



INTERNATIONAL COFFEE ORGANIZATION
ORGANIZACIÓN INTERNACIONAL DEL CAFÉ
ORGANIZAÇÃO INTERNACIONAL DO CAFÉ
ORGANISATION INTERNATIONALE DU CAFÉ

PM 9/11

22 August 2011
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Promotion and Market Development Committee
2nd meeting
30 September 2011
London, United Kingdom

Report on the ICO CoffeeClub Network

Background

This document contains a report received from the consultants, P&A International Marketing, on the ICO CoffeeClub Network for the period June 2010 to June 2011.

Action

The Promotion and Market Development Committee is requested to take note of this document.

1. STATUS REPORT

This report contains the latest information on the progress of the new platform development and general statistical data about the CoffeeClub network operation from June 2010 to June 2011.

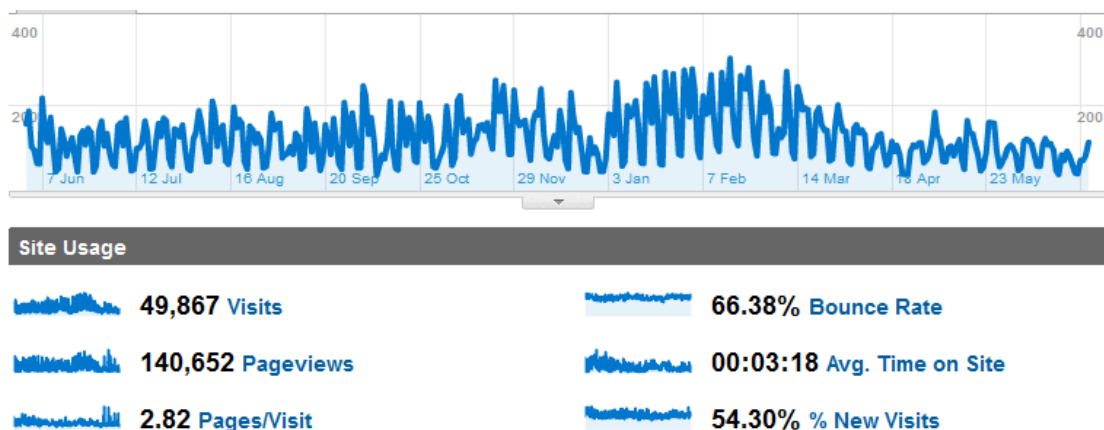
2. GENERAL OVERVIEW

P&A continued with its activities of mediating the CoffeeClub while a new platform was being developed by an outsourced programming team and its associated advertising agency.

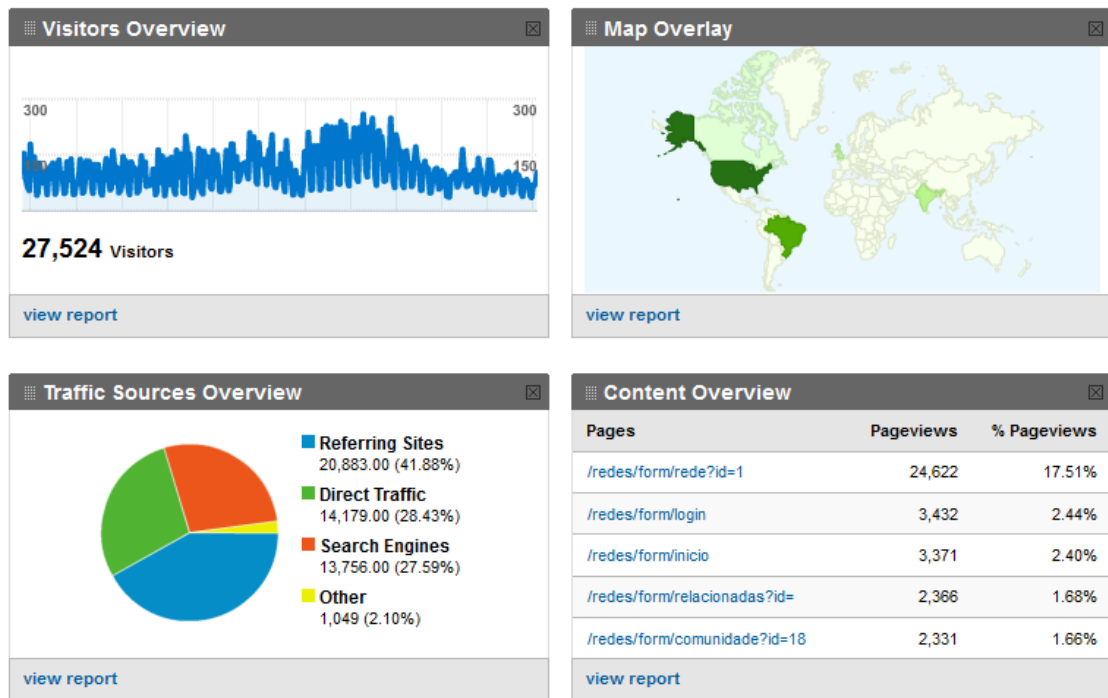
As result of mediation, a better balance among the source of visitors was achieved. The referring sites accounted for 42% of the visits, 28% came from search engines and 28% from direct traffic in June 2010 compared to 23%, 60% and 17% in June 2009.

The pictures below show a general overview of visits to the CoffeeClub from June 2010 to June 2011.

PICTURE 1 –VISITS OVERVIEW



PICTURE 2 –TRAFFIC ANALYSIS



A closer view shows that the interaction between the ICO website and the CoffeeClub is a great success, since the ICO website is now one of the most important referring sites for the CoffeeClub, followed by LinkedIn, Google, Twitter and Facebook.

Google search engine is still the top source of visitors to the CoffeeClub. The quality and the amount of information posted by our members in the platform is the main reason why the network is well ranked in the search engines.

The weekly newsletters sent by P&A were responsible for an increase in direct traffic, showing the importance of mediation.

A total of 49,867 visitors came from 167 different countries and were responsible for 140,652 page views. The average number of pages visited per person is 2.82.

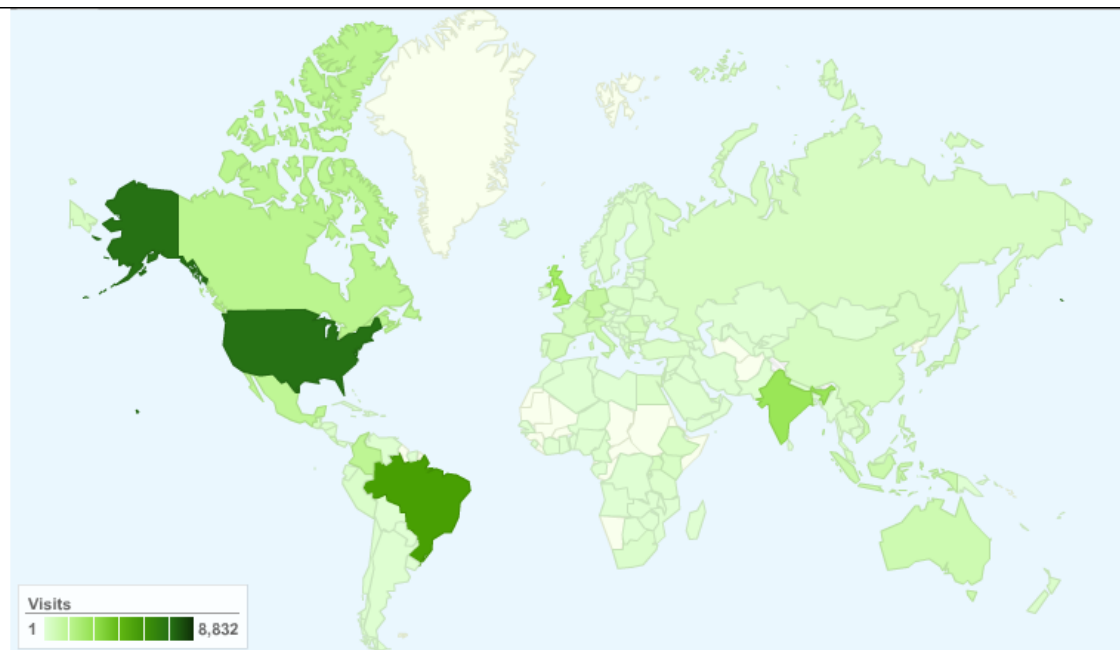
The “bounce rate” is 66.38%, and occurs when a visitor only views a single page on a website, that is, the visitor leaves the site without visiting any other page before a specified session-timeout occurs (30 minutes). The bounce rate is high because many visitors just stop by to see a piece of

news, linked by an external link, and then leave the site, which is normal behaviour for sporadic viewers coming from search engines.

We have now 1,378 members spread over 83 communities. The top 10 countries where visitors came from are:






1. United States
2. Brazil
3. India
4. United Kingdom
5. Canada
6. Colombia
7. Mexico
8. Germany
9. Indonesia
10. Australia

PICTURE 3 – ORIGIN OF VISITORS - COUNTRIES



49,867 visits came from 167 countries/territories

Detail Level: [Town/City](#) | [Country/Territory](#) | [Subcontinent Region](#) | [Continent](#) Dimension: [None](#)

| Site Usage | Goal Set 1 | Goal Set 2 | Views:      | | |
|---|--|--|--|--|--|
| Visits 49,867 <small>% of Site Total: 100.00%</small> | Pages/Visit 2.82 <small>Site Avg: 2.82 (0.00%)</small> | Avg. Time on Site 00:03:18 <small>Site Avg: 00:03:18 (0.00%)</small> | % New Visits 54.35% <small>Site Avg: 54.30% (0.09%)</small> | Bounce Rate 66.38% <small>Site Avg: 66.38% (0.00%)</small> | |

PICTURE 4 – ORIGIN OF VISITORS - CITIES



3. NEW COFFEECLUB PLATFORM

At the Promotion and Market Development Committee meeting on March 2011, P&A presented the new layout of the platform and its graphic concept.

As stated before, technological development is a key issue for the future of the CoffeeClub. A new focused approach completely restructured to implement the “connecting the coffee world” concept was developed.

We started our reformulation taking into account our users’ needs;

- What do they want?
- Why join the CoffeeClub?

The reasons our users gave were:

- to show themselves to the coffee world,
- to find business opportunities,
- to post and to find information about coffee, and
- to find coffee people.

Our members and visitors wanted to develop new “coffee connections”.

That is why the new CoffeeClub is being developed to be more user-friendly, to highlight our members and their posts and to provide connections and interaction among major players in the social marketing scene, like Facebook, Twitter and LinkedIn.

The first step was a new layout, clean and complete, using what programmers call “lightbox”, an application that displays images and other content in separate windows on the screen. The new layout also has different applications on rectangular spaces (boxes) on the screen, which paves the way for further improvement and changes in the future. This is an important step to enable customization of the community to our members’ needs.

To support the launch of the new structure, a new graphic concept for the CoffeeClub was also needed. Since the new logo should reflect *connection*, the word *network* was suppressed, leaving just *CoffeeClub*. The *cup* from the original logo remained, adding a double *C* to emphasize *coffee* and *connections*. This icon will also be used to spread CoffeeClub’s content all over the web.

PICTURE 5 – NEW LOGO



The main objective of the CoffeeClub is now highlighted in the home page: “connecting the coffee world”.

The new CoffeeClub structure is based on:

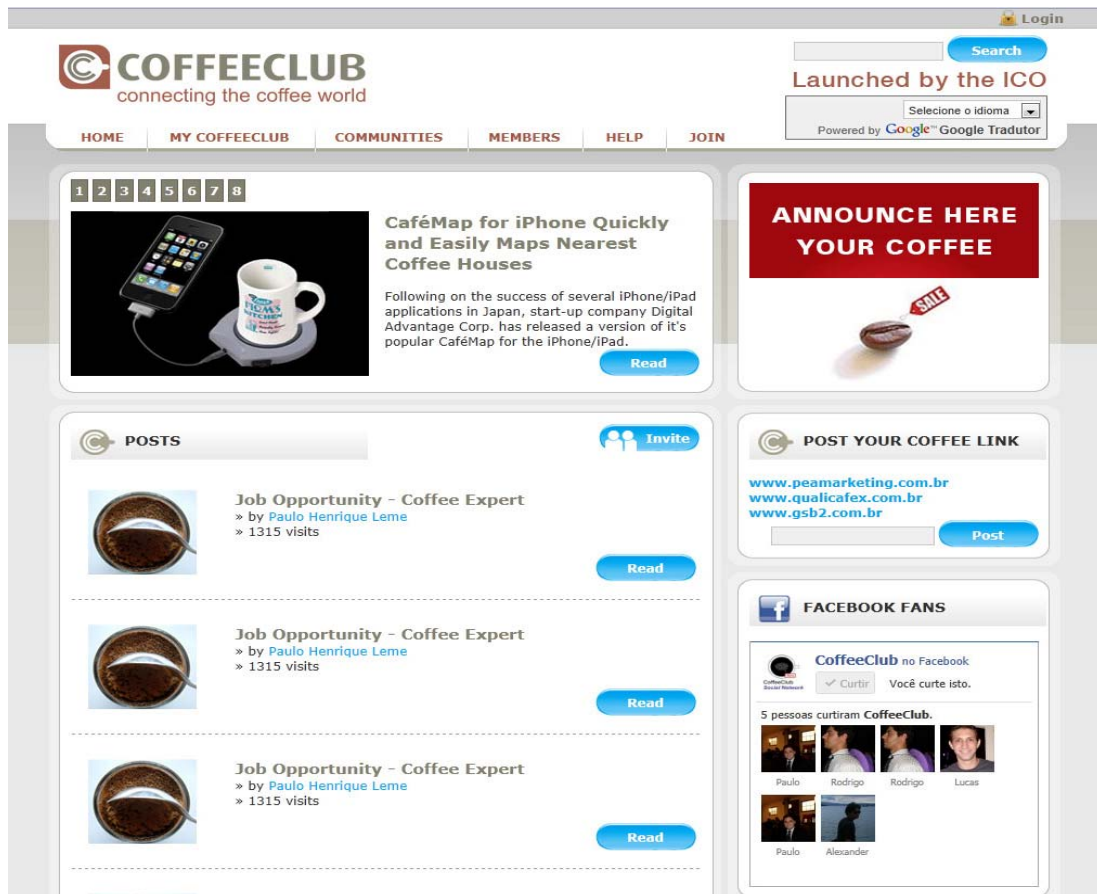
- coffee connections, where all content and people related to coffee, that are spread all over the web (e.g.: in Twitter or Facebook) can be found via CoffeeClub;
- the virtual coffee places will provide the perfect environment for members to say who they are and what they want to do in the network;
- the tools and applications in the platform must be easy to use and to access.

There are three places of interaction: (1) the home page, which will be where visitors and possibly new members will access the platform for the first time; (2) the My CoffeeClub, that is the profile of our members; and (3) the communities that will be now divided in two groups:

- basic and free to use communities; and
- the upgraded “premium communities”.

The layout of the new platform is shown in the pictures below:

PICTURE 6 – HOME PAGE



PICTURE 7 – MY COFFEECLUB



COFFEECLUB
connecting the coffee world

Launched by the ICO

HOME MY COFFEECLUB COMMUNITIES MEMBERS HELP JOIN

PROFILE

LUCAS JONAS BARIN

WALL INFORMATION MY POSTS MY COMMUNITIES

Connect to other networks

Post

Lucas Jonas Barin
Irish coffee (ou café irlandês) é uma bebida a base de café, uísque irlandês, açúcar e chantilly.
2 hours ago

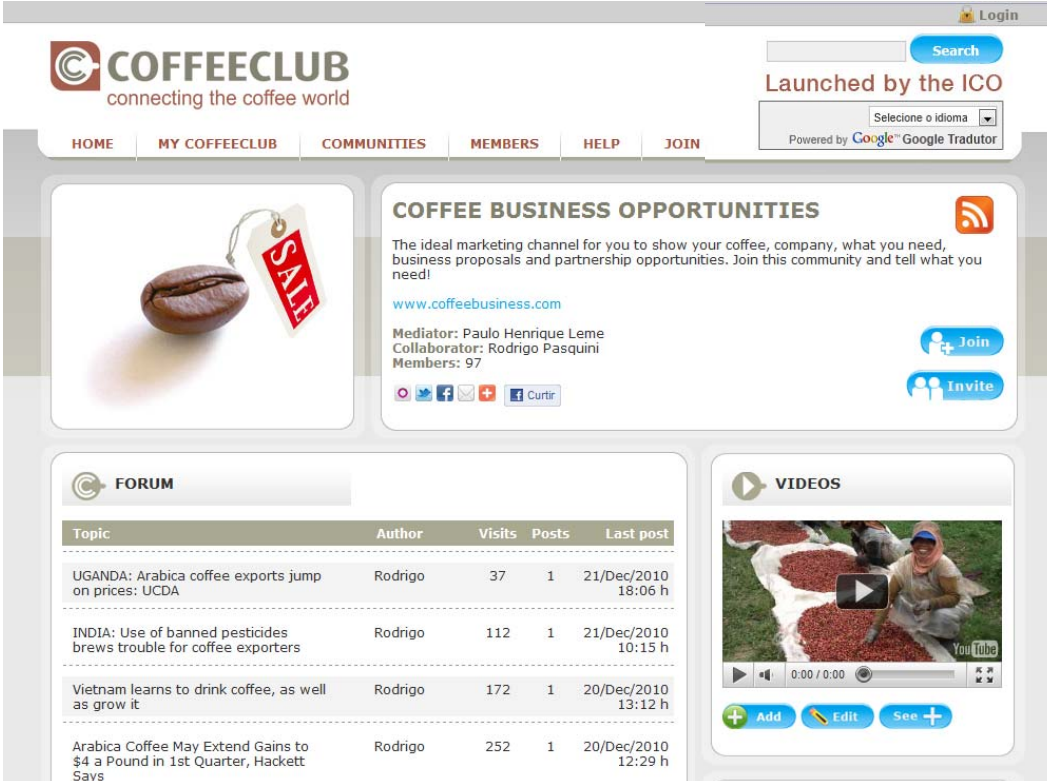
Anny Zumerkorn Papalexiou
Coffee with amareto and ballys, and whipped cream on the top,delicious.....
2 hours ago

Paulo Henrique Leme
O consumo per capita de café torrado no Brasil alcançou marca histórica de 4,81 kg em 2010, superando o melhor resultado anterior de 4,72 kg, registrado em 1965, há 45 anos. A avaliação é da Associação Brasileira da Indústria de Café (Abic), no estudo "Indicadores da Indústria de Café no Brasil/2010 - Desempenho da Produção e Consumo Interno", divulgado hoje pela Área de Pesquisas da entidade e que analisa dados do setor no período compreendido entre novembro de 2009 e outubro de 2010.
4 hours ago

CONNECT WITH ME

f t in
flickr YouTube
foursquare

PICTURE 8 – COMMUNITY



COFFEECLUB
connecting the coffee world

Launched by the ICO

HOME MY COFFEECLUB COMMUNITIES MEMBERS HELP JOIN

COFFEE BUSINESS OPPORTUNITIES

The ideal marketing channel for you to show your coffee, company, what you need, business proposals and partnership opportunities. Join this community and tell what you need!

www.coffeebusiness.com

Mediator: Paulo Henrique Leme
Collaborator: Rodrigo Pasquini
Members: 97

Join Invite

FORUM

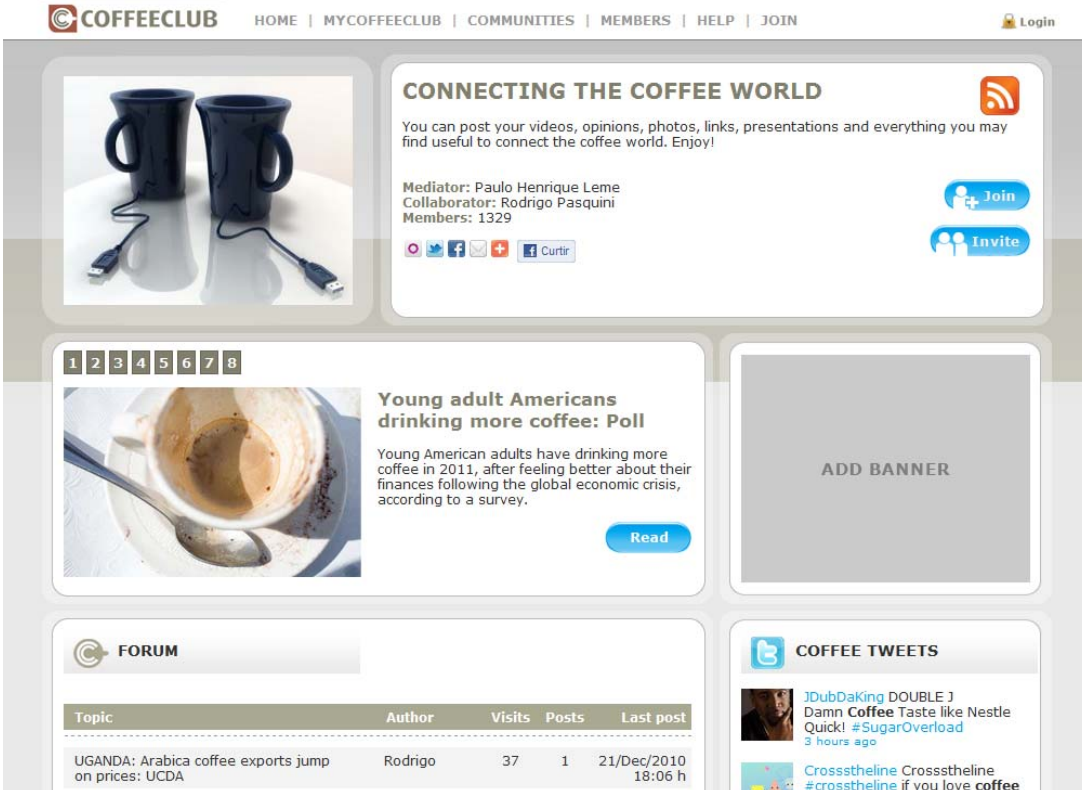
| Topic | Author | Visits | Posts | Last post |
|---|---------|--------|-------|---------------------|
| UGANDA: Arabica coffee exports jump on prices: UCDA | Rodrigo | 37 | 1 | 21/Dec/2010 18:06 h |
| INDIA: Use of banned pesticides brews trouble for coffee exporters | Rodrigo | 112 | 1 | 21/Dec/2010 10:15 h |
| Vietnam learns to drink coffee, as well as grow it | Rodrigo | 172 | 1 | 20/Dec/2010 13:12 h |
| Arabica Coffee May Extend Gains to \$4 a Pound in 1st Quarter, Hackett Says | Rodrigo | 252 | 1 | 20/Dec/2010 12:29 h |

VIDEOS


0:00 / 0:00

Add Edit See +

PICTURE 9 – PREMIUM COMMUNITY



COFFEECLUB HOME | MYCOFFEECLUB | COMMUNITIES | MEMBERS | HELP | JOIN Login



CONNECTING THE COFFEE WORLD


You can post your videos, opinions, photos, links, presentations and everything you may find useful to connect the coffee world. Enjoy!

Mediator: Paulo Henrique Leme
Collaborator: Rodrigo Pasquini
Members: 1329

[Join](#)
[Invite](#)

[+](#)

1 2 3 4 5 6 7 8



Young adult Americans drinking more coffee: Poll

Young American adults have drinking more coffee in 2011, after feeling better about their finances following the global economic crisis, according to a survey.


[Read](#)

ADD BANNER


FORUM

| Topic | Author | Visits | Posts | Last post |
|---|---------|--------|-------|---------------------|
| UGANDA: Arabica coffee exports jump on prices: UCDA | Rodrigo | 37 | 1 | 21/Dec/2010 18:06 h |

COFFEE TWEETS



JDubDaking DOUBLE J Damn **Coffee** Taste like Nestle Quick! #SugarOverload 3 hours ago



Crossstheline Crossstheline #crossstheline if you love **coffee**

It was expected to have the new platform already running at this time, but the programmers commissioned to develop the project faced difficulties in migrating the system to a new webhost server. In fact, the new CoffeeClub required more than just a simple migration; a whole new system is being developed. As a result, more programming hours were needed, causing a delay in launching the new platform.

In June/July 2011 the CoffeeClub will be launched in its “Beta” stage, which means that the mediators and programmers will test the platform to find possible bugs and connectivity problems.