

# Ponder Coffee Campaign

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# Table of Contents

01

Research Analysis  
and Findings

02

SWOT

03

PR Objectives

04

Campaign

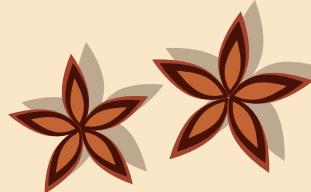
05

Appendices



01

## Research Analysis



# Research Methods – Preliminary Research

## Organizational Analysis

- Ponder Coffee's Website
- Social Media (Facebook, Instagram)
- Observations of operations

## Competition Analysis

- Competitors Websites
- Competitors Social Media (Facebook, Instagram)
- Marketing

- Pleasant City Coffee
- Starbucks
- Einstein's Bagel Bros.
- Creation Coffee
- Twelve17
- Biggby



# Research Methods – Preliminary Research

## Media Coverage Analysis

- Reviews and Travel Sites
  - Yelp
  - Trip Advisor
- Local Papers
  - CM Life
  - The Morning Sun
- Local Blogs and Sites
  - Awesome Mitten
  - Meet Mt. Pleasant

## Industry Reports

- CM Life
- National Health Institute
- Blogs and Community Sites (Strong Towns)





# Media Coverage Analysis – Key Findings

## Reviews and Travel Sites

### Trip Advisor: 4/5

- 1 review (2023), coffee is great but space is crammed

### Yelp: 4.75/5

- 29 reviews, mostly 5's
- Cozy, cute atmosphere
- Good food and coffee



## Local Papers

CM Life- [https://www.cm-life.com/article/2023/02/d\\_bestof\\_032423](https://www.cm-life.com/article/2023/02/d_bestof_032423)

- Best Coffee Shop and Best Place for a First Date of 2023 school year

### The Morning Sun

- Reporting on new locations on campus for student reach (Jul 2018)

## Local Blogs and Sites

### Meet Mount Pleasant

- Displays places in Mount Pleasant
- Positive tones on quaint, unique coffee shop

### Awesome Mitten

- Local blogger
- Notes good food and avocado toast

### GC Magazine

- Story on Franklin Location
- Positive comments on crisp, clean atmosphere



# Research Analysis – Industry Key Findings

## Local Coffee & Small Business

- Staple parts of community life
- Demographic of coffee drinkers
- Learning local target audiences to properly promote
- Why coffee? Why here?

→

- Blogs and online articles (ex. Strong Towns)
- National Institutes of Health

→

→

Taking data from research and applying it to business practices





# Organization Analysis: Key Findings

## Social Media

**Facebook: @Ponder Coffee Company**

- Almost 4.5K followers

**Instagram: @pondercoffeeco**

- More than 4K followers

**Tiktok: N/A**

- Good opportunity to grow!

## Website

<https://www.pondercoffee.co/>

- Clean, User-friendly
- No Blog
- Mission Statement
- “Our Philosophy”
- Core Values

## Menu

\*Limited menu on-campus  
Waffles, Sandwiches,  
Burritos, Bagels/Pastries,  
Full Coffee Menu and  
Seasonal Coffee Specials

## Misc.

- Promos
- Merch
- Mobile Order

## Locations/Hours

**Franklin/Bellows**

- 9am-7pm weekdays
- 9am-3pm weekends

**Downtown (Broadway)**

- 7:30am-3pm weekdays
- 9am-3pm weekends

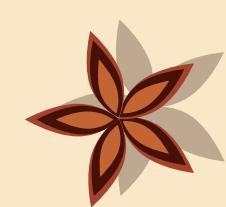
**Health Professions**

- 7:30am-2:30pm T-Th
- 7:30am-1pm F
- Closed on weekends

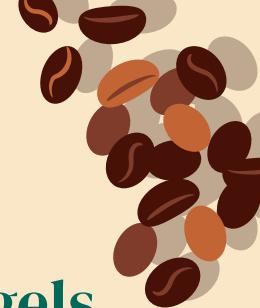
**Park Library**

- 7:30am-5pm weekdays
- Closed on weekends





# Competition Analysis: Key Findings



## Creation Coffee

### Location

- Midland, Mt. Pleasant, Saginaw, Frankenmuth

### Why a competitor?

- They offer a similar menu/atmosphere

### Their Advantage:

- They have an App!
- Spread out farther regionally

### Ponder's Advantage

- On-Campus locations
- More sandwich/burrito options
- Waffles!

## Starbucks

### Location

- UC, Mt. Pleasant

### Why a competitor?

- Another on-campus coffee/pastry location

### Their Advantage:

- Chain restaurant- a dependability/trust factor

### Ponder's Advantage

- Higher-quality Food/coffee
- Larger portion sizes
- Locally owned
- Waffles!

## Einstein Bros. Bagels

### Location

- EHS Building

### Why a competitor?

- Another on-campus coffee location with a large variety of sandwiches

### Their Advantage:

- Only coffee location on that side of campus
- Chain restaurant- dependable/trust

### Ponder's Advantage

- Locally owned
- Open on the weekend
- Waffles!





# Competition Analysis: Key Findings

## Twelve17

### Location

- Grace Church in Mt. Pleasant

### Why a competitor?

- A local coffee shop with immense study space

### Their Advantage:

- Cost of coffee is "suggested donation"
- More study/lounge space

### Ponder's Advantage

- Mobile Order
- More locations including on-campus
- Waffles!

## Biggby

### Location

- Several in Mt. Pleasant

### Why a competitor?

- Offer a similar food menu as Ponder

### Their Advantage:

- SO MANY drink options
- Refreshers, larger menu
- Chain dependable and trustworthy

### Ponder's Advantage

- Higher-quality Food/coffee
- Locally owned
- Waffles!

## Pleasant City Coffee

### Location

- Downtown Mt. Pleasant

### Why a competitor?

- Offers a similar menu AND it's a locally owned coffee shop

### Their Advantage:

- Crepes
- Open really late (10pm on the weekends!)

### Ponder's Advantage

- More locations overall
- Locations on campus
- Waffles!





# Competition Analysis: Key Findings

## Creation Coffee

### Ponder's Advantage

- On-Campus locations
- More sandwich and burrito options
- Waffles!

## Starbucks

### Ponder's Advantage

- Higher-quality Food/coffee
- Larger portion sizes
- Locally owned
- Waffles!

## Twelve17

### Ponder's Advantage

- Mobile Order
- More locations including on-campus
- Waffles!

## Biggby

### Ponder's Advantage

- Higher-quality food and coffee
- On-campus
- Locally owned
- Waffles!

## Einstein Bros.

### Ponder's Advantage

- Locally owned
- Open on the weekend
- Waffles!

## Pleasant City

### Ponder's Advantage

- More locations overall
- Locations on campus
- Waffles!





# Research Analysis – Interview Samples



"I really like their sandwiches, especially the Bertram. I don't go there as much as Starbucks so I really haven't had their coffee. I would say I prefer Starbucks though." - Jade S

"I am personally a big fan of Ponder. I frequently take my out of town friends there for brunch and I am a big fan of their coffee and waffles. However, I wish their coffee was a little stronger because sometimes it tastes milky." – Emma S



"I'm not really a big coffee drinker but... I think it's pretty alright. I really love the waffles. I've only been to the one off campus because the one in the library is typically way too overcrowded." - Sam

"I follow Ponder and Creation Coffee. I interact with their accounts once or twice a week, usually before I go to see if they have any specials." - Lindsay B



"Lots of girls on campus go crazy for it, I don't really know why." - Ben N

# Research Analysis – Interviews (Key Findings)

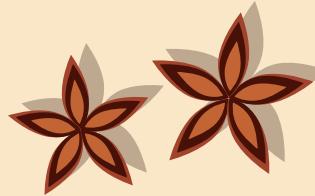
We had a large array of interview feedback. Key elements included:

- A general satisfaction rate with drink/food quality and service
- Little experience with marketing from the company itself (ex. Flyers, Social Media)
- Minor complaints mostly dealing with pricing and on-site store congestion



02

## SWOT



# SWOT Analysis

## Strengths

- Brand recognition
- Easy access to students on and off campus

## Weaknesses

- Not a big-name corporation
- Menu caters to individuals who love specialty coffee

## Opportunities

- Promote more deals and events
- Develop more media presence

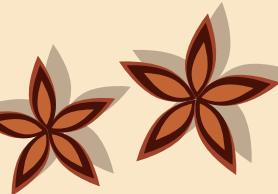
## Threats

- Opposing coffee companies
- Competing prices



03

## PR Objectives



# PR Objectives

## Informational

To gain 25% student awareness of Ponder's social media presence by 12/1/2024

## Attitudinal

To create a favorable attitude among at least 80% of Ponder customers of their menu and seasonal menus by 12/1/2024

## Behavioral

To increase Ponder student sales over other coffee companies by 10% by 12/1/2024





04



# Campaign

Tactics, Audience, Strategy, Budget,  
Calendar/Timetable, Evaluation

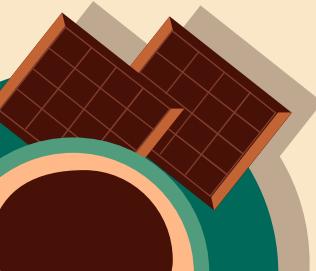


# CMU Students on- and off-campus

# Key Messages

## Waffles

Ponder is the only coffee shop in Mount Pleasant that offers delicious, high-quality waffles. Showcase special edition flavors, promotions, etc.



## Convenience

Ponder has two locations on campus. Use your flex dollars and you don't even have to drive off campus! They also have mobile order, so you can order your coffee before you even leave the house!

## Support Local

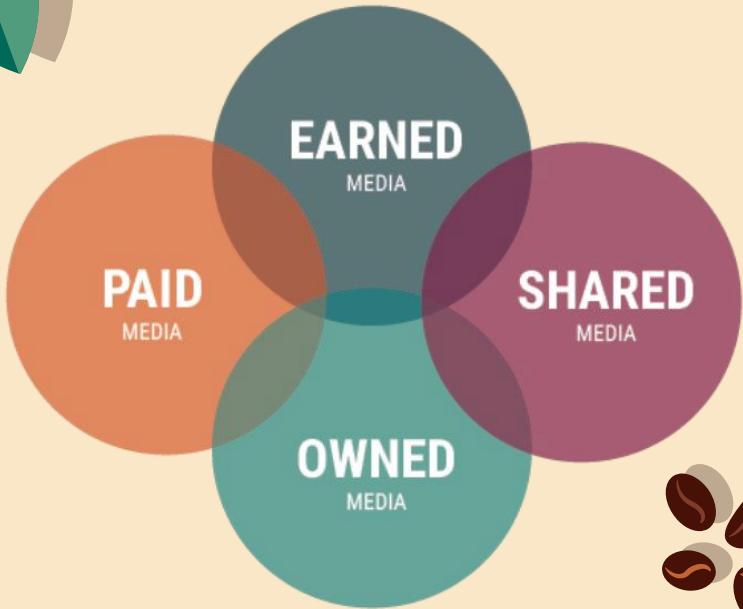
Ponder was founded by two CMU students- and it's a loved local business! Take pride in your college-town and make memories at local spots! They have merch as well!





# Strategy

## PESO MODEL





# Strategy

## Paid

- Geofencing CMU's campus

## Earned

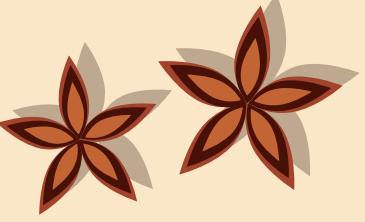
- Brand Ambassadors

## Shared

- "Leave a review to get a discount on your next coffee!"

## Owned

- Flyers, promotions, and QR codes



# Tactics: Social Media



1,167  
Posts

4,036  
Followers

714  
Following

## Ponder Coffee Company

Downtown: Mon-Fri 7:30-3, Sat-Sun 9-3

Franklin: Mon-Fri 9-7, Sat-Sun 9-3

CMU Library: Mon-Fri 7:30a-5p

HP: Mon-Thu 7:30a-4p, Fri 7:30a-2p... more

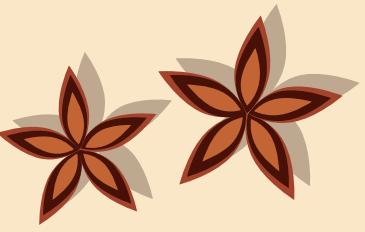
[See Translation](#)

 [linktr.ee/pondercoffeeco](https://linktr.ee/pondercoffeeco)



***"I wish they would post more than 'we're closed today'" - CMU student***

- Posts of the facilities get more likes. Posts of the menu items get better engagement.
- Post more often, utilize Instagram stories!
- Use Facebook Meta Business tools to boost posts and sponsor content.

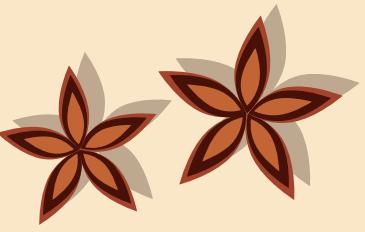


# Tactics: Social Media



Facebook is another tool that Ponder should be utilizing better.

- Boost/sponsor posts using Facebook Meta Business
- Utilize Link-Sharing- “Click here to try our new seasonal drink”
- More engagement in comments, comment in the community!
- “Mount Pleasant.MI Townie Talk” and “Mount Pleasant MI Community Friends and Neighbors



# Tactics - Reviews



Shared Media Tactic

QR/Barcode at the bottom of your transaction receipt, like so.



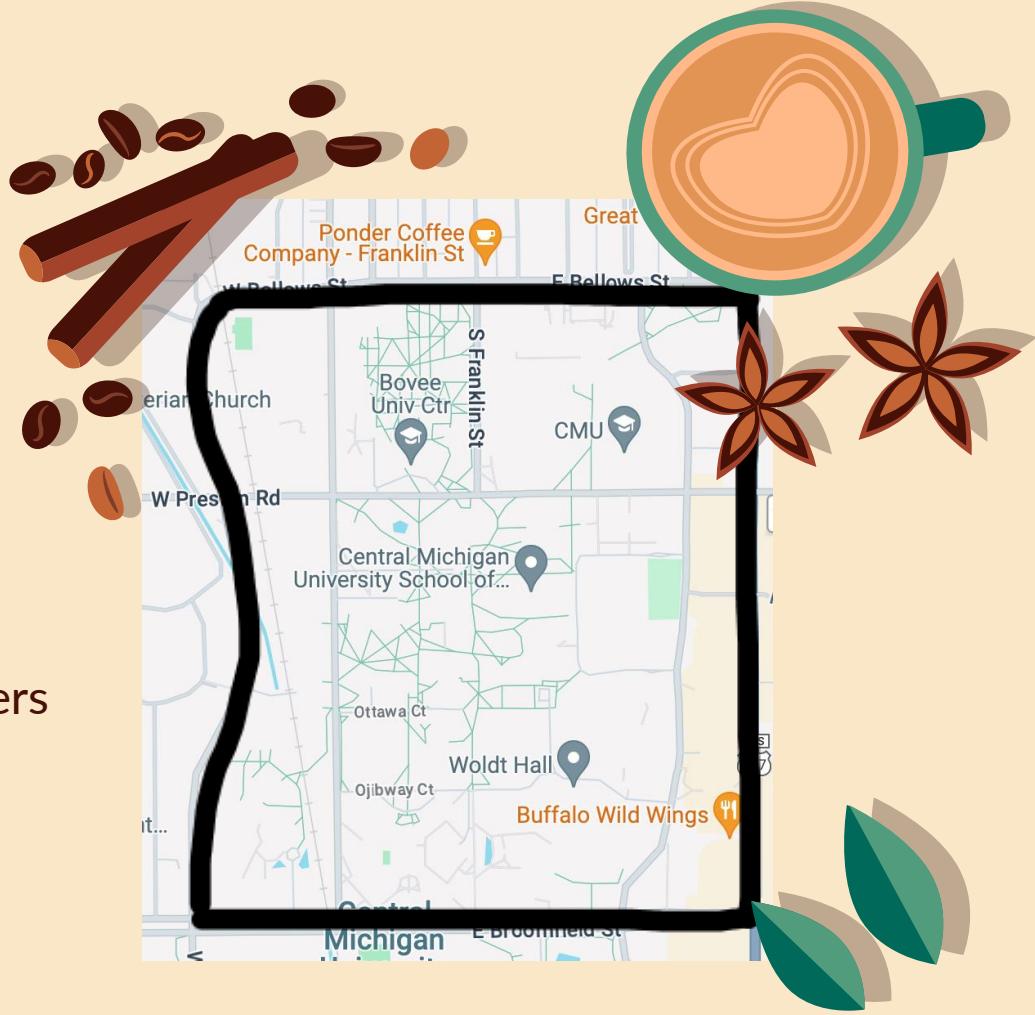
# Tactics - Reviews



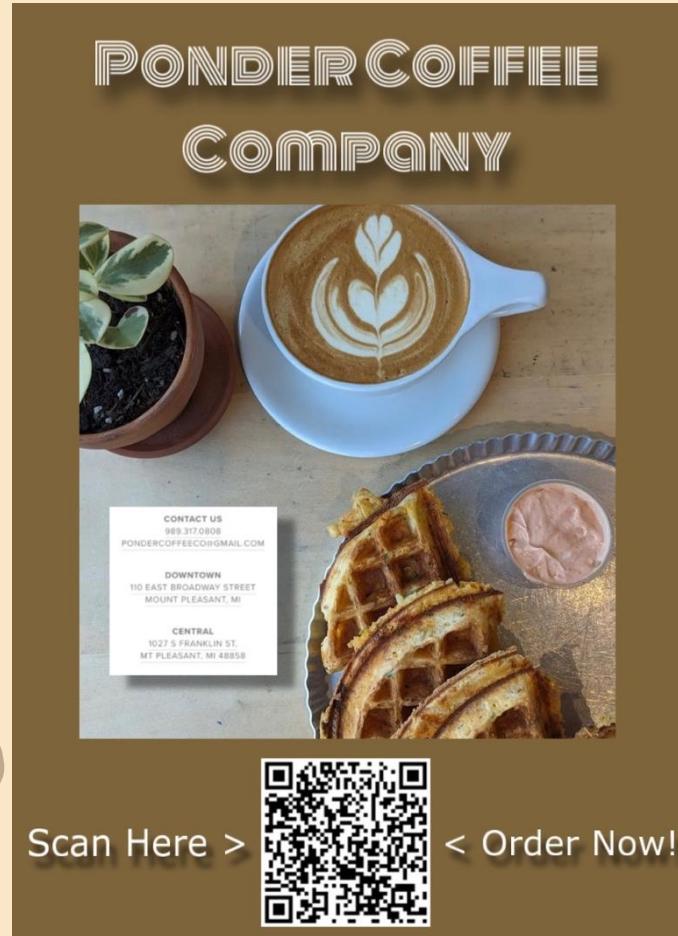
Free cup of coffee, or baked good (etc.) is an incentive to leave an online review and increase positivity associated with the brand.

# Geofencing

- Paid Media Tactic
- Utilize in the months that students are on-campus
- Approximate parameters pictured to the right



# Tactics- Flyers & Posters



**POUNDER COFFEE  
COMPANY**

CONTACT US  
989.317.0808  
PONDERCOFFEECO@gmail.com

DOWNTOWN  
110 EAST BROADWAY STREET  
MOUNT PLEASANT, MI

CENTRAL  
1027 S. FRANKLIN ST.  
MT PLEASANT, MI 48858

Scan Here >  < Order Now!

A flyer for Ponder Coffee Company. The top half features the company name in a stylized, layered font. Below the name is a photograph of a latte with a heart-shaped latte art, a small potted plant, and a waffle on a plate. The bottom half contains contact information for two locations: Downtown (110 East Broadway Street, Mount Pleasant, MI) and Central (1027 S. Franklin St., Mt Pleasant, MI 48858). At the bottom are two calls to action: "Scan Here >" with a QR code and "< Order Now!".

Example of a flyer that can be used to promote using QR codes to see online menus or mobile order.

(Fake QR code used for presentation, do not scan)



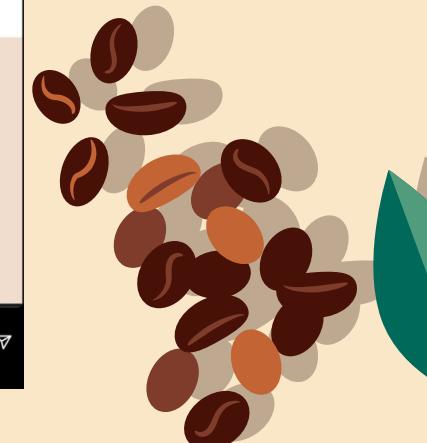
# CM Life Ads

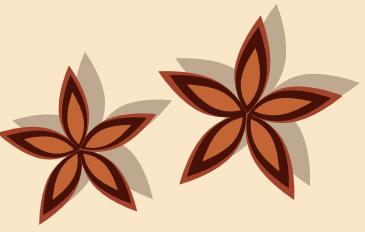
- Connection between university and student life
- Widely known and read across campus
- Social media is heavily followed

## Instagram Posts



## Instagram Stories





# Tactics: Brand Ambassador

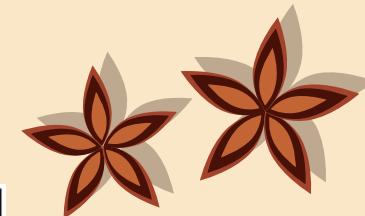
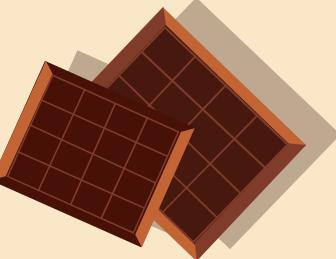


Enlisting students and others to promote and advocate for Ponder Coffee Company to consolidate their relationship with customers through their personal actions and words



# Timeline: Our Tactics

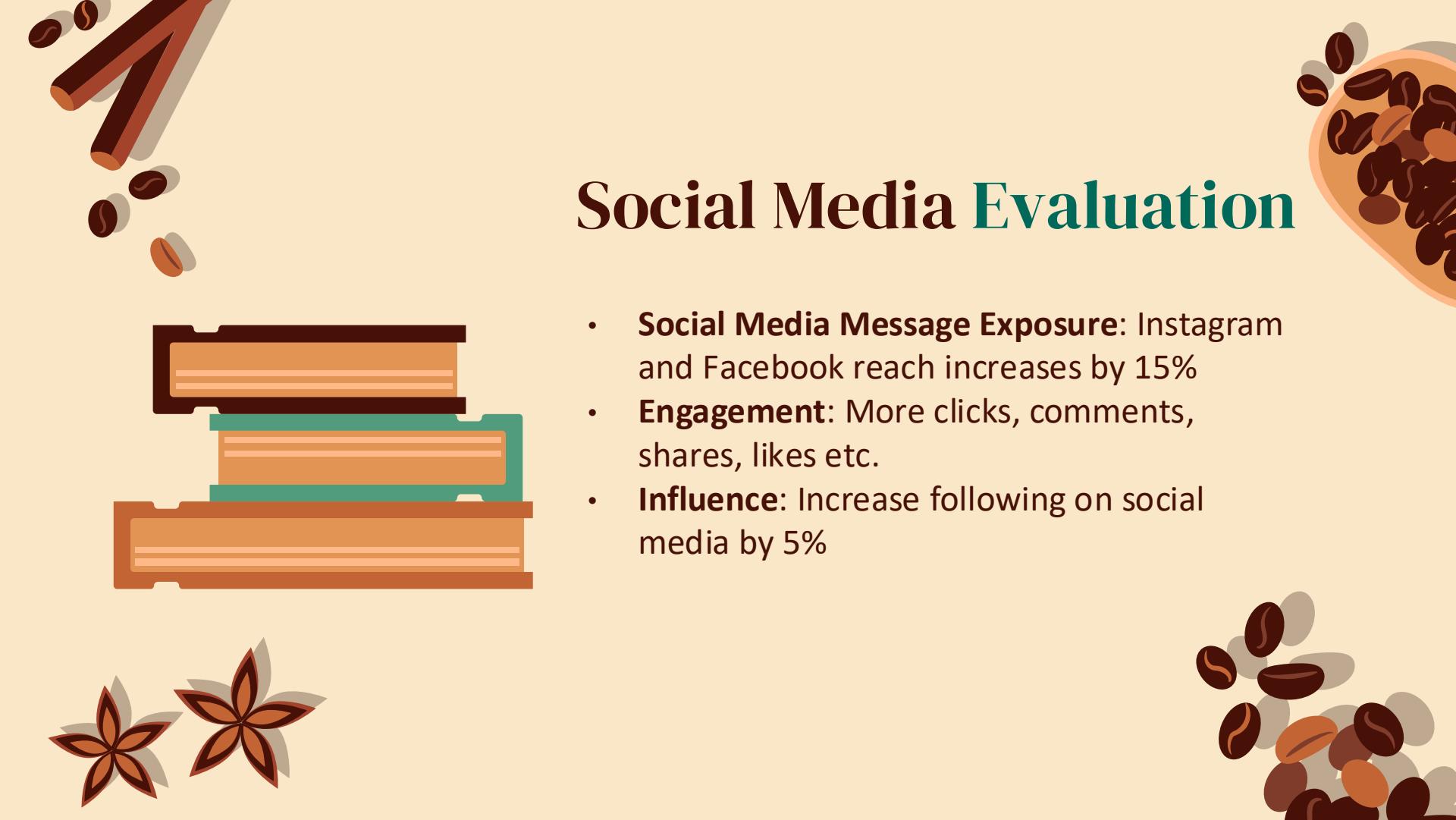
2024 Calendar Year: Ponder Coffee PR Campaign Timeline						
	Tactics					
	Geofencing	Social Media	Reviews	Flyers	CM Life Ads	Ambassadors
January						
February						
March						
April						
May		Evaluate/Adjust				
June		Strategy				Start Recruiting
July	Plan Ad Launch	↓	Planning Month			↓
August	↓					
September						
October						
November						
December						





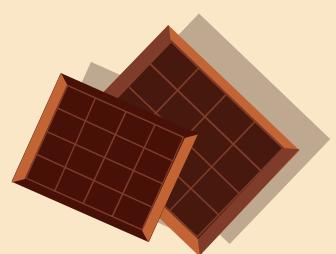
# Traditional Evaluation

- **Media/Message Exposure:** Social Media Evaluation
- **Audience Awareness/Attitudes:** End of Transaction/Discount Survey (part of tactics) results
- **Behavior or Results:** Sales at Ponder locations increased by 10% at the end of the campaign



# Social Media Evaluation

- **Social Media Message Exposure:** Instagram and Facebook reach increases by 15%
- **Engagement:** More clicks, comments, shares, likes etc.
- **Influence:** Increase following on social media by 5%



# Budget

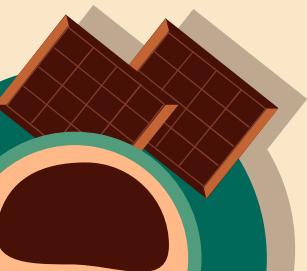
# \$52,423

Approximate total cost of the campaign

**\$36,000**

**PR Service Fee**

\$3,000 per month  
for 12 months



**\$14,930**

**OOPs**

significant cost items  
of the campaign

**\$1,493**

**Contingency Fee**

10% of OOPs





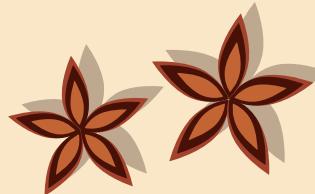
# Thanks

Any Questions?

# 05

## Appendices

- Interview questions, Interview Transcripts



# Appendices

## Interview Questions

- What do you know about Ponder?
- Where is Ponder at?
- What's your opinion on Ponder? What do you like/dislike there?
- What have you observed as the public opinion/perception of Ponder?
- Have you ever been to Ponder? If yes, how often?
- What do you order the most/what's your reason for going?
- Where do you get your information about Ponder (Deals, social media, menu, location, website, etc.)?
- Do you follow or interact with Ponder on social media?
- I'm designing a PR campaign to promote Ponder. What kinds of things will make you excited and really want to visit the coffee shop and order something?



# Interview Transcripts:

## Interview #1

**Interview place: Dorms**

Interview time: October 30, 2023 at 6:50pm

Interviewer: Maddie VanAlstine

Interviewee: Emma Schultz (female, 19, Marketing Major at CMU)

Affiliation with interviewee: friend/roommate

**Interviewer: What do you know about Ponder?**

Interviewee: I know that Ponder has three locations. I know that the Ponder downtown and the one on Franklin street serve waffles that are delicious, but the library does not. Also the coffee is delicious and the staff is very friendly.

**Interviewer: Where is Ponder at?**

Interviewee: Main Street(downtown), Franklin Street, and the Library.

**Interviewer: What's your opinion on Ponder? What do you like/dislike there? If you never tried Ponder, name your favorite coffee shop. What do you like/dislike there?**

Interviewee: I am personally a big fan of Ponder. I frequently take my out-of-town friends there for brunch and I am a big fan of their coffee and waffles. However, I wish their coffee was a little stronger because sometimes it tastes milky.

**Interviewer: What have you observed of the public opinion/perception of Ponder? Did you hear anyone else talking about Ponder or read any comments about Ponder online or other venues? What are they?**

Interviewee: I think that Ponder is really popular among the students at Central and it's a really good study spot to go to or a spot just to meet up and get coffee. I hear a lot of students talk about Ponder around campus however I think the only time I see people talk about Ponder on social media is from following their social media on Instagram.

**Interviewer: Have you ever been to Ponder? If yes, how often?**

Interviewee: I go like once every two weeks.

**Interviewer: What do you order the most? What's your reason for going?**

Interviewee: I order an iced mocha with oat milk and a strawberries and cream waffle. I usually go to hang out with people and get coffee with friends and sometimes I just go to study.

**Interviewer: Where do you get your information about Ponder or other food/restaurant information in Mount Pleasant? (deals, social media, menu, location, website, etc.)**

Interviewee: I get information about Ponder from their Instagram and word of mouth.

**Interviewer: Do you follow or interact with Ponder or other Mount Pleasant/campus restaurants or coffee shops on social media?**

Interviewee: Yes, I follow them on Instagram.

**Interviewer: I'm designing a PR campaign to promote Ponder. What kind of things will make you excited and really want to visit the coffee shop and order something?**

Interviewee: I think the specials that Ponder has on Wednesdays make me excited to go and get waffles, and anytime they highlight all the specials I am excited to go and order something.

**Interviewer: What's a promotional tactic/trend that you see today that prompts you to take action? (visit the restaurant, buy the product, order from online, etc.)**

Interviewee: Instagram stories usually motivate me to take action to visit the restaurant and order something.

## Interview #2

**Interview place: Campus Home**

Interview time: October 30, 2023 at 7:50pm

Interviewer: Maddie VanAlstine

Interviewee: Ella Huntman (female, 21, Community Development/Service Major at CMU)

Affiliation with interviewee: friend

**Interviewer: What do you know about Ponder?**

Interviewee: They are a Mount Pleasant business that has four locations: two on campus and two off campus. They are run by CMU graduates.

**Interviewer: Where is Ponder at?**

Interviewee: They have a location in Health Professions, the Library, and then Franklin Street and Broadway.

**Interviewer: What's your opinion on Ponder? What do you like/dislike there? If you never tried Ponder, name your favorite coffee shop. What do you like/dislike there?**

Interviewee: I really like their food but for non-coffee drinkers they don't have the best drink options. I really like their fall drinks and I like their lemonade. I personally don't like their coffee because I don't like coffee. All of their food is great.

**Interviewer: What have you observed of the public opinion/perception of Ponder? Did you hear anyone else talking about Ponder or read any comments about Ponder online or other venues? What are they?**

Interviewee: Students really love Ponder and they love that there are so many locations because it makes it more accessible. People say "let's meet at Ponder" a lot, and a few people repost their content to their Instagram story.

**Interviewer: Have you ever been to Ponder? If yes, how often?**

Interviewee: I go to Ponder every couple of weeks.

**Interviewer: What do you order the most? What's your reason for going?**

Interviewee: I order any of their sandwiches. Most of the time it's a good neutral meeting ground for social things.

**Interviewer: Where do you get your information about Ponder or other food/restaurant information****in Mount Pleasant? (deals, social media, menu, location, website, etc.)**

Interviewee: Probably social media posts.

**Interviewer: Do you follow or interact with Ponder or other Mount Pleasant/campus restaurants or coffee shops on social media?**

Interviewee: I think the only place that I follow is Ponder.

**Interviewer: I'm designing a PR campaign to promote Ponder. What kind of things will make you excited and really want to visit the coffee shop and order something?**

Interviewee: More frequent posts that aren't just "we're closed today" and I really like the Happy Hours.

**Interviewer: What's a promotional tactic/trend that you see today that prompts you to take action? (visit the restaurant, buy the product, order from online, etc.)**

Interviewee: If they are offering some kind of discount or "first 20 people to get this" type of incentives usually prompt me to take action (scarcity tactics.)



# Interview Transcripts:

**Interview place:** Moore Hall Green Room

**Interview time:** November 2, 2023 at 1:45-2:00PM

**Interviewer:** Odessa Watson

**Interviewee:** Katrina White (CMU Acting/Directing major, Freshman, 18)

**Affiliation with interviewee:** Friend

Interviewer: What do you know about Ponder

Interviewee: That it's in the library... and that they apparently have good matcha. And bagels – right? Don't they have bagels? (The response to this question also answered question #2)

Interviewer: What is your opinion on Ponder and what do you like or dislike there?

Interviewee: I've actually never been to Ponder before... (The response to this question also answered question #5 and eliminates question #6 for relevancy)

Interviewer: What have you observed the public's opinion of Ponder to be?

Interviewee: Like I said, I've heard that their matcha is really good, and also that the bagels are good too.

Interviewer: Where do you get your information about Ponder

Interviewee: From friends, yeah. I hear people talk about it all the time. I've never really seen any advertising for Ponder. Do they have an option through mobile order? I did get a notification about their new peppermint flavor!

Interviewer: Do you follow or interact with Ponder on social media?

Interviewee: No.

Interviewer: I'm designing a PR campaign for Ponder, what kind of things would make you excited to try it?

Interviewee: One of the reasons I haven't really gone to Ponder is because I don't really like straying from things I already know I like, so I usually go to Starbucks. If they had like a signature staple drink that they would push and always have, I think I would like that.

Interviewer: What's a promotional trend that you see today that makes you feel like you may want to try the product?

Interviewee: I LOVE when companies talk about the national day, and even if it doesn't relate to the company or business that well, they relate it back to it. I really like Pillowpets, and they posted promotions for their cat pillow on national cats day.

**Interview place:** Moore Hall Green Room

**Interview time:** November 2, 2023 at 2:00-2:15PM

**Interviewer:** Odessa Watson

**Interviewee:** Samantha (CMU Technical Theatre major, Junior, 20)

**Affiliation with interviewee:** Friend

Interviewer: What do you know about Ponder

Interviewee: That it's a coffee shop, and that it has three (?), I think locations. There's the one in the library, the one kind of directly off campus, and then I believe there's one Downtown. They sell coffee and waffles. (The response to this question also answered question #2)

Interviewer: What is your opinion on Ponder and what do you like or dislike there?

Interviewee: I'm not really a big coffee drinker but... I think it's pretty alright. I really love the waffles. I've only been to the one off campus because the one in the library is typically way too overcrowded.

Interviewer: What have you observed the public's opinion of Ponder to be?

Interviewee: People really seem to like their coffee. I've heard their sandwiches are really expensive and people don't really like that. Besides the price, I hear good things about the food too.

Interviewer: And you said you have been to Ponder? (How often do you go to Ponder)

Interviewee: Yeah, but only once or twice and it was to the one off campus.

Interviewer: What have you ordered from Ponder and what made you decide to go?

Interviewee: Fun fact about me, I'm actually a vegetarian, so I just got the plain waffle, but I know they have other ones, and next time I think I might like to try one of their specialty ones. Like, I think there's one with green apple which sounds really good. I think they also have one with peanut butter and chocolate.

Interviewer: Where do you get your information about Ponder

Interviewee: I see it a lot on people's snapchat stories. Sometimes I'll see it on peoples' social medias like that, but mostly like word-of-mouth stuff.

Interviewer: Do you follow or interact with Ponder on social media?

Interviewee: I do not.

Interviewer: I'm designing a PR campaign for Ponder, what kind of things would make you excited to try it?

Interviewee: I really like stickers, and I think it would be cute if they did, like, a sticker card. Where they give you a sheet and after, like, your third drink you can get a sticker or something, and then when you fill up your sheet you can get a free drink. Or even if they just put, like, cute little stickers on the cups or on the food packaging or something.

Interviewer: What's a promotional trend that you see today that makes you feel like you may want to try the product?



# Interview Transcripts:

## INTERVIEW #1

Interview place: in person

Interview time: October 31, 2023 8:00 pm

Interviewer: Ally Miske

Interviewee: Jade Sayles (female, 19, CMU biomedical sciences student, Jackson, Michigan)

Affiliation with interviewee: roommate

Interviewer: What do you know about Ponder?

Interviewee: I know that it's a coffee shop in campus and in town.

Interviewer: Where is Ponder at?

Interviewee: It's in the library and then downtown somewhere.

Interviewer: What's your opinion on Ponder? What do you like/dislike there? (If you never tried Ponder, name your favorite coffee shop, what do you like or dislike there?)

Interviewee: I really like their sandwiches, especially the Bertram. I don't go there as much as Starbucks so I really haven't had their coffee. I would say I prefer Starbucks though.

Interviewer: What have you observed as the public opinion/perception of Ponder? prepare a follow-up question if the interviewee doesn't understand your question – for example: Did you hear anyone else talking about Ponder or read any comments about Ponder online or other venues? What is it?

Interviewee: It's a Mount Pleasant staple and a lot of people like it. I hear a lot of people talk positively about it.

Interviewer: Have you ever been to Ponder? If yes, how often?

Interviewee: Yes, but not that often. It's just to say I've been there because everyone on campus has been there at least once.

Interviewer: What do you order the most/what's your reason for going?

Interviewee: The Bertram. I don't like coffee as much and I tried their Snickerdoodle coffee last winter and it wasn't that good, but their food smells good every time I walk past it.

Interviewer: Where do you get your information about Ponder or food/restaurant information in Mount Pleasant (Deals, social media, menu, location, website, etc.)?

Interviewee: Word of mouth usually especially when I first got here and then social media.

Interviewer: Do you follow or interact with Ponder or other Mount Pleasant/campus restaurant or coffee shops on social media?

Interviewee: Not really. I follow Gator, a sports bar in Mount Pleasant but that's about it.

Interviewer: I'm designing a PR campaign to promote Ponder, what kind of things will make you excited and really want to visit the coffee shop and order something?

Interviewee: Deals like how Qdoba does Doba Wednesday deals so that whole idea. I also think it is a good study spot so that could be a draw to Ponder as well.

Interviewer: What's a promotional tactic/trend that you see today that prompts you to [take action](#)? (visit the restaurant, buy the product, order from online, etc.)

Interviewee: Discounted stuff for college students. You can get my college student to buy something if it's heavily discounted.

## INTERVIEW #2

Interview place: in person

Interview time: November 1, 2023 3:00 pm

2

Interviewer: Ally Miske

Interviewee: Ben Roush (male, 18, CMU actuarial sciences student, Sterling Heights, Michigan)

Affiliation with interviewee: friend

Interviewer: What do you know about Ponder?

Interviewee: It's a coffee shop around campus, I think there is about three locations. Their coffee is mediocre

Interviewer: Where is Ponder at?

Interviewee: There is one in the library, one in Health Professions, one north of campus and then I think there is maybe one downtown.

Interviewer: What's your opinion on Ponder? What do you like/dislike there? (If you never tried Ponder, name your favorite coffee shop, what do you like or dislike there?)

Interviewee: It's only ok. The coffee is pretty meh, and that's pretty much how I judge a coffee place.

Interviewer: What have you observed as the public opinion/perception of Ponder? prepare a follow-up question if the interviewee doesn't understand your question – for example: Did you hear anyone else talking about Ponder or read any comments about Ponder online or other venues? What is it?

Interviewee: Lots of girls on campus go crazy for it. I don't really know why.

Interviewer: Have you ever been to Ponder? If yes, how often?

Interviewee: Yes, maybe once every other month.

Interviewer: What do you order the most/what's your reason for going?

Interviewee: Something caramel. I don't like their coffee as much as other places, so I don't go as often.

Interviewer: Where do you get your information about Ponder or food/restaurant information in Mount Pleasant (Deals, social media, menu, location, website, etc.)?

Interviewee: Google and other students usually

Interviewer: Do you follow or interact with Ponder or other Mount Pleasant/campus restaurant or coffee shops on social media?

Interviewee: No, I don't really use social media for restaurants and things like that.

Interviewer: I'm designing a PR campaign to promote Ponder, what kind of things will make you excited and really want to visit the coffee shop and order something?

Interviewee: New and improved recipes. A coffee for everyone, they don't really have a plain coffee it's all full of different flavored syrups.

Interviewer: What's a promotional tactic/trend that you see today that prompts you to [take action](#)? (visit the restaurant, buy the product, order from online, etc.)

Interviewee: Discounts and coupons.

## INTERVIEW #3

Interview place: phone

Interview time: November 2, 2023 5:00 pm

Interviewer: Ally Miske

Interviewee: Mason Schroeder (male, 20, CMU sports management student, Rochester, Michigan)

Affiliation with interviewee: classmate

Interviewer: What do you know about Ponder?

Interviewee: I know it's a popular coffee shop on campus and in Mount Pleasant.

Interviewer: Where is Ponder at?

Interviewee: In the library on campus and I think there's a new location on campus as well off of campus.

Interviewer: What's your opinion on Ponder? What do you like/dislike there? (If you never tried Ponder, name your favorite coffee shop, what do you like or dislike there?)

Interviewee: I like it for the most part. I bounce back and forth between Starbucks in the UC and Ponder every so often. I like their specialty coffee, their seasonal is only ok.

Interviewer: What have you observed as the public opinion/perception of Ponder? prepare a follow-up question if the interviewee doesn't understand your question – for example: Did you hear anyone else talking about Ponder or read any comments about Ponder online or other venues? What is it?

Interviewee: Most people on campus who are coffee lovers really like it or people who are not super fond of Starbucks love it because that's one of the other options for coffee on campus.

Interviewer: Have you ever been to Ponder? If yes, how often?

Interviewee: Yes, every so often like once every other week.

Interviewer: What do you order the most/what's your reason for going?

Interviewee: I like that you [are able](#) to study there, and the off campus has a really good brunch place for weekends with friends.

Interviewer: Where do you get your information about Ponder or food/restaurant information in Mount Pleasant (Deals, social media, menu, location, website, etc.)?

Interviewee: Usually by what people I know tell me, occasionally like maps when I am looking for something close.

Interviewer: Do you follow or interact with Ponder or other Mount Pleasant/campus restaurant or coffee shops on social media?

Interviewee: Not really unless I am looking for deals online.

Interviewer: I'm designing a PR campaign to promote Ponder, what kind of things will make you excited and really want to visit the coffee shop and order something?

Interviewee: Deals or like maybe events to pull people in. Online ordering maybe?

Interviewer: What's a promotional tactic/trend that you see today that prompts you to [take action](#)? (visit the restaurant, buy the product, order from online, etc.)

Interviewee: Deals and coupons to pull college students in for sure.

