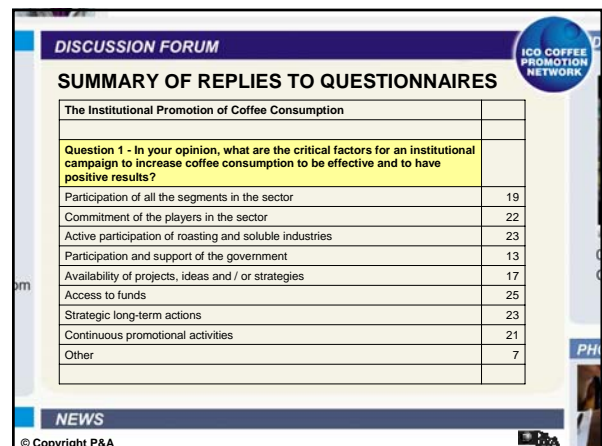
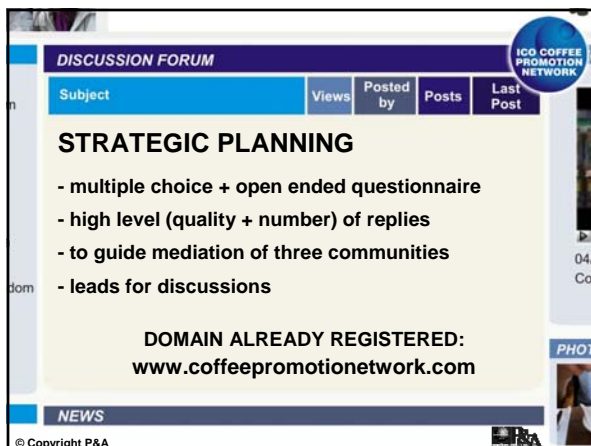
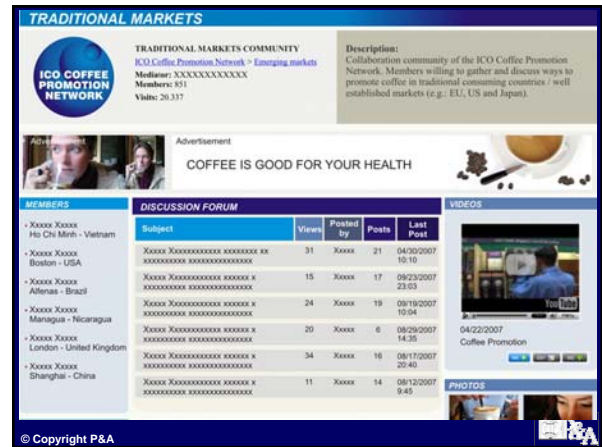
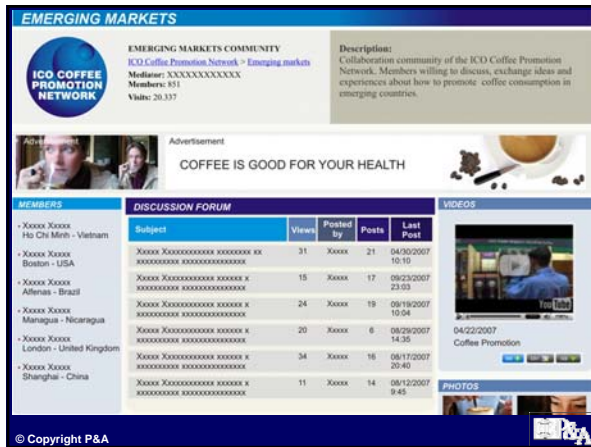
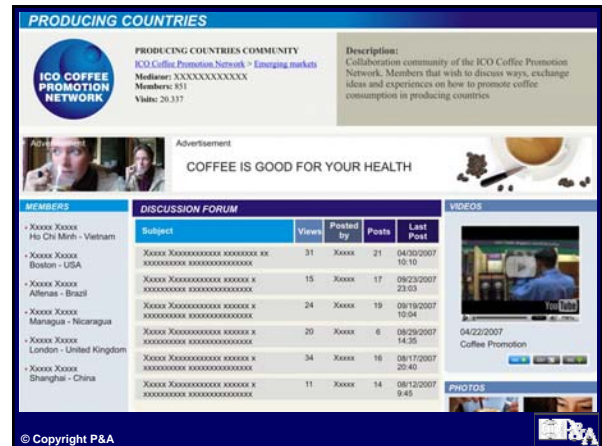




3



DISCUSSION FORUM **ICO COFFEE PROMOTION NETWORK**

SUMMARY OF REPLIES TO QUESTIONNAIRES

Other - Mentions:

Availability of supporting studies.	
Let the farmers/producers appreciate their coffee in the cup.	
Focus on quality of coffee and experience of coffee, can't increase consumption of lousy product. Credible, fun message.	
Novelty of message, capability of target market(s) to understand and act on that message.	
Joint campaigns between grower representative organizations and private companies through their country's governments.	
To support studies of doctors on merit of coffee drinking.	

Question 2 - Have there been institutional campaigns in the past or are there any institutional campaigns going on in your area of work?

Yes	19
No	12

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DISCUSSION FORUM **ICO COFFEE PROMOTION NETWORK**

SUMMARY OF REPLIES TO QUESTIONNAIRES

Which ones?

SCAE activity to promote consumption of higher qualities
Dutch Coffee Roaster Association focus on sustainability (hasn't yet gotten off the ground) and Norwegian Coffee Association focus on quality standards for coffee and brewing machines
Cafés 100% colombianos, Tiendas Juan Valdez
Domestic consumption booklet published by IACO (around 2003-2004)
Generic promotional campaign in Japan (since 1980)
PNG CIC's Coffee Consumption Development
Café e Saúde, Programa de Qualidade, Programa Exportador, Café na Merenda, Cafés Sustentáveis
UK British Coffee Association
Know your Cup Road Shows from EAFCA, supported by the Swedish Chambers of SIDA - Sweden

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DISCUSSION FORUM **ICO COFFEE PROMOTION NETWORK**

KEY ISSUES: PRODUCING COUNTRIES

- coffee and health
- methods of preparation
- types of coffee
- quality
- coffee and youngsters
- coffee in schools
- coffee shops
- marketing
- public relations
- capacity building
- retail (supermarkets / small shops)
- baristas
- events / competitions / fairs

UNION OF SECTORS / STRUCTURED APPROACH

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DISCUSSION FORUM **ICO COFFEE PROMOTION NETWORK**

KEY ISSUES: EMERGING MARKETS

- coffee and health
- methods of preparation
- coffee and youngsters
- coffee shops
- marketing
- public relations
- capacity building
- coffee in schools
- types of coffee
- events / competitions / fairs

COFFEE AS A LIFESTYLE
WHO ARE THE PARTNERS / ACTORS?

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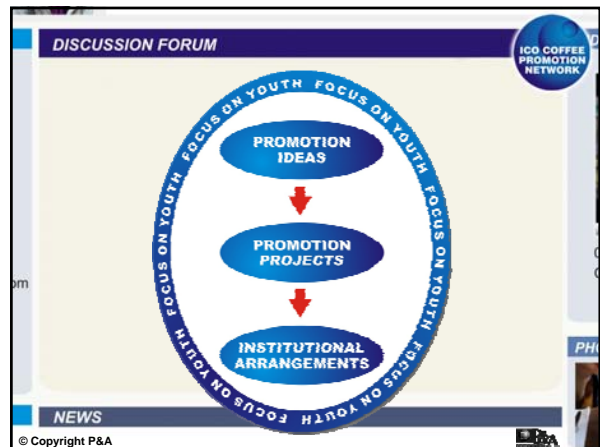
DISCUSSION FORUM **ICO COFFEE PROMOTION NETWORK**

KEY ISSUES: TRADITIONAL MARKETS

- certification / sustainability / origin
- science / technology / research
- coffee shops
- coffee and youngsters
- coffee in schools
- marketing
- public relations
- barista
- coffee and health

PARTNERSHIP WITH BRANDS

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DISCUSSION FORUM

ICO COFFEE PROMOTION NETWORK

FOCUS ON YOUNGSTERS

- implicit by medium used
- **from** generation of ideas
- **to** promotion tool itself

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DISCUSSION FORUM

ICO COFFEE PROMOTION NETWORK


TRAINING OF MEDIATORS

- critical task
- designed by three prestigious entities




ITESES

INSTITUTO DE INVESTIGACAO E DESENVOLVIMENTO EM LINGUAGEM E COMUNICAÇÃO



UFMG

UNIVERSIDADE FEDERAL DE MINAS GERAIS



IMPACTA

INSTITUTO DE PESQUISA E DESENVOLVIMENTO EM MARKETING

- trial and development in actual courses
- ICO version under preparation
 - P&A and Radiumsystems
 - virtual on-line approach
 - trials during preliminary operation

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DISCUSSION FORUM

ICO COFFEE PROMOTION NETWORK

CURRENT STAGE OF PROJECT

- virtual environment nearly ready for trials
- materials to train mediators under preparation
- restricted operation to start in October / November

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ICO COFFEE PROMOTION NETWORK



COLLABORATIVE BUILDING

ARTICLES



VIDEO



PHOTOS



WWW



POWER POINT



CHATS



INTERNET 2.0 IS **VERY** DYNAMIC

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