



FPT UNIVERSITY

CAPSTONE PROJECT DOCUMENT

Branding Campaign for Hoff Coffee Brewers

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CHAPTER 1: INTRODUCTION

1. BUSINESS AND BRAND OVERVIEW

1.1. Bean Hop Coffee Roastery

Founded in 2019 by Mr. Khiem Nguyen, Bean Hop is a staple in the coffee roaster industry. Mr. Khiem Nguyen, with his experience as a world-class barista and coffee roaster, had made Bean Hop's reputation impeccable among many coffee roasters across Viet Nam. Bean Hop has not only been supplying Vietnamese coffee such as Arabica and Robusta to many businesses in HCM city and Hanoi but also has become a roastery known for its selection of quality specialty coffee beans. Bean Hop's vision as a business is straightforward, providing quality coffee, and doing things simple so that coffee can shine.

1.2. Hoff Coffee Brewers

Hoff Coffee Brewers is the first stand-alone boutique coffee shop of Bean Hop and Mr. Khiem Nguyen. A short nickname for Bean Hop, Hoff would be a place, quoted by its founder, "A place where people can simply enjoy coffee". Hoff would be built on the principles of simplicity and experience-driven. Mr. Khiem Nguyen wished to provide the market with a venue in which everything is dedicated to the coffee experience, from the interior material to the color, lighting, and so on.

2. CLIENT'S BRIEF

To launch Hoff Coffee Brewers in the center of Ho Chi Minh City, Hoff needed a visually appealing visual brand identity and a successful branding strategy/campaign.

The branding approach is built on narrative. The customer intended to avoid the conventional, overdone branding strategies employed by numerous cafés, such as Coffee Science, Processing, Product Promoting, and so on. The branding approach must convey the notion of simplicity symbolized by Hoff. Simplicity relates to how Hoff operates as a café, which keeps everything simple to accentuate the quality of the coffee.

2.1 Updating on client's brief

We have some problems when clients change their requirements continuously. The changes are as follows:

No	Subject	Updating on client's brief
1	Opening day	<ul style="list-style-type: none"> • Change the opening date from mid-May to end of June
2	Campaign for social media	<ul style="list-style-type: none"> • Don't want to use graphic design in photos so they modify the content strategy to focus more on images than words • The voice of the content is revised to be close but polite, not too friendly. • There is no need for effective communication; Hoff is Hoff, meaning wanting to keep it "lowkey" to better fit the new vision for the brand. Simple content is mainly images to be able to remind of Hoff.
3	Brand's character	<ul style="list-style-type: none"> • Don't want to use the mascot to tell stories on social media.
4	Event	<ul style="list-style-type: none"> • Clients plan to have a private party for some friends of the owners and, after that, will have a soft opening for 2-3 days. • In the end, it is agreed upon between clients that they just have the soft opening day in a week and they don't organize anything too special, so we don't need to prepare anything.

CHAPTER 2: DEVELOPMENT STAGE

After a period of revising and making changes to better fit the new brief of the clients here are some key changes in the development of Hoff Coffee Brewers branding strategy.

1. BRAND POSITIONING STRATEGY

1.1 Brand positioning

Bean Hop concept store specialty coffee. A coffee brand with constant quality for a genuine and intimate coffee experience.

Hoff chooses this positioning to create a unique standing in the current coffee shop market full of minimalism or vintage styling. Hoff can fit right in the niche between these two major trends. Built from the philosophy of Kanso, meaning simple but not reaching minimalism, Hoff actively tried to avoid creating a corporate or cold feeling to customers. Though Hoff used vintage-looking furniture, cups, and plates, this usage is aimed at building a distinct characteristic of a “friend’s home” instead of focusing on nostalgia.

Another reason to avoid diving into the styling of minimalism is that it simply does not fit in the current state of the world anymore. People who pay attention to design trends have already realized that minimalism is dead after the pandemic. The CoronaVirus is a never-before-seen phenomenon for the new generation, our Black Death. When the world is in lock-down, every surrounding turns minimal, there are no people, no activity, and the clean emptiness we were so accustomed to in the past has become something people despise nowadays. People now are seeking comfort, love, and care rather than minimal or cold, calculated corporate design. People are heading in the opposite direction now, after more than a decade of pared-down spaces and white-walled rooms, and are filling their homes with more of what is important to them and offers them joy — possibly

overcompensating for a year of sacrifice. Maximalism (or just filling your house with what you love) is in, whereas minimalism is out.

1.2 Brand Character

The other major concern is regarding the Brand's character (Hoff). Hoff's initial design is roughly based on a platypus but the design put out during the assessment did not translate well and created confusion among lecturers about what animal it is. On the client's side, it is the same story, the brand founders did not feel as fond of the design as other drafts. Another proposal was made on the concept and also on the design of Hoff.

Upon working and talking with Mr Nguyen Manh Khiem, the team feel that Hoff in general and the brand character to be specific is a reflection of his personality and characteristic. So to eliminate further confusion or debate about what animal it is, Hoff would not be any specific animal at all. Though it still roughly resembles a platypus, the design eliminates many features such as the duck fin and tail stripe to create a more cohesive design. Instead of calling it a platypus, the brand's character will be called Hoff, as Hoff is its unique specimen like no other animal people can find. Using this naming and definition strategy also helps the brand strategy and tactics of using Hoff as a storyteller where the brand can put all the quirky characteristics of its founder into it without having it relate to a platypus characteristic.

2. VISUAL BRAND IDENTITY

2.1 Logo Finalize Design

During the first assessment of the project, there are concerns surrounding two main factors of a Brand's Visual Identity: colors and character design. These concerns raised the question of using a familiar color palette that can be easily associated with coffee or thinking outside of the box and using colors uncommon to the coffee market. After reviewing and further discussing with its founders what color would fit best and be most effective for the brand, the team and the clients collectively agreed on keeping the color Brown as the primary focus color with complementary colors of cream, white, and latte brown. The reason is not only an undisputed win for brown versus other colors but brown over others and feels that it would remind them effectively of a coffee brand. The final design that the team and the clients agreed upon is a refined version of the second draft of

the logo with closed eyes, slim down, and minimal Hoff character along with typography from the latest design.



Figure 1: Hoff's logo final design (Self design)

3. BRANDING CAMPAIGN PLANNING

Due to the changes in operation, construction, and opening day, the previous branding campaign plan can not be suitable because of time constrain. The current campaign that the team came up with would be divided into two phases to accomplish the goal of building brand awareness for Hoff Coffee Brewer.

The first phase: From the 10th of June to the 30th

In this phase, the campaign objectives are to announce and update audiences about Hoff and Hoff's development throughout the month. The second objective the campaign hopes to accomplish is to attract the current audiences and customers of Bean Hop to the new store Hoff Coffee Brewers.

The second phase: From the 1st of July to the end of July.

This phase is the period to increase the pace and create brand awareness and deliver brand positioning to Hoff's customers and audiences.

CHAPTER 3: EXECUTION

1. BRAND IDENTITY

The designs below are mostly demos and drafts because the client has not submitted all the briefs and finalized the designs.

1.1. Menu

42BIS LY TU TRONG
038 397.....
FOLLOW US ON SOCIAL MEDIA

HOFF
COFFEE BREWERS

MENU

COFFEE

END		00
		00
		00
		00
UA		00
	ARABICABLEND	
AMERICANO		00
		00
		00
MEL		00
		00
		00
COLDBREW BLACK		00
COLDBREW TONIC		00
POUR OVER		00

OPTIONAL

✦	ADD TRÂN CHÂU	00
★	SINGLE ORIGIN SELECTION	00
★	SỮA HẠNH NHÂN	00



ARABICA BLEND

Espresso 54
Hot/ Cold

Americano 54
Hot/ Cold

Latte 54
Hot/ Cold

Mocha 54
Hot/ Cold

Salted Caramel Latte 54
Hot/ Cold

Hoff Béo 54
Hot/ Cold

BREW

Pour over 54
Hot/ Cold

Cold brew 54
Hot/ Cold

Cold brew tonic 54
Hot/ Cold

NON - COFFEE

Chocolate 54
Hot/ Cold

Matcha Latte 54
Hot/ Cold

Brown Sugar Bubble Milktea 54
Hot/ Cold

Brown Sugar Bubble Milk 54
Hot/ Cold

Salted Caramel Latte 54
Hot/ Cold

Strawberry Latte 54
Hot/ Cold

TOPPING

Single Origin Bubble 54
Hot/ Cold

Brown Sugar Bubble 54
Hot/ Cold

Almond Milk 54
Hot/ Cold

ROBUSTA BLEND

Black 54
Cà phê đen

Brown 54
Cà phê sữa

Light Brown 54
Bạc sữa

Coconut Coffee 54
Cà phê sữa dừa

HOFF 
COFFEE BREWERS

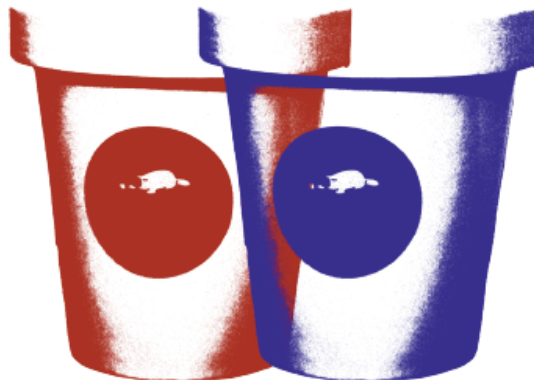


Figure 2,3: Hoff's menu design (Self-design)

1.2. Business Card



Figure 4,5,6: Hoff's business card design (Self-design)

1.3. Packaging





Figure 7,8: Hoff's cup design and mockup (Self design)

1.4. Merch



Figure 9: Hoff's T-shirt design (Self-design)

2. VIDEO PRODUCTION

In order to be more relevant and effective for the Instagram platform, the viral clip will be broken down into 10 short reels, performed with rhythm and music reconstruction. The shotlist plan of 10 short reel videos is organized as above. The plan was to distribute 10 short video reels to implement the four elements the brand wanted to convey to the audience: Brand Story, Service, People, and Product. With the situation that the cafe is in the final stages of construction and has not been completed, the next 5-reel plan will be additionally conceptualised and implemented based on the actual context at the cafe.

2.1 PRODUCTION TIMELINE

Dự án: HOFF COFFEE BREWERS CLIP SERIES			*Chú thích:		Đỏ	Chưa hoàn thành																					
Người lập: NGUYỄN THẠCH					Vàng	Đang làm																					
Thời gian bắt đầu: 27/06/2022					Xanh	Hoàn thành																					
Thời gian kết thúc: 12/07/2022																											
STT	Nội dung	Nhân sự phụ trách	Năm 2022																								
			Tháng		6							7															
			Tuần	Ngày	27	28	29	30	1	2	3	4	5	6	Tuần 2	7	8	9	10	11	12	13	Tuần 3	14	15	16	17
			Thứ	Thứ	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun			
I. IDEA			1	Phát triển kịch bản	Nguyễn Thạch																						
II. PRE - PRODUCTION			1	Kịch bản đề cương	Nguyễn Thạch, Công Bằng																						
			2	Thông tin liên lạc thành viên	Nguyễn Thạch, Công Bằng, Bích Loan																						
			3	Xây dựng Moodboard	Công Bằng																						
			4	Xây dựng Shotlist	Nguyễn Thạch																						
			5	Xây dựng bảng xin phép	Bích Loan																						
			6	Thảo luận và thống nhất bảng xin phép	Nguyễn Thạch, Công Bằng, Bích Loan																						
			7	Kiểm sát location	Bích Loan																						
			8	Đánh sách nhân sự	Công Bằng, Nguyễn Thạch																						
			9	Liên hệ nhân sự	Công Bằng																						
			10	Lập bảng nhân sự	Công Bằng																						
			11	Lên danh sách đạo cụ	Nguyễn Thạch, Công Bằng, Bích Loan																						
			12	Tìm kiếm, thuê, mua đạo cụ	Bích Loan																						
			13	Hoàn tất, kiểm tra đạo cụ	Bích Loan																						
			14	Lập danh sách trang bị	Nguyễn Thạch																						
			15	Duyệt danh sách	Nguyễn Thạch																						
			16	Mua, thuê trang bị	Nguyễn Thạch																						
			17	Lưu vào thiết bị	Nguyễn Thạch																						
			18	Kiểm bài menu	Nguyễn Thạch, Công Bằng																						
			19	Duyệt kịch bản menu	Bích Loan																						
			20	Sản xuất menu	Công Bằng, Bích Loan																						
			21	Thống nhất các hạng mục	Nguyễn Thạch, Công Bằng, Bích Loan																						
III. PRODUCTION			1	Check thiết bị, đạo cụ	Nguyễn Thạch																						
			2	Check nhân sự, diễn viên, menu	Bích Loan																						
			3	Shooting	Nguyễn Thạch, Công Bằng																						
IV. POST - PRODUCTION			1	Dùng Offline	Nguyễn Thạch																						
			2	Dùng Online	Nguyễn Thạch, Công Bằng, Bích Loan																						
V. PUBLICATION			1	Giao File	Bích Loan																						

Figure 10: Production timeline schedule table

2.2 COST

I. NHÂN SỰ TRONG ĐOÀN									
1	Đạo diễn	1	1	Dự án	0	0	0	0	CORE TEAM
2	Biên kịch	1	1	Dự án	500,000	500,000	55,556	555,556	
3	Sân xuất	1	1	Dự án	500,000	500,000	55,556	555,556	
4	Người quay phim	1	1	Dự án	0	0	0	0	CORE TEAM
5	Kỹ thuật âm thanh	1	1	Dự án	300,000	500,000	55,556	555,556	
6	Nhân viên dựng clip	1	1	Dự án	0	0	0	0	CORE TEAM
B. MÁY MÓC - THIẾT BỊ								260,000	
1. CAMERA									
1	Máy Sony A6400, 2 thẻ nhớ 64GB, pin FW50, lồng sắt	1	gói	0	0	0.00	0	Có sẵn	
2	Baseplate, 2 thanh rod 15cm	1	gói	0	0	0.00	0	Có sẵn	
3	Chân máy JieYang	1	chiếc	0	0	0.00	0	Có sẵn	
4	Máy Fujifilm XT20	1	gói	0	0	0.00	0	Có sẵn	
7	Sony Vario-Tessar T* E 16-70mm f/4 ZA OSS	1	chiếc	0	0	0.00	0	Có sẵn	
8	Sony FE 50mm f/1.8	1	chiếc	0	0	0.00	0	Có sẵn	
7	Fujifilm XF 16-80mm f/4 R OIS WR	1	chiếc	0	0	0.00	0	Có sẵn	
8	Fujifilm XF 35mm f/1.4R	1	chiếc	0	0	0.00	0	Có sẵn	
9	DJI Ronin-SC Gimbal Stabilizer	1	chiếc	0	0	0.00	0	Có sẵn	
10	Top handle Smalrig	1	chiếc	36,364	36,364	3,636.40	40000		
2. ÁNH SÁNG									
1	LED Fresnel Spot Light CE-1500WS	2	chiếc	0	0	0.00	0	Có sẵn	
2	Led Spotlight 2000W Pro LCD	1	chiếc	0	0	0.00	0	Có sẵn	
3	Softbox Godox	1	chiếc	0	0	0.00	0	Có sẵn	
4	Tần sáng 5 trong 1	1	bộ	0	0	0.00	0	Có sẵn	
5	Chân đèn C-Stand	1	gói	0	0	0.00	0	Có sẵn	
3. ÂM THANH									
1	Mic Rode NTG2 + Boom Pole	1	bộ	200,000	200,000	20,000.00	220,000		
2	Recorder H4N Pro, thẻ nhớ 32GB	1	chiếc	0	0	0.00	0	Có sẵn	
4. HẬU KÌ									
1	Laptop Macbook Pro	1	chiếc	0	0	0.00	0	Có sẵn	
2	Ổ cứng SSD Sandisk 500GB	1	chiếc	0	0	0.00	0	Có sẵn	
D. HẬU CẦN								1,188,000	
3	Ăn	6	1	ngày	100,000	600,000	60,000	660,000	
4	Uống	6	1	ngày	30,000	180,000	18,000	198,000	
5	In ấn	1	1	ngày	200,000	200,000	20,000	220,000	
6	Bản cứng tổ nghề	1	1	cái	100,000	100,000	10,000	110,000	
E. KINH PHÍ KHÁC - HỖ TRỢ ĐẶC BIỆT								220,000	
1	Thẻ điện thoại	1	thẻ	100,000	0	10,000	110,000		
2	Thuốc men	1	hộp	100,000	0	10,000	110,000		
G. CHI PHÍ PHÁT SINH								100,040	
H. CHI PHÍ QUẢN LÝ								166,733	
I. LỢI NHUẬN								500,200	
Total								4,101,640	

Figure 11: Production cost table

2.3 HUMAN RESOURCES

BẢNG DANH SÁCH NHÂN SỰ DỰ ÁN HOFF COFFEE BREWERS TVC				
CHỨC DANH	SỐ NGƯỜI	TÊN NHÂN SỰ	SỐ ĐIỆN THOẠI	GHI CHÚ
TỔ SẢN XUẤT				
SẢN XUẤT	1	BÍCH LOAN	0971604001	
TỔ ĐẠO DIỄN				
ĐẠO DIỄN	1	CÔNG BẰNG	0916769575	
ĐẠO DIỄN HÌNH ẢNH	1	NGỌC THẠCH	0937984643	
BIÊN KỊCH	1	NGỌC THẠCH	0937984643	
TỔ MỸ THUẬT				
THIẾT KẾ BỐI CẢNH	1	CHẢ MI	0907112986	
TỔ CAMERA-ÂM THANH- ẢNH SÁNG				
CAMERAMAN	1	TUẤN KHANG	098 5588048	
SOUND RECORDIST	1	NGỌC THẠCH	0937984643	
KỸ THUẬT ẢNH SÁNG	1	NGỌC THẠCH	0937984643	
TỔ THƯ KÝ-TRỢ LÝ				
TRỢ LÝ ĐẠO DIỄN	1	THIỆN KIM	093 8385172	
THƯ KÝ TRƯỞNG QUAY	1	THIỆN KIM	093 8385172	
TỔ HẬU CẦN VÀ HIỆN TRƯỜNG				
PROPS	1	KHIÊM NGUYỄN	0383975836	
TỔ HẬU KỲ				
EDITOR	1	NGỌC THẠCH	0937984643	
DATA	1	CÔNG BẰNG	0916769575	

Figure 12: Human resources list

2.4 SHOTLIST

SHOTLIST HOFF COFFEE BREWERS TVC					
LOCATION: HOFF COFFEE BREWERS				SHOTLIST PAGE: 1	
No.	Shot size	Movement	Description	Notes	Checklist (Y/N/L)
1	Trung cảnh góc thấp	Pan	Barista mở cửa bước vào quán	Chỉ quay chân	
2	Toàn cảnh eye level	Still	Toàn cảnh quán khi chưa có ai vào buổi sáng sớm	Góc nhìn từ ngoài ban công vào	
3	Cận cảnh eye level	Pan	Barista đang mặc đồng phục của quán		
4	Cận cảnh góc cao	Dolly in	Chế nước xối vào cà phê để ủ		
5	Trung cảnh góc cao	Still	Chuông cửa reng lên với vị khách đầu tiên		
6	Trung cảnh eye level	Dolly out	Barista đang trò chuyện vui vẻ và nhận order từ khách	Quay từ phía sau khách	
7	Cận cảnh góc cao	Pan	Barista bắt đầu quy trình pha chế cà phê		
8	Cận cảnh góc cao	Pan	Barista bắt đầu quy trình pha chế cà phê		
9	POV góc cao	Pan	Barista bắt đầu quy trình pha chế cà phê	View từ gác lửng nhìn xuống	
10	Cận cảnh góc cao	Pan	Barista bắt đầu quy trình pha chế cà phê		
11	Trung cảnh eye level	Pan	Những thứ nhỏ nhất ở quán, đồ decor, tủ sách, v.v		
12	Toàn cảnh eye level	Dolly out	Quán ngập tràn ánh nắng và barista đang mang cà phê ra bàn của khách		
13	Cận cảnh eye level	Follow	Khách đang đưa tay lên để uống cà phê		
14	Toàn cảnh eye level	Dolly in	Khách đang ngồi làm việc ở quầy bar		
15	Trung cảnh eye level	Pan	Khách ngồi quầy bar nói chuyện với barista	Barista tương tác với khách - gợi ý khách phân biệt mùi hương các loại hạt	
16	Toàn cảnh eye level	Dolly out	Khách ở quầy bar có điện thoại ra ngoài nói chuyện, có khách ngồi trên gác lửng đọc sách	Quay từ hướng ngoài ban công vào	
17	Trung cảnh eye level	Pan	Khách đang ngồi đọc sách trên gác lửng		
18	Cận cảnh góc dưới lên	Pan	Đèn ở quán, quầy bar, bàn ghế		
19	Toàn cảnh eye level	Still	Hoạt động ở quán từ chiều tà đến đêm muộn	Long shot có thể làm timelapse	
20	Cận cảnh eye level	Pan	Barista đóng cửa quán và tắt đèn	Pan hướng ngược lại lúc mở cửa	

Figure 13: Viral clip shotlist

2.5 CALL SHEET

			CALL SHEET		Client	Hoff Coffee Brewers
					Shooting Date	07/07/2022
Unit	Name	Position	On set/ Date	Shooting time	Location	Note
Crew	Ms. Loan	Producer	7:00:00 AM	8:00:00 AM	Hoff Coffee Brewers - 42bis Ly Tu Trong	Tập trung lúc 6:00AM để ăn sáng
	Mr. Bằng	Director				
	Mr. Thạch	D.O.P & Cam OP & Lightning				
	Mr. Bằng	Lightning & Soundman				
	Mr. Khang	BTS Photo & PA				
	Ms. Kim	Props				
	Ms. Mi	PA & AD				
	Ms. Mi	PA & Catering				

Figure 14: Viral clip call sheet

2.6 DISTRIBUTION

SHOTLIST HOFF COFFEE BREWERS INSTAGRAM REEL SERIES					
LOCATION: HOFF COFFEE BREWERS					SHOTLIST PAGE: 1

No.	Shot size	Movement	Description	Notes	Checklist (Y/N/L)
1	Toàn cảnh góc dọc	Still	Không gian của quán khi bước vào		
2	Trung cảnh góc dọc	Still	Vật nằg chiếu vào quán qua cửa gương lớn		
3	Toàn cảnh góc dọc	Still	Không gian ban công của quán		
4	Cận cảnh góc dọc	Still	Ly cà phê đặc trưng của quán đặt trên bàn với background quầy bar		
5	Trung cảnh góc dọc	Still	View của quán và quầy bar khi nhìn từ gác lửng xuống		
6	Cận cảnh góc dọc	Still	Tủ sách trên gác lửng		

SHOTLIST HOFF COFFEE BREWERS INSTAGRAM REEL SERIES					
LOCATION: HOFF COFFEE BREWERS					SHOTLIST PAGE: 2

No.	Shot size	Movement	Description	Notes	Checklist (Y/N/L)
1	Trung cảnh góc dọc	Still	View từ quầy bar nhìn ra khách hàng đang uống cà phê		
2	Cận cảnh góc dọc	Still	Hạt cà phê được lấy ra từ bịch		
3	Trung cảnh góc dọc	Still	Barista đang làm việc với máy xay cà phê		
4	Cận cảnh góc dọc	Still	Chế nước nóng vào V60		
5	Trung cảnh góc dọc	Still	Các công đoạn cuối cùng của quy trình pha ly cà phê, decor trước khi mang cho khách		

SHOTLIST HOFF COFFEE BREWERS INSTAGRAM REEL SERIES					
LOCATION: HOFF COFFEE BREWERS					SHOTLIST PAGE: 3

No.	Shot size	Movement	Description	Notes	Checklist (Y/N/L)
1	Toàn cảnh góc dọc	Still	Barista đi đến và mở cửa bước vào quán		
2	Cận cảnh góc dọc	Still	Barista lấy chìa khóa và mở quán		
3	Trung cảnh góc dọc	Still	Barista mang đồng phục		
4	Cận cảnh góc dọc	Still	Barista lau bàn ghế và vệ sinh dụng cụ pha chế		
5	Trung cảnh góc dọc	Still	Barista chào đón khách tới		
6	Cận cảnh góc dọc	Still	Barista mang cà phê ra cho khách		
7	Toàn cảnh góc dọc	Still	Barista trò chuyện với khách hàng		
8	Trung cảnh góc dọc	Still	Barista trò chuyện với nhau		
9	Trung cảnh góc dọc	Still	Barista dọn dẹp và thu xếp đồ đạc để ra về		
10	Toàn cảnh góc dọc	Still	Barista tắt đèn, đóng cửa và ra về		

3. MEDIA PRODUCTION

3.1 MEDIA CAMPAIGN

The initial strategy for Hoff revolved around the aspect of storytelling, Hoff's story would be told through a character and reflects the brand's personality within it. But after discussions between the clients, it is determined that the project would be shifted in a new direction. If before, the founder would hide behind the scene and let Hoff be the main focus and sole character with its voice and tone as the brand's online presence, now the clients wanted to connect personally to the audience online through the two social media platforms, especially Instagram. In the clients' words, they wanted audiences to have a feeling of home-made, that these social media fan page is taken care of by its brand's founder and not by a marketing team. The project now wanted to present the brand as a part of the founder's daily life and are one entity instead of existing apart from each other. The content of the fan page is heavily influenced by the founder's voice and tone which put Hoff from the spotlight to more of a complementary role to the brand. The need to connect to the audience is one of many ways to create a sense of humanity in the campaign itself but in a slightly different way than what the previous strategy planning to do. Now instead of creating humanity through stories and a storyteller, the project would do that using the quirky personality and heavily distinctive preferences of the brand's founder. The brand's online presence now would be like a diary of a coffee lover that loves the craft of coffee and is always present at Hoff to capture and record every beautiful moment there. This new strategy would also create changes to the social media campaign of the brand. First of all, is the rate of uploads on Instagram. Riding this diary, memoir concept Instagram upload would need to be done on the daily basis to compensate for the short content. As far as what role Hoff would play in the campaign, it is still a storyteller but not all the time.

3.2 CONTENT STRATEGY

3.2.1 Voice and Tone

Voice and tone of most of the content would be the voice and tone of Hoff's founder. As mentioned above it is due to the new direction of what the campaign is heading toward and what the branding campaign wanted to create. The voice would still be in a friendly manner but calmer, and relaxed but not as open or outgoing as planned with an optimistic tone of voice, somewhat dreamy.

3.2.2 Strategy

The project content strategy can be divided into two phases: pre-opening and opening which match the anticipation and building awareness of the campaign's original plan. The retention phase is being left out due to limited project time and the unforeseen pushback of the construction and opening of Hoff coffee brewers. The content would also differ from Facebook to Instagram. For Facebook, content would be written in an announcement format, with lots of words and information for the audience to pick up on. But for Instagram, content would be short, in a diary or memoir format usually with one or two sentences in the voice of the brand founder to create the human sense and build interaction between the founder and the audience. For the pre-opening phase, the content mainly revolved around three main key points: announcing and updating on Hoff's progress, affirming the relationship with Bean Hop Coffee Roaster to attract Bean Hop's customers to Hoff, and lastly is the grand opening content. Some of the content angles are also the foundation of what makes Hoff Hoff such as wooden furniture, the location in an old apartment, Bean Hop coffee, classic coffee drinks with a general announcement, and hopeful words of "seeing you soon" to build audience anticipation. Another form of content is the Story format. On both social media fan pages, Stories are posted regularly as images, short videos, or interaction stories like putting out questions for followers to react to and give their answers. In the upcoming opening phase, the content strategy focuses on three pillars product, service, and branding. For product, content would focus mainly on the classic coffee drinks, pour-over, or hand drip coffee in combination with some specials or limited offerings at Hoff. Services content would dig deeper into the relationship between a barista and the customers. Not only the story between the two but also the story of what they tell each other occasionally. The other part of service that needs more emphasis is the dedication to building a cafe for the best coffee experience. The highlight angle would be the furniture choices, the lighting, and the overall space for experience. Lastly is branding content with the special section of Hoff telling its story and also the brand story. Hoff would appear periodically to bring a fresh and hilarious face to the social media fan pages. Hoff would be the more exaggerated, outgoing with a clearly defined liking to bring contrast and appeal to the pages. Hoff, the character, and related posts would also be different visually. These posts will combine still images with graphic drawings of Hoff interacting within the context of the picture and what the post is about. This special section would be the content strategy's main tactic as it brings personality and uniqueness to the brand in comparison to other coffee shops in the area and it is the best utilization of the character the project created. Another key content tactic is the short video series. The content for these videos is how visually appealing coffee at Hoff can be, and how chill and relaxed it is here. These videos

would emphasize classic coffee, the space, and the mood with highlights such as the visually trendy Americano, pour-over, or the beautiful balcony and window at Hoff. There would be 10 videos in this series, recorded vertically to be more optimized for mobile phones.

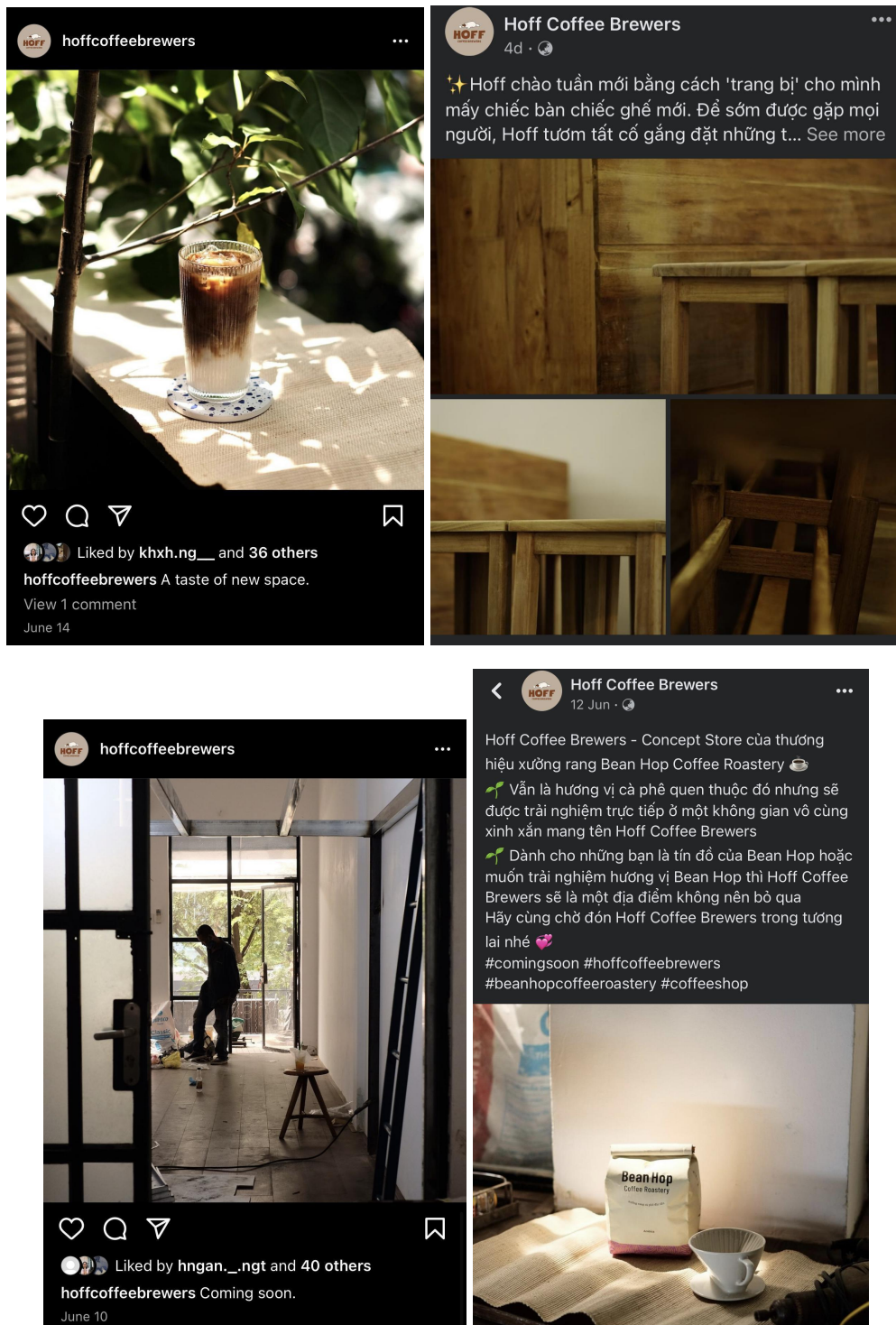


Figure 15: Hoff's Instagram and Facebook post (Hoff Coffee Brewers)

3.2.3 Planning

Starting from the beginning of June to the 30th of July. The first phase of pre-opening would be the beginning until the 30th of June and the second phase: the opening is from the 1st to the 30th of July. In the first phase, due to limited resources, the number of posts would be limited to 12 for each platform but for the second phase when the shop is open for business the number of posts will increase tremendously. For Instagram, it would be a daily upload schedule in form of a memoir, or daily record, which amounts to 30 posts, and for Facebook, it is a 20 posts schedule with 8 posts for the special section, and 4 posts each for the three pillars of content and 10 short videos.

CAMPAIGN FOR HOFF COFFEE BREWERS IN JUNE							
NO.	DATE	Channel	CONTENT	IMAGE	PIC CONTENT	DEADLINE	STATUS
1	2022-06-12	Facebook	Hoff Coffee Brewers - Concept Store của thương hiệu xưởng rang Bean Hop Roastery ☺️ "Vẫn là hương vị cà phê quen thuộc đó nhưng sẽ được trải nghiệm trực tiếp ở một không gian và cũng sinh sản mang tên Hoff Coffee Brewers" "Dành cho những bạn là tín đồ của Bean Hop hoặc muốn trải nghiệm hương vị Bean Hop thì Hoff Coffee sẽ là một địa điểm không nên bỏ qua" Hãy cùng chờ đón Hoff Coffee Brewers trong tương lai nhé ☺️ #comingsoon #hoffcoffeebrewers #beanhopcoffeeastery #coffeeshop	12/06 - Đã ấn - Google Drive	Bích Loan	2022-06-12	Done
		Instagram	Hoff: Bean Hop's nickname ☺️ Hoff: tên gọi thân mật của Bean Hop ☺️ #comingsoon #hoffcoffeebrewers #beanhopcoffeeastery #coffeeshop				
2	2022-06-14	Facebook	Một ly Iced Latte báo ngày và mặt lạnh, liệu bạn có còn nhớ ☺️ Với hương vị cà, chỉ là tho thẩn "chill" cùng nhau ở một địa điểm mới, tại mình hi vọng sẽ được gặp lại bạn thật sớm nhé ☺️ #comingsoon #hoffcoffeebrewers #beanhopcoffeeastery #coffeeshop	14/06 - Đã ấn - Google Drive	Ngọc Thạch	2022-06-14	Done
		Instagram	A new taste for space #comingsoon #hoffcoffeebrewers #beanhopcoffeeastery #coffeeshop				
3	2022-06-16	Facebook	Building up vorfreude #comingsoon #hoffcoffeebrewers #beanhopcoffeeastery #coffeeshop	https://drive.google.com/drive/folders/1PnWBs1bzP7eRKPvEV_HfGpArH5pH5e7uap?usp=sharing	Công Bằng	2022-06-16	Done
		Instagram	Instagram Story: Question: "Ly cà phê yêu thích của bạn là?" Ở đây có một chủ mào núp nắng ☺️ ☺️ Đạo này thời tiết ở Sài Gòn thật là khó chiều và oi bức, Hoff đã bắt quả tang một vị khách lên vào thời điểm và chỉ ở một góc nhà, mặc dù quán vẫn đang trong tiến trình xây dựng và chưa hoàn thành. Hoff Coffee Brewers sẽ hoàn thiện sớm thôi, hãy cùng chờ Hoff trong tương lai gần nhé ☺️ #comingsoon #hoffcoffeebrewers #beanhopcoffeeastery #coffeeshop		Bích Loan	2022-06-18	Done
4	2022-06-18	Facebook	I'm not blocking the view. I am the view ☺️ #comingsoon #hoffcoffeebrewers #beanhopcoffeeastery #coffeeshop				
		Instagram	Hoff chào tuần mới bằng cách trang bị cho mình mấy chiếc bánh chiếc ghế mới. Để sớm được gặp mọi người, Hoff tươm tất có gắng đặt những thứ mới vào những góc có thật chính chủ. Hi vọng sẽ có tên trong lịch của mọi người sắp tới đây thôi #comingsoon #hoffcoffeebrewers #beanhopcoffeeastery #coffeeshop	https://drive.google.com/drive/folders/1K4q8-nuap6d7Ox5g80yYUg378Curt	Ngọc Thạch	2022-06-18	Done
5	2022-06-19	Facebook	Cà phê cho những ngày nắng ☺️ Hoff đón những ngày nắng Sài Gòn oi bức bằng một ly Americano mát lạnh yêu thích. Dù là không gì có thể vượt qua được những thức uống kinh điển này nh? Mặc dù Hoff chưa thể công bố tên hướng những tách cà phê ngày nắng này với nhau nhưng mà Hoff sẽ hoàn thiện vào những ngày tới thôi, lúc đấy thì mới các bạn đến thăm nhé. #comingsoon #hoffcoffeebrewers #beanhopcoffeeastery #coffeeshop	https://drive.google.com/drive/folders/1eL3Vx1y64JYX4yzTEGwMCVC6d83e7uap?usp=sharing	Công Bằng	2022-06-19	Not yet done
		Instagram	Coffee for sunny weather and bright smiles. #comingsoon #hoffcoffeebrewers #beanhopcoffeeastery #coffeeshop				
6	2022-06-22	Facebook	Today's good mood is sponsored by coffee and croissant. Can't wait to enjoy with you at the Hoff ☺️ #comingsoon #hoffcoffeebrewers #beanhopcoffeeastery #coffeeshop	https://drive.google.com/drive/folders/1eL3Vx1y64JYX4yzTEGwMCVC6d83e7uap?usp=sharing	Bích Loan	2022-06-23	Done
		Instagram	Today's good mood is sponsored by coffee and croissant. Can't wait to enjoy with you at the Hoff ☺️ #comingsoon #hoffcoffeebrewers #beanhopcoffeeastery #coffeeshop				
7	2022-06-24	Facebook	Vào cầu chủ trên chiếc áo có khăn bạn tò mò hơn về Hoff không, Hoff hẹn bạn dịp gần nhất nhé ☺️ #comingsoon #hoffcoffeebrewers #beanhopcoffeeastery #coffeeshop	25/06 - Đã ấn - Google Drive	Ngọc Thạch	2022-06-25	Not yet done
		Instagram					

Figure 16: Hoff social media plan for phase 1 (Hoff Coffee Brewers)

No.	Date	Content angle	Photo	Content	Note
1		Giới thiệu linh vật của Hoff, thông qua đó sẽ nói về vision mission	Nằm trên quầy bar		
2		Linh vật hoff nói về V60 từ gu của chủ quán	Leo thang đẩy ấm nước vào v60		
3		Linh vật Hoff nằm chill ở spot yêu thích	Đọc sách trên gác búi tối		
4		Linh vật Hoff nằm chill ở spot yêu thích để rủ mng đi ún cà phê	Nằm chill gọi mời ở ban công búi sáng		
5		Linh vật Hoff tương tác với khách để xây dựng cá tính thân thiện	Chụp từ sau lưng khách có Hoff nằm sải lại bên cạnh		
6		Hoff với món iu thích là latte đá	Ước mơ bơi trong latte đá, chuẩn bị nhảy từ bệ phóng hồ bơi vào ly cf		Có thể chạy ads
7		Hoff nói về hạt cà phê tại quán với kiến thức từ chủ quán	Hoff và barista cùng ún cf		Có thể đang trò chuyện với barista
8		Hoff với sở thích chill là đeo tai nghe ún cf tại hoff			Viết kiểu có những ngày muốn trôi dạt các thứ

Figure 17: Hoff's "Hoff Sharing" content plan (Hoff Coffee Brewers)

3.3 OBJECTIVE

The campaign set out the reach 1500 Facebook page likes, 1000 followers on Instagram, and 50.000 Reach on Facebook and Instagram with 3000 Interactions. In the first two weeks, the campaign has reached 102 followers on Instagram, 10,2% of the KPI 3800 accounts reach (7,6% of KPI), and roughly 1000 interactions (33% of KPI). On the Facebook fan page, Hoff has reached 249 likes which amounts to a bit over 12% of the target of 2000 likes.

These results seem minuscule compared to the campaign objective but this is without taking into account using ads and with limited material to work on which resulted in a limited amount of content to be uploaded. Starting from the 27th when the store is almost in its final stage for opening, there would be more material to work with, with the help of ads and a more tightly upload schedule, the short video series and the Hoff special section would give a boost to the fan page as they are viable content and the main tactics for the campaign which can certainly help to reach the objective it set out to achieve.

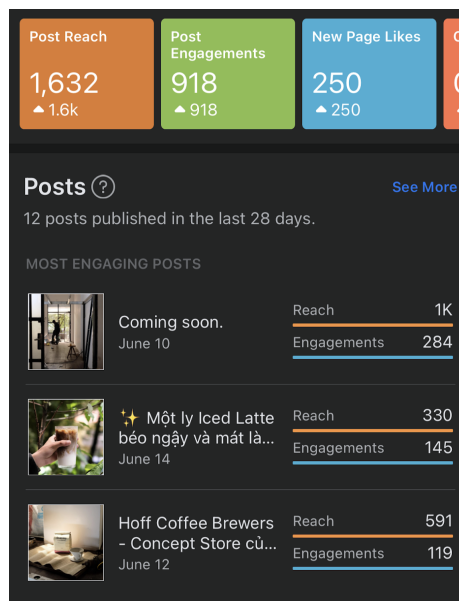


Figure 18: Statistics of Facebook posts (Hoff Coffee Brewers)

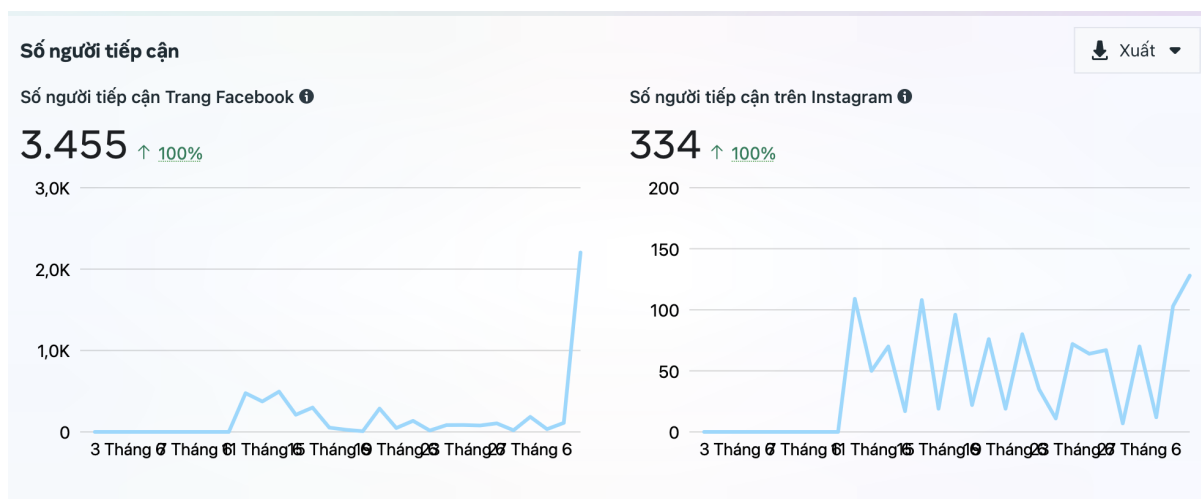


Figure 19: Number of reach on Facebook and Instagram (Hoff Coffee Brewers)