

THE BRIEF

Develop a multi-channel creative campaign to differentiate Redemption Roasters from mainstream coffee chains by driving new customer acquisition through social media, deepening loyalty through in-store experiences, and connecting emotionally through personalised email.

THE BRAND

REDEMPTION ROASTERS · MISSION & CONTEXT

Redemption Roasters is a London-based specialty coffee company with a social mission to equip people leaving prison and those at risk of reoffending with coffee skills and pathways into employment.

KEY INSIGHTS

- Primary Audience: Young London professionals (28–32) in creative/tech sectors who value ethics and authenticity
- Motivated by social impact yet default to global chains for convenience
- Discovery driven by influencers, peers, and storefront visibility
- Loyalty built on specialty coffee quality and “Third Space” community atmosphere
- Growth opportunity: overcome higher prices and low awareness by leading with the mission story

CAMPAIGN THEME

BREW CHANGE.
ONE CUP AT A TIME.

Positioning the daily act of drinking coffee as a meaningful contribution to social change. The campaign makes Redemption Roasters’ prison-reform mission impossible to ignore.



STRATEGIC DIRECTION

- ➔ Turn the daily coffee ritual into a meaningful act of social contribution
- ➔ Balance premium coffee quality with authentic prison-reform storytelling
- ➔ Build emotional loyalty by connecting the brand’s mission to everyday consumer moments
- ➔ Target awareness and consideration through social media while driving purchase and loyalty in-store and via personalised emails

THE CAMPAIGN

Multi-Channel Creative Campaign Touchpoints



Instagram



TikTok



In-Store



Email

CREATIVE TOUCHPOINTS (A/B TESTED)

Social Media: Micro-influencer “Day in the Life” Reels (A/B Tested Winner)
Full storyboard & script developed.



Frame 1:
Sarah’s Intro

Frame 2:
Entering the
Shop

Frame 3:
The Counter /
Ordering

Frame 4:
The
Experience /
Mission Focus

CREATIVE IN-STORE & EMAIL TOUCHPOINTS (A/B TESTED)

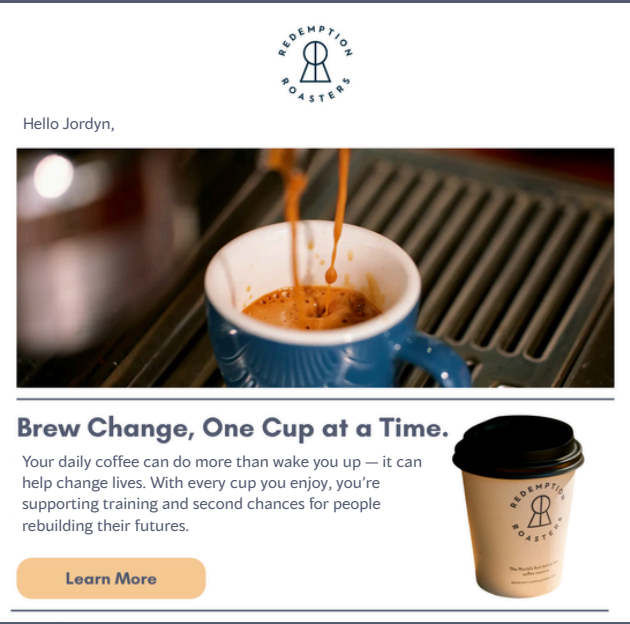
In-Store Experience:

A/B-tested exterior signage designed to stop foot traffic and communicate the brand’s mission at street level.



Personalised Email:

A/B-tested emails that balance premium coffee quality with authentic mission-led storytelling.



A/B TESTING RESULTS

75%

Preference for lifestyle
storytelling
(Social & In-Store)

75%

Preference for quality-first
email with subtle mission
framing

Stickers

Sticker packs preferred
over postcards for organic
brand exposure

FEATURED COPY

*You're literally brewing change with your morning ritual.
High-quality coffee, even higher social impact.
Drink coffee, do good, repeat!*

DISTINCTION

Awarded Distinction for integrated creative development, rigorous A/B testing, visual prototyping, and copywriting that emotionally connects consumers to the brand's prison-reform mission.