

ICO COFFEE PROMOTION NETWORK

80021042
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Carlos Henrique Jorge Brando
P&A - Radiumsystems - January 2008



ICO COFFEE PROMOTION NETWORK



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ICO COFFEE PROMOTION NETWORK

START MY PROFILE COMMUNITIES MEMBERS HELP

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Questions RSS

Login | Sign up

HOW TO JOIN THE ICO NETWORK?

- receive invitation
- accept invitation
OR
enter site
www.promotionnetwork.com
- sign up
- acceptance by network
- login

Sign up

*First Name

*Last name

Gender Male Female

Date of birth (month/day/year) 1 / Jan / 1900 Public

*Address Private

*City Public

*Country Public

*ZIP/Postal code (Only numbers) Private

*E-mail for login

*Password

*E-mail Private

Website Private

Telephone Private

Mobile Private

*Mini Resumé Public

Send

ICO COFFEE PROMOTION NETWORK

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Login | Sign up

Login

The ICO COFFEE PROMOTION NETWORK is a collaborative community that connects people to discuss and find ways to promote coffee consumption around the world.

The access is totally free and enables its users to create their personal profiles and their virtual communities.

Join discussion forums
Get the latest news about coffee promotion
Upload case studies and presentations
Post videos and upload photos

User (E-mail)

Password OK

[Forgot your password ?](#)

Sign up

*First Name

*Last name

Gender Male Female

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*Address Private

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Mobile Private


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ICO COFFEE PROMOTION NETWORK






 Governance: P&A + RADIUM + ICO
Created on: 13/Dec/2007
Participants:
URL: <http://www.promotionnetwork.com/ledes/fom/rede?id=1>
[RSS](#)

The ICO COFFEE PROMOTION NETWORK is a collaborative community that connects people to discuss and find ways to promote coffee consumption around the world.
Website: <http://www.ico.org>
INTERNATIONAL COFFEE ORGANIZATION

[INVITATION](#)

POSTS

Most Recent Most viewed Most visited (week)

COMMUNITIES	Posts	Visits
 Coffee Promotion Community Positively Coffee 16/01/2008 11:12	LINK TO SITE	489
 Coffee Promotion Community ICO - News From The Executive Director 16/01/2008 11:07	LINK TO SITE	489
 Coffee Promotion Community KEY ISSUES: Producing countries 16/01/2008 10:57	DISCUSSION FORUM	489
 Coffee Promotion Community Just Coffee 16/01/2008 10:56	VIDEO	489
 Coffee Promotion Community Espresso Shots 16/01/2008 10:49	PRESENTATION	489

Search Network

Search network communities
ICO COFFEE PROMOTION NETWORK
 [OK](#) [List all](#)

Search network members
ICO COFFEE PROMOTION NETWORK
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Widgets

- on-line members
- ICO Guide
- consumption clock
- surveys

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The
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Web
INTE

POSTS






Most Recent Most viewed Most


COMMUNITIES

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 Coffee Promotion Community ICO - News From The Executive Director	

[RSS](#)

POSTS [Most Recent](#) [Most viewed](#) [Most visited \(week\)](#)

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[INVITATION](#) 

[visited \(week\)](#)

Search Network

Visits	
489	Search network communities ICO COFFEE PROMOTION NETWORK <input type="text"/> OK List all
489	Search network members ICO COFFEE PROMOTION NETWORK <input type="text"/> OK List all
489	

Widgets

OK List all

Widgets

- on-line members
- ICO Guide
- consumption clock

SURVEYS

Internet 100%


ICO COFFEE PROMOTION NETWORK

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Collaboration Community




Coffee Promotion Community
 NET: [ICO_COFFEE_PROMOTION_NETWORK](#)
 Mediator: P&A
 Created on: 13/Dec/2007
 Members: 3
 Visits: 479
 URL: <http://www.promotionnetwork.com/redes.form/comunidade?id=3>
 RSS

You can post your videos, opinions, photos, links, presentations and everything you may find useful to generate ideas and strategies. Enjoy!
 Website: <http://www.ico.org/>

INVITATION JOIN

Shared content


Videos



20/Dec/2007
Just Coffee

ADD EDIT SEE

Photos



INDIA
Coffee from India

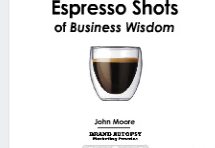
ADD EDIT SEE

Recommended links

- Postively Coffee
- ICO - News From The Executive Director
- Specialty Coffee Association of America
- Specialty Coffee Association of Europe
- Coffee Board of India
- International Coffee Organization

ADD EDIT SEE

Presentation




Espresso Shots of Business Wisdom
John Moore

20/Dec/2007
Espresso Shots of Business Wisdom

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Shared content

Videos




20/Dec/2007
Just Coffee

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Photos

INDIA



Coffee from India

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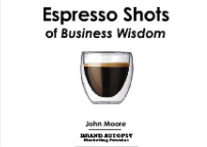
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- Positively Coffee
- ICO - News From The Executive Director
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- Coffee Board of India
- International Coffee Organization

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Presentation

Espresso Shots of Business Wisdom




20/Dec/2007
Espresso Shots of Business Wisdom

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HOW TO POST

- click on add
- insert a title
- insert a description
- insert address (URL)
- save

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0 New Messages | Paulo | Exit

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Coffee Promotion Community

You can post your videos, opinions, photos, links, presentations and everything you may find useful to generate ideas and strategies. Enjoy!

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Title:

Description:

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[Business](#)
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Members of the community

- Name
City
Country
- Name
City
Country
- Name
City
Country

Total 3 SEE

Highlights

Questions on coffee promotion:
By Name

In your opinion, what are the critical factors for an institutional campaign to increase coffee consumption to be effective and to have positive results?

- Participation of all the segments in the sector
- Commitment of the players in the sector
- Strategic long-term actions
- Continuous promotional activities
- Active participation of roasting and soluble industries
- Availability of projects, ideas and / or strategies
- Access to funds
- Participation and support of the government

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PollDaddy.com

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- videos
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Forum

Topic	Author	Visits	Posts	Last post	
Institutional promotion of coffee?	Paulo Henrique	1	1	17/Jan/2008 14:12	Delete
QUESTION: Institutional Campaigns	Paulo Henrique	8	2	17/Jan/2008 14:02	Delete
KEY ISSUES: Producing countries	Paulo Henrique	4	1	16/Jan/2008 10:57	Delete
KEY ISSUES: Emerging Markets	Paulo Henrique	1	1	16/Jan/2008 10:56	Delete
KEY ISSUES: Traditional Markets	Paulo Henrique	1	1	16/Jan/2008 10:49	Delete
ICO Mission	Paulo Henrique	4	1	20/Dec/2007 14:16	Delete

Total topics 6

NEW TOPIC SEE

Forum

Topic	Author	Visits	Posts	Last post	
Institutional promotion of coffee?	Paulo Henrique	1	1	17/Jan/2008 14:12	Delete
QUESTION: Institutional Campaigns	Paulo Henrique	8	2	17/Jan/2008 14:02	Delete

HOW TO ENTER A COMMENT

- click on existing topic
- click on reply
- enter a title
- enter content
- save

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ADD EDIT SEE

Forum

Topic	Author	Visits	Posts	
Institutional promotion of coffee?	Paulo Henrique	1	1	
QUESTION: Institutional Campaigns	Paulo Henrique	8	2	
KEY ISSUES: Producing countries	Paulo Henrique	4	1	
KEY ISSUES: Emerging Markets	Paulo Henrique	1	1	
KEY ISSUES: Traditional Markets	Paulo Henrique	1	1	
ICO Mission	Paulo Henrique	4	1	

Total topics 6

NEW TOPIC SEE

•click on existing topic

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Theme Community

Coffee Promotion Community
 ICO COFFEE PROMOTION NETWORKSUBREDE OIC
QUESTION: Institutional Campaigns

You can post your videos, opinions, photos, find useful to generate ideas and strategies

1 Comments
 1 Visits
 Updated on 17/01/2008 13:56

COMMENT TOPIC BACK TO TOPICS BACK TO COMMUNITY

Paulo Henrique Leme - 17/01/2008 13:56

QUESTION: Institutional Campaigns

What were the most successful institutional campaigns that you know of?

COMMENT TOPIC BACK TO TOPICS BACK TO COMMUNITY Bookmarks: [icons]

Showing 1 - 1 of 1

> Reply
 • click on reply

Author: Paulo Henrique Leme

Title: Brazilian Campaigns - enter a title

Message:

[Click Here to see how to insert urls, pictures and videos](#)

[Rich Text Editor]

The brazilian campaigns that I am aware of are:

- Purity Seal;
- Coffee Quality Program. - enter content

Any other?

Paulo Henrique Leme

Cancel Save - save

KEY ISSUES: Traditional Markets	Paulo Henrique	1	1	16/Jan/2008 10:49	Delete
ICO Mission	Paulo Henrique	4	1	20/Dec/2007 14:16	Delete

Total topics 4

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HOW TO ENTER A TOPIC

- click on new topic
- enter a title
- enter content
- save

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Forum

Topic	Author	Visits	Posts	Last post
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Total topics 4

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•click on new topic

Total topics 4 NEW TOPIC SEE

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HELP

- **FREQUENTLY ASKED QUESTIONS (FAQ)**
 - main questions asked by users
 - respective answers
- **ASSISTANCE**
 - update yourself about the environment
 - interact with other users and managers

ICO COFFEE PROMOTION NETWORK

MEDIATION

- critical task
- P&A will mediate (6 to 10 months)
- identify and name mediators (6 to 10 months)
 - develop naturally
 - selected by P&A
 - name

ENSURE SUCCESS OF NETWORK

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PRODUCING COUNTRIES



- KEY ISSUES

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

- STRATEGIC APPROACHES

- union of all sectors
- structured approach
- institutional programs
- public relations

TRADITIONAL MARKETS



- KEY ISSUES

- coffee and health
- certification / sustainability / traceability / origin
- new products (science / technology / research)
- coffee shops
- baristas
- young consumers

- STRATEGIC APPROACHES

- partnerships with brands
- public relations

EMERGING MARKETS



- KEY ISSUES

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

- STRATEGIC APPROACHES

- coffee as a lifestyle
- public relations

ICO NETWORK - MILESTONES AND MARKERS



ACTIVITY	MONTHS															
	2007								2008							
	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEV	MAR	APR	JUN	JUL	AUG	SEP	
1 Project Launching	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2
2 Implementation of network (infrastructure of information) in the internet																
3 Selection of Mediators																
4 Development, discussion and signature of contracts with Mediators																
5 Diagnosis																
6 Strategic planning																
7 Goals																
8 Information system																
9 Network Launching Event																
10 Preliminary operation																
11 Mobilization of Suppliers																
12 Mobilization of Collaborators																
13 Mobilization of Participants																
14 Retrofeeding and beginning of full operation																

www.promotionnetwork.com



THANK YOU!

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