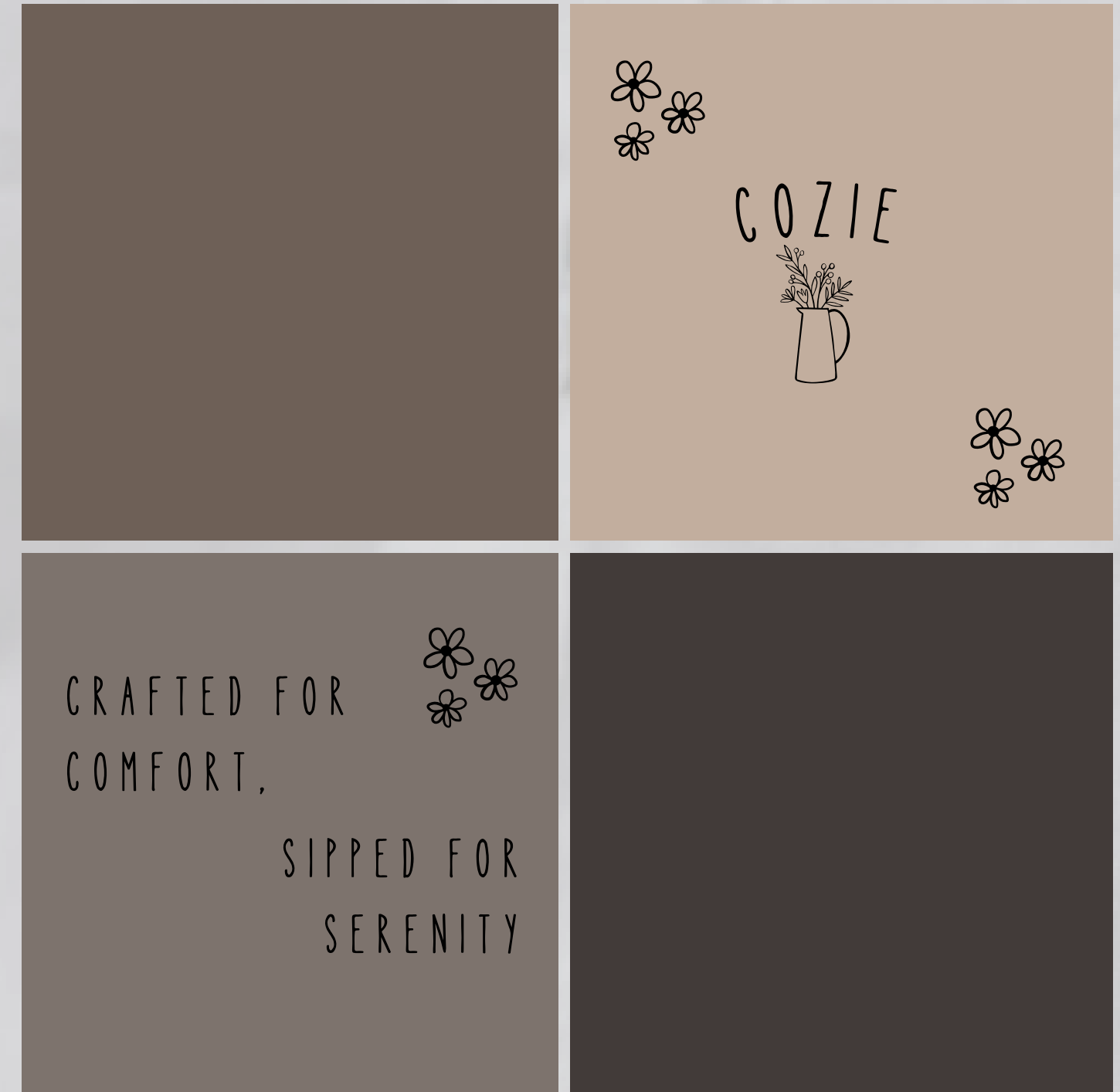
1. Slate Milk
2. Dunkin' Donuts Iced Coffee
3. Starbucks Frappuccino

Our product is different since it is caffeine-free!

Potentially compete with workout drinks:

1. Alani Nu
2. Celsius
3. RedBull

Our product is different since it has an illusion of caffeine like these drinks, but instead helps with rest.





TRENDS

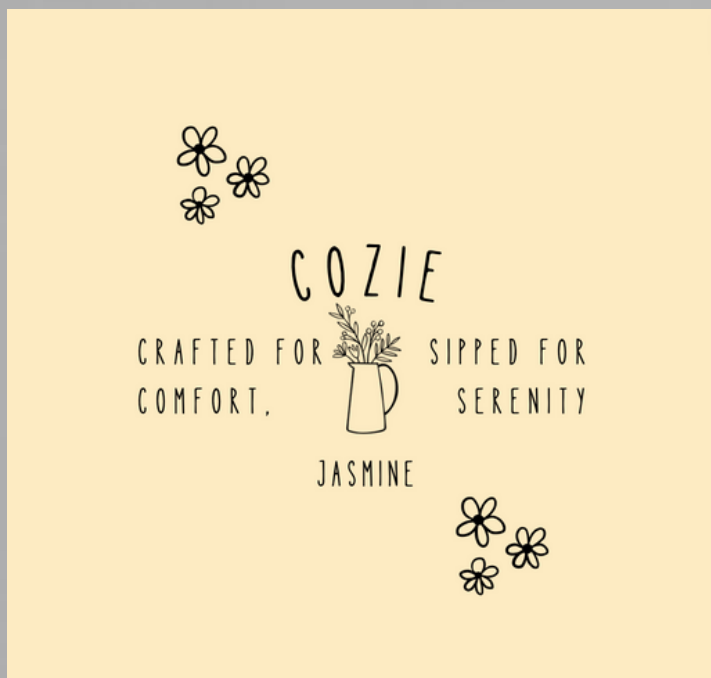
WHAT DO CONSUMERS THINK IS THE MOST IMPORTANT TO PURCHASE THIS PRODUCT?



Taste: illusion of coffee, very appealing to caffeine lovers

Effects on Sleep: mind at peace, be able to have a deep sleep

Overall Appearance: vibrant + comforting



PRICING

\$3.15 A BOTTLE !

Not only \$3.15 per bottle, it will be sold in a **three pack with all flavors for \$8.99** and a **twelve pack for \$35.99**.

While energy drinks are about \$2 dollars per can and pre-packaged coffee drinks are about \$3 dollars per can, Cozie is a little pricier. This is due to having both tea and calming products in it, as well as being caffeine-free. Cozie has numerous products to help satisfy cravings while having a peaceful sleep, making the price a little above average. It is staying in the price range that consumers would pay, while seeming more luxurious in comparison to the others.





CASE STUDY

SLATE MILK

Slate Milk is a company that sells protein lattes on shelves of food stores. This company has recently become popular in the fitness and college markets, catering to the need of consumers who want healthier version of coffee.

Seeing this product be successful in these markets shows that Cozie will be able to obtain consumers as well due to the same age range.

Cozie will cater to their needs of a caffeine-free drink after a stressful day before bed.



MEDIA

INVEST IN INFLUENCERS

The main way to get people to purchase the product is through influencers.

Sending influencers free products and eventually making them partner with the brand will allow Cozie to get a bigger platform through their fan base. This will open up a wider market and allow more people to discover the brand way quicker compared to any other way.



MEDIA

PRINT

Have the logo/brand influenced on these so it can capture their eye in a different light.

Billboards:

Allow people to see as they drive by on main highways.

Car Stickers:

Give out free stickers so when there is traffic or a parked car, people will get exposed to the brand.

Flyers/Banners:

Locally hang flyers to attract more views.



COZIE





MEDIA

INVEST IN ADS

TikTok:

Post various videos showcasing the product through day in the lives, a girls night, etc. to appeal to the target market and why they would want the product.

Instagram:

Post the videos from TikTok as reels while also making an account and posting images that appeal to customers explaining the benefits of the products/ more information on the flavors.

Snapchat:

Have short clips of someone finding the product in the store and tasting it.



PUBLIC RELATIONS

LOCAL VENDORS

Have **local tasting events** at stores to get more customers to purchase.

Pair with concerts/sporting events to have a pop-up stand with our product at the events to draw more customers.



EXAMPLE OF A
POP-UP SHOP!

PUBLIC RELATIONS

EXPERIENTIAL

Have tasting events at local cafes and/or grocery stores to promote the brand.

Allow locals to come and sample each flavor of the product at stores/ pop-up events and get a discount among purchase at the event to make them more likely to purchase again.

This will give them the experience of the brand and how unique it is firsthand.





PUBLIC RELATIONS

SEASONAL/HOLIDAYS



Like Starbucks, have seasonal/holiday drinks with different designs on the cups to incentivize people to buy on different occasions.

This would allow the brand to continue to evolve and catch peoples eyes constantly on the shelves of food stores.



COMPANIES

OFF PREMISE PROGRAMMING

Cozie shows up on shelves partnered with some local grocery stores!

It is on the shelves packaged in its special three packs, and twelve packs with ALL flavors.

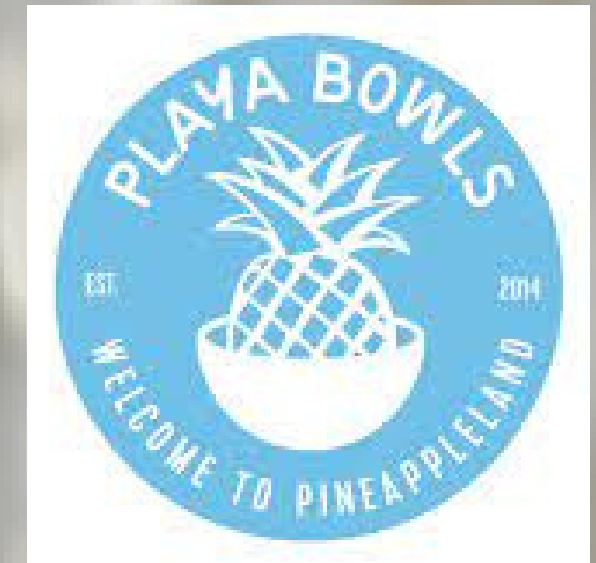


COMPANIES

ON PREMISE PROGRAMMING

Cozie will also be situated at many local stores like Pura Vida, Playa Bowls, Raw Juce, and more!

Cozie partners with these local stores to promote a **healthier lifestyle with getting a sustainable amount of sleep.**



BRAND

COZIE CRAFTED FOR COMFORT,
SIPPED FOR SERENITY

This drink will solve many customers problems with late night coffee cravings as well as not being able to sleep at night.

Cozie is a great investment, one that is **worth making**.



THANK YOU!



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