

FPT UNIVERSITY

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# CAPSTONE PROJECT

COMMUNICATION CAMPAIGN  
FOR COFFUNDER ROASTERY



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## CHAPTER 5. EXECUTION & EVALUATION

Chapter 5 covers the execution and evaluation phase of the communication campaign for Coffunder Roastery. The figures on social media platforms are presented detailed in the sections below.

### 5.3. Last three weeks of the campaign

This subsection illustrates the execution and evaluation of the last three weeks of the campaign, from March 24, 2022, to April 13, 2022. This period is also the beginning of the execution of Not Today Tomorrow Better on Facebook and TikTok platforms.

#### 5.3.1. *Coffunder Roastery Facebook page and Instagram*

Coffunder Roastery's Facebook page and Instagram implemented 3 phases with a total running time of 9 weeks from February 10, 2022, to April 13, 2022. The execution and evaluation of the last three weeks of the campaign were supported by Not Today Tomorrow Better.

The final three-week phase covers the rest of phase 2 and all of phase 3. Three pillars are deployed for phase 3 alone, as shown in Appendix. The Information pillar is promoted to convey information about the coffee production process.

The results became more positive during the last three weeks of the project. Specifically, in Week 7 alone, Coffunder Roastery's Facebook Page attracted nearly 2500 reach. Instagram is a support platform, so there was fewer post and fewer reach than on Facebook Page. Details as shown in Table 1.

*Table 1. Coffunder Roastery social performance statistic**24/03/2022 - 13/04/2022*

(Results are extracted on April 14, 2022)

	<b>Reach</b>	<b>New page likes/followers</b>	<b>Number of posts</b>	<b>Number of stories</b>
<b>Facebook</b>				
Week 7	2,450	4	7	7
Week 8	500	2	2	2
Week 9	10,371	22	9	9
<b>Instagram</b>				
Week 7	91	1	3	9
Week 8	59	1	1	3
Week 9	137	1	0	7

*Derived from Coffunder Roastery*

The number of ads on the Facebook Page was increased. These posts earned a lot of reaches and very high audience engagement. For Instagram, posts are mainly re-shared content of Coffunder Roastery to attract more reach for Facebook Page. Instagram is a support platform for the campaign, so links to the brand's Facebook post are added to the stories. This contributes to the fact that the reach of the Facebook Page has gotten better and detailed ad performance as shown in Table 2.

Table 2. Ads performance

Ad #3 25/03/2022	<b>Performance</b>	
	Reach	5,632
	Post engagement	443
	Cost per post engagement	180,59 VND
	Amount spent	80,000 VND
Ad #4 28/03/2022	<b>Performance</b>	
	Reach	1,966
	Post engagement	80
	Cost per post engagement	1,000 VND
	Amount spent	80,000 VND
Ad #5 09/04/2022 2	<b>Performance</b>	
	Reach	2,723
	Post engagement	138
	Cost per post engagement	1,014 VND
	Amount spent	140,000 VND

### 5.3.2. *Not Today Tomorrow Better Facebook page and TikTok*

Not Today Tomorrow Better run 100% organic on two platforms, Facebook page and TikTok, in the last three weeks. The content pillars used are similar to



Coffunder Roastery, as shown in Appendix. Specifically, the keyword-optimized platforms use the main pillars<sup>1</sup> of each phase on the brand's official platform to increase the reach of old posts.

### 5.3.2.1. Facebook page

For the Facebook page, Not Today Tomorrow Better is deployed 4-5 posts/week with stories being shared regularly every day, precisely as shown in Table 3.

*Table 3. Not Today Tomorrow Better posts performance*

(Results were extracted on 14/04/2022)

NO.	DATE	TIME	SHORT DESCRIPTION	POST REACH
01	<a href="#">24.03.2022</a>	21:00	Campaign introduction	51
02	<a href="#">25.03.2022</a>	18:30	Pick a style of coffee you like	67
03	<a href="#">26.03.2022</a>	19:30	Coffee is a fruit	54
04	<a href="#">27.03.2022</a>	20:00	Scientific coffee flavors	47
05	<a href="#">27.03.2022</a>	-	TikTok video sharing	48
06	<a href="#">29.03.2022</a>	21:30	Number of coffee cups consumed in 1 day	51

<sup>1</sup>Experience, Community and Information

07	<a href="#">31.03.2022</a>	18:30	Hand-picked beans quality	44
08	<a href="#">02.04.2022</a>	20:00	The influence of different processes on coffee flavor	45
09	<a href="#">03.04.2022</a>	21:30	The importance of roasting and different stages	41
10	<a href="#">05.04.2022</a>	19:00	A cup of coffee made by an enthusiastic barista	48
11	<a href="#">07.04.2022</a>	20:30	Direct Trade	31
12	<a href="#">09.04.2022</a>	-	TikTok video sharing	26
13	<a href="#">09.04.2022</a>	18:00	Coffee freshness	38
14	<a href="#">11.04.2022</a>	21:30	Emotional boost after drinking coffee	40
15	<a href="#">12.04.2022</a>	-	TikTok video sharing	32
16	<a href="#">12.04.2022</a>	21:00	Why you need to know about the coffee origin	46

17	<a href="#">13.04.2022</a>	19:30	Robusta and Arabica growing potential	39
18	<a href="#">14.04.2022</a>	-	TikTok video sharing	30

*Table 4. Not Today Tomorrow Better Facebook page performance statistic*

*24/03/2022 – 13/04/2022*

(Results were extracted on 15/04/2022)

	Reach	New page likes/followers	Number of posts	Number of stories
<b>Facebook</b>				
Up to 15/04/2022	155	60	14	14
Week 7	90	10	5	5
Week 8	61	2	4	4
Week 9	77	5	5	5

### 5.3.2.2. TikTok

TikTok is a new platform used exclusively for keyword optimization in this campaign. The posting frequency on TikTok is 2-3 clips/week. The content calendar is shown in Table 5.

*Table 5. Not Today Tomorrow Better TikTok videos performance*

(Results were extracted on 14/04/2022)

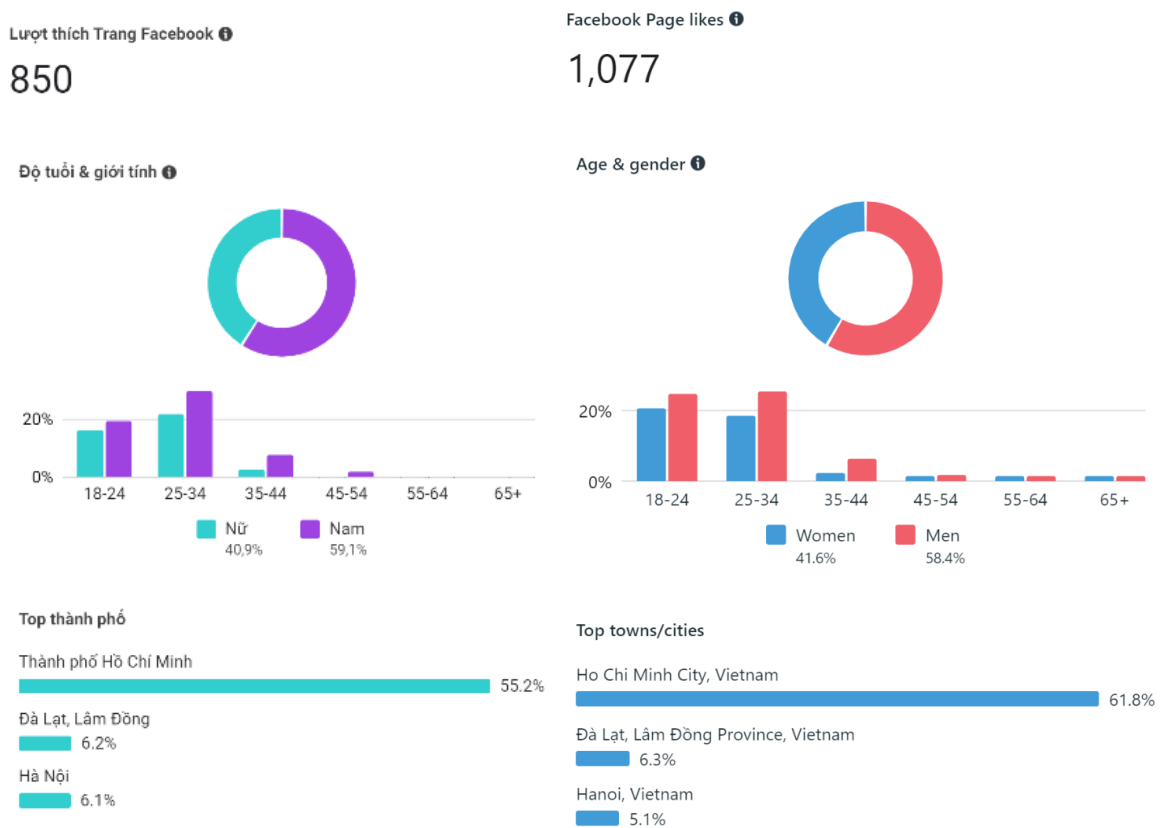
NO.	DATE	TIME	SHORT DESCRIPTION	VIDEO VIEWS
01	<a href="#">25.03.2022</a>	17:00	Making a coffee drink	373
02	<a href="#">27.03.2022</a>	19:00	The story behind a delicious coffee cup	1058
03	<a href="#">29.03.2022</a>	16:00	Quality of hand-picked coffee	1613
04	<a href="#">02.04.2022</a>	11:00	Roasting coffee	593
05	<a href="#">06.04.2022</a>	23:00	Brewing coffee	339
06	<a href="#">08.04.2022</a>	17:00	Waves of coffee	811
07	<a href="#">10.04.2022</a>	20:00	Chill coffee moment	831
08	<a href="#">13.04.2022</a>	19:00	Robusta and Arabica growing potential	1,207

#### 5.4. Campaign Evaluation

A comparison of page likes and audience breakdown of the page at the start of the campaign versus the pre-run period was made to measure effectiveness. After nine weeks of the campaign, page likes increased by 27% (reached 1,077 likes) due to the writing style adjustment and regular posts and stories. Page reach went 21,599 reach, as shown in Figure 1 and Table 6. The 18–24 age group audience segment had grown in size compared to the period when the campaign was not running. Specifically, the current audience of the Facebook page is male and female from 18-24 years old and 25-34 years old. There has also been an increase in audiences at Ho Chi Minh City and Dalat. Specifically, an increase of 6,6% in Ho Chi Minh City and 0,1 % in Dalat.

*Figure 1. Coffunder Roastery Facebook page current audience comparison with before starting communication campaign*

(Results were extracted from 08/02/2022 to 15/04/2022)



*Derived from Coffunder Roastery*

*Table 6. Target vs. Actual performance*

Coffunder Roastery	Status	Target	Current
Facebook page reach	Completed	20,000	21,599

## 5.5. Recommendations

After the communication campaign for Coffunder Roastery ended, we finished our capstone project. However, for Coffunder Roastery, the movement is just the beginning of the brand's development process. Working with the brand for the past months, besides personal lessons, we have also analyzed and made recommendations on the aspect of brand communication. The suggestions below are drawn from research and our own experience in this project.

Firstly, we recommend that Coffunder Roastery appoints a social team to take over the brand's social media platforms. This team will be responsible for content planning, writing, and designing as we did in this project. Regularly posting is a way to stay engaged with old audiences and reach new ones. Coffunder Roastery's competitors are active on social media, and we hope the brand will not neglect its social pages as in the past. The new social team can develop content based on our social posts in this project. Furthermore, the brand can also take this team to the brand's workplace to better understand the coffee production and collect images to post on social pages.

Other than that, we understand that Coffunder Roastery mainly focuses on processing techniques to improve the quality of coffee. This focus is especially true for the slow fermentation technique, which has been proven to bring about a delicate coffee flavor. According to the brand's founder, no competitor has ever applied this technique. Fermentation is a factor that the brand can emphasize on social media as an "exclusive coffee product that leads customers to a new level of enjoyment." The brand can explain how this fermentation technique specifically affects coffee flavors and why customers should not miss the opportunity to try

the brand's products. Focusing on this story helps the audience to keep in mind the brand image associated with the feature of the fermentation technique.

Last but not least, we recommend that Coffunder Roastery organizes cupping workshops for customers to experience the coffee flavors and better understand the value of the brand. Unfortunately, we could not execute cupping workshops in this project due to other reasons from the brand's side. However, at the time of launching new products, the brands can organize cupping workshops as a way to collect customer feedback to perfect the product. Coffunder Roastery can give away sample-sized products for customers to brew coffee and enjoy at home in these workshops.

# APPENDIX

## Phase 3 content pillars

Phase 3		25 posts Duration: 15 days	
COFFUNDER ROASTERY FACEBOOK PAGE			
Content Pillars	Information	Engagement	Branding
Number of posts	10	2	1
Objective	Share information about the coffee production process	Connect with the audience and create a relevant feeling	Introduce Coffunder Roastery's product
Expected Content	Coffee storage	The continuous sustainable journey	Packaging information
Format	- Photography - Illustration	- Photography - Illustration	Photography



NOT TODAY TOMORROW BETTER FACEBOOK PAGE			
Content Pillars	Community	Information	Engagement
Number of posts	4	4	2
Objective	Share information about the coffee production process	Share information about the coffee production process	Connect with the audience and create a relevant feeling
Expected Content	Coffee harvesting, processing, and roasting	<ul style="list-style-type: none"> <li>- Direct Trade</li> <li>- The reasons why coffee origin knowledge matter</li> </ul>	<ul style="list-style-type: none"> <li>- Number of coffee cups consumed in a day</li> <li>- Feelings after drinking coffee</li> </ul>
Format	Illustration	Illustration	Illustration
COFFUNDER ROASTERY INSTAGRAM			
Content Pillars	Engagement		
Number of posts	2		
Objective	Connect with the audience and create a relevant feeling		

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Expected Content	- Eco-friendly packaging - The continuous sustainable journey
Format	Photography