BLACK RIFLE COFFEE COMPANY

Final Presentation

MEET THE TEAM



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AGENDA

1. COMPANY OVERVIEW
2. MARKET RESEARCH
3. STRATEGY OVERVIEW
4. BRANDING IMPLEMENTATION
5. FOLLOWING STEPS



COMPANY OVERVIEW

Veteran-founded premium coffee brand with strong patriotic, mission-driven positioning

Offers roast coffee, RTD beverages, and subscriptions across wholesale and retail channels

Competes through differentiated branding, product quality, and loyal niche customer base

MARKET RESEARCH

SWOT ANALYSIS

STRENGTHS

- **Multiple purchase touchpoints (including planned or impulse)**
- Digital discovery is strong
- Retailers expanding shelf space

WEAKNESSES

- **Polarizing positioning limits mass-market appeal**
- Lower retail recognition compared to dominant competitors

OPPORTUNITIES

- **Clear repeat purchase drivers**
- Target underpenetrated areas
- Retailed expansion of RTD shelf space

THREATS

- **Dominance of major competitors**
- High barriers to scaling retail presence

INDUSTRY ANALYSIS

Large/growing but maturing market	>>>	Harder to gain share
Highly concentrated	>>>	High barrier to entry
Retail-driven competition	>>>	Must win at shelf

Value Product

COMPETITIVE ANALYSIS

Mass Market

Niche Market

Premium Product

TARGET MARKET



Prioritize convenience, affordability, and product experience.

Both planned and impulse buying

Appeals to mission-driven consumers

PERSONAS



Busy Ben
Convenience-Driven Consumer



Deal-Seeking Dan
Value-Oriented Switcher



Mission-Minded Mike
Brand-Aligned Consumer

CONSUMER BEHAVIOR

Consumers switch based on price and promotions.



Purchases occur through planned and impulse buying.

Branding and social media drive product discovery.

RETAIL ANALYSIS

Place of Purchase	Grocery store/Mass Retailer → Planned Purchase Convience Store → Impulse Purchase
Standing Out	In-Store Displays & Promotions
Why Important?	Perfection required to compete for shelf space

SOCIAL MEDIA ANALYSIS

68% Facebook

YouTube 59%

43% Instagram

TikTok 29%

STRATEGY OVERVIEW

CUSTOMER DECISION JOURNEY



OBJECTIVES



Increase sales by **10%**



10,000 app downloads



Increase social media engagement by **7%**

NEGATIVE REVIEWS

"Company has stopped sending subscribers their coffee and **no longer responds** to customer service complaints or questions. Do not support this brand."

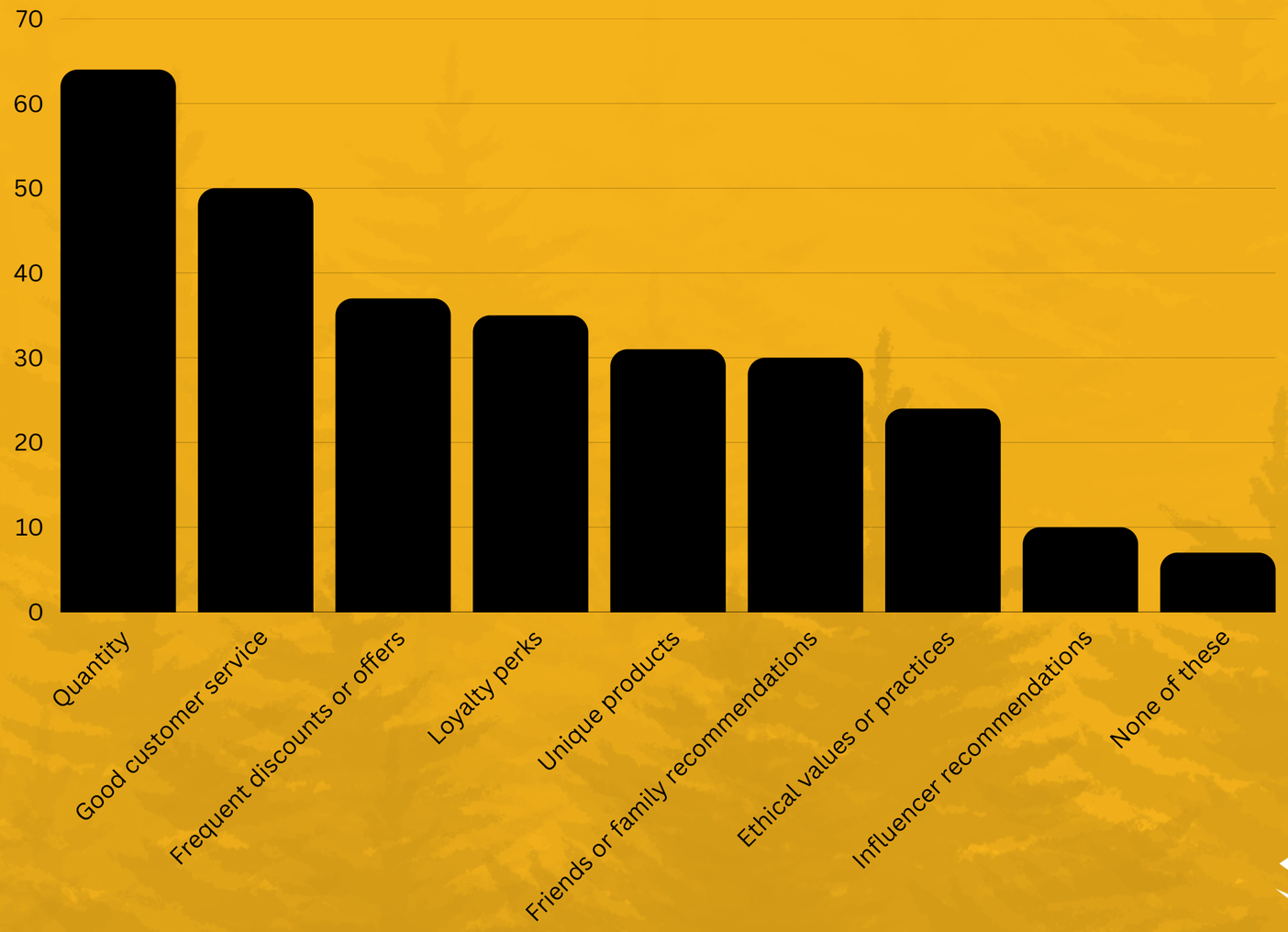
"Freshly opened box only had **27** of the advertised **32**. Pretty **aggravating**...First order ever and I'm **short 15%** of what the box says."

"Placed an order over a **month** ago. According to my BRCC account says it was shipped...however, according to the shipping company, it was **never received**. I attempted to call the BRCC customer service number over **8** times in the past **2** weeks and have got their recorded response saying they're **too busy** to help."

CUSTOMER FEEDBACK

"**Quality**, **Good customer service** and frequent **discounts** and offers are the biggest drivers of consumer **loyalty** to brands"

Statista



STRATEGY 1

In-Store Engagement & Promotions

Targeted Promotional Iniatives

- BOGO
- Discounts
- Location-based SMS

50%

Optimize Visual Merchandising

- High-visibility placements
- Promotional signage
- Maximize appeal


BLACK RIFLE
COFFEE COMPANY
COFFEE
COUNTRY
FREEDOM
COFFEE
ESPRESSO 300
RANGER BERRY
FREEDOM PUNCH
SUGAR FREE

STRATEGY 2

Leverage Customer Data

Mobile Rewards System

- Points-based system
- Manually input receipts
- Location-based SMS

Localized Marketing Campaigns

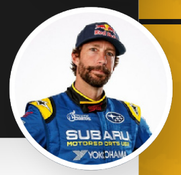
- In-person pop-ups
- Location-based push notifications

STRATEGY 3

Optimize Social Media Content

Partner With Influencers





- Collaborate with **Riley Green** & **Travis Pastrana**
- Rural lifestyles, veteran-affiliated
- Represent tough, disciplined lifestyle

Develop High-Performing Content

Influencer Reels, lifestyle branding, punchy captions

Meme-heavy → engage millenials, increase shares

Creator-led content, subtle product integration

KEY PERFORMANCE INDICATORS

App Downloads

Discount Redemptions

Engagement Rates

Sales (Units/Store/Week)

Of People Who Join Loyalty Program

BRANDING IMPLEMENTATION

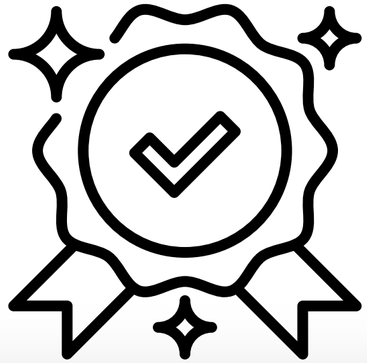
POSITIONING STATEMENT

"**Black Rifle Coffee Company** serves coffee and culture to people who love America. We develop our explosive roast profiles with the same mission focus we learned as military members serving this great country and are committed to supporting veterans, law enforcement, and first responders. **With every purchase you make, we give back**."

CORE MESSAGE PILLARS



Mission-driven



High-quality coffee & craftmanship



Patriotic/American identity & lifestyle

RETAIL SPECIFIC MESSAGING FRAMEWORK/CTA

- Integrate brand mission → differentiation
- Distinct CTA's
- Subtle nudging
- Enhance customer navigation

Suggested CTA's

1. "Fuel the grind"
2. "Load up"
3. "Coffee that gives back"

CONTENT AND INFLUENCER GUIDE

Content

short-form, high-energy storytelling

meme-driven graphics

authentic, creator-led content

Influencer





align with rugged, patriotic, and lifestyle-driven idenetity

avoid overly controversial figures & overly aggressive content

FOLLOWING STEPS

FOLLOWING STEPS

Survey



Develop Strategy 2



Examine Data More in-Depth



TIMELINE

	Build Foundation	Initial Launch	Scale
1	Plan Promotions with Retail Partners	Launch BOGO offers, discounts, SMS promotions	Evaluate promotions and sales life performance
	Design merch and secure agreements	Roll out in store displays, signage, and strategic shelf placement	Optimize merch placement based on retail performance
2	Develop updated points-based loyalty	Launch points-based rewards in BRCC app	Track loyalty adoption and app engagement
	Develop localized marketing campaigns	Begin first wave of localized marketing campaigns	Expand localized campaigns into additional markets
3	Develop partnerships with influencers	Launch influencer partnership campaigns	Assess influencer ROI and expand top partnerships
	Develop platform-specific content guidelines	Publish optimized social media content	Refine content strategy based on engagement analytics

Jan 2027 Feb 2027 Mar 2027 Apr 2027 May 2027 Jun 2027

THANKS!

APPENDIX

CUSTOMER DECISION JOURNEY



Customer decision journey

1. **Awareness:**

An individual discovers Black Rifle Coffee Company through consistent exposure across social media, audio ads, and retail stores. Engaging lifestyle content, humor, military-driven messaging, and in-store placement strengthen recognition.

2. **Information Gathering:**

An individual visits BRCC's **website and social media** to learn about the **brand's mission**. They explore coffee, merchandise, promotions, subscriptions, and store locations.

3. **Evaluation of Alternatives:**

They seek bold flavor, convenience, and strong brand alignment when choosing coffee. BRCC stands out through its veteran-founded mission and patriotic identity.

4. **Commitment:**

Consumers visit BRCC's website to join the Coffee Club for free shipping, discounts, and exclusive promotions. Loyal buyers earn rewards through repeat purchases and engage with the brand community through channels like BRCC's Facebook group.

5. **Post engagement:**

Customers follow BRCC's social media to stay updated on promotions and engage with the brand community. Many also leave Amazon and Walmart reviews sharing feedback on BRCC's products and service.

Strategy 1: Enhance In-Store Engagement and Promotions to Increase National Sales

Tactic 1: Implement Targeted Promotional Incentives

- BOGO , discounts, and location-based SMS

50% of consumers are more likely to buy from brands offering discounts or coupon codes (Statista)

Tactic 2: Optimize Visual Merchandising

- Secure high-visibility placements to maximize product exposure
- Eye-catching displays and promotional signage

70% of shoppers say perimeter displays enhance their experience, encouraging longer browsing and increasing unplanned purchases

strategy 2: Leverage Customer Data to Strengthen Loyalty and Drive Repeat Purchases

Tactic 1: Enhance Mobile App with a Points-Based Rewards System

- Points based system
- Manually input receipt details in the app

35% of U.S. consumers preferred points-based rewards vs.
16% for tiered programs.

Tactic 2: Execute Localized Marketing Campaigns

- In-person pop-up events
- Use location-based push notifications with personalized, region-specific messaging in high-demand markets

56% of U.S. and U.K. consumers are highly loyal to brands they love.

strategy 2: Leverage Customer Data to Strengthen Loyalty and Drive Repeat Purchases

Tactic 2: Execute Localized Marketing Campaigns

“Houston heat hitting hard? Cool down and power up with BRCC iced!”

“Running low on ammo? Reload with a Black Rifle Coffee at Walmart on ___ Rd/St/Ave.”

Strategy 3: Optimize Social Media Content to increase Engagement and Performance

Tactic 1: Partner with Influencers

- Collaborate with Riley Green and Travis Pastrana
- Rural lifestyles, veteran affiliated
- Represent toughness, discipline, and high performance living.

Tactic 2: Develop High-Performing Content with Clear and Engaging Messaging

Instagram:

- Reels featuring influencers and lifestyle driven visuals
- Brief, punchy captions

Facebook:

- Meme based approach should be used to appeal to a millennial audience and encourage shareability

TikTok:

- Opportunity for growth through authentic, creator-led content
- Integrates products in a more subtle and organic way.

Case Studies

Sephora Beauty Insider

- Points-based rewards + personalized recommendations
- Tracks purchase behavior to tailor offers
- Combines points, tiers, and exclusive perks

This was sucessful because they were able to use customer data to create a highly personalized experience and drive repeat purchases.

Loyalty Live

Tier System vs. Point System

35 percent use point based vs. 16 percent use tiered

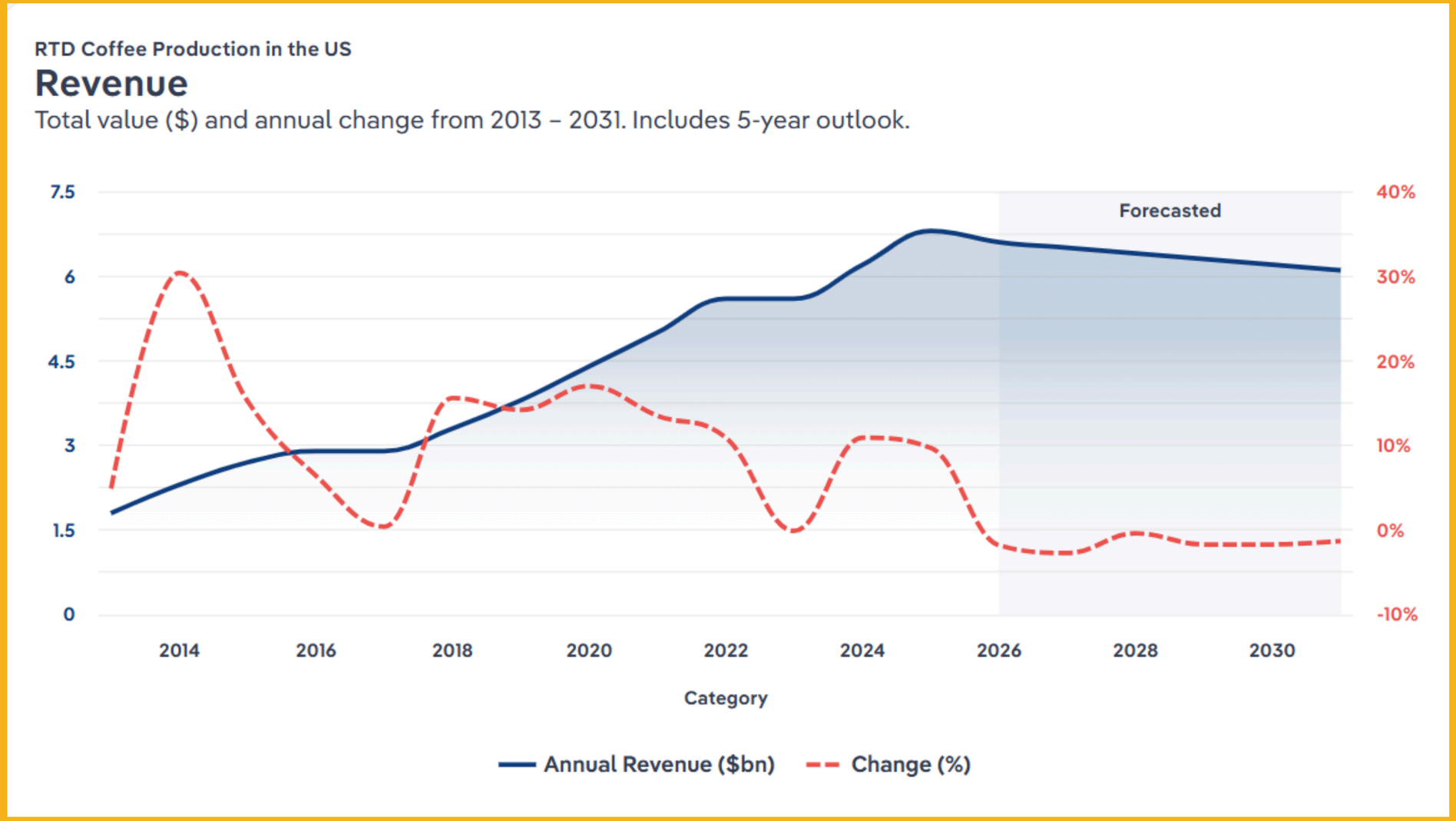


https://www.statista.com/statistics/1612311/types-discount-loyalty-programs-usa/



(https://clients.mintel.com/report/loyalty-in-retail-us-2024#workspace_SpacesStore_4763cda0-2814-426c-a723-ee3dd86cee3f)

Industry


RTD Coffee Production in the US
Revenue
Total value ($) and annual change from 2013 – 2031. Includes 5-year outlook.
7.5
6
4.5
3
1.5
0
40%
30%
20%
10%
0%
-10%
Forecasted
2014
2016
2018
2020
2022
2024
2026
2028
2030
Category
Annual Revenue ($bn)
Change (%)

Industry

RTD Coffee Production in the US

Life Cycle

Indication of the industry's stage in its life cycle compared to similar industries

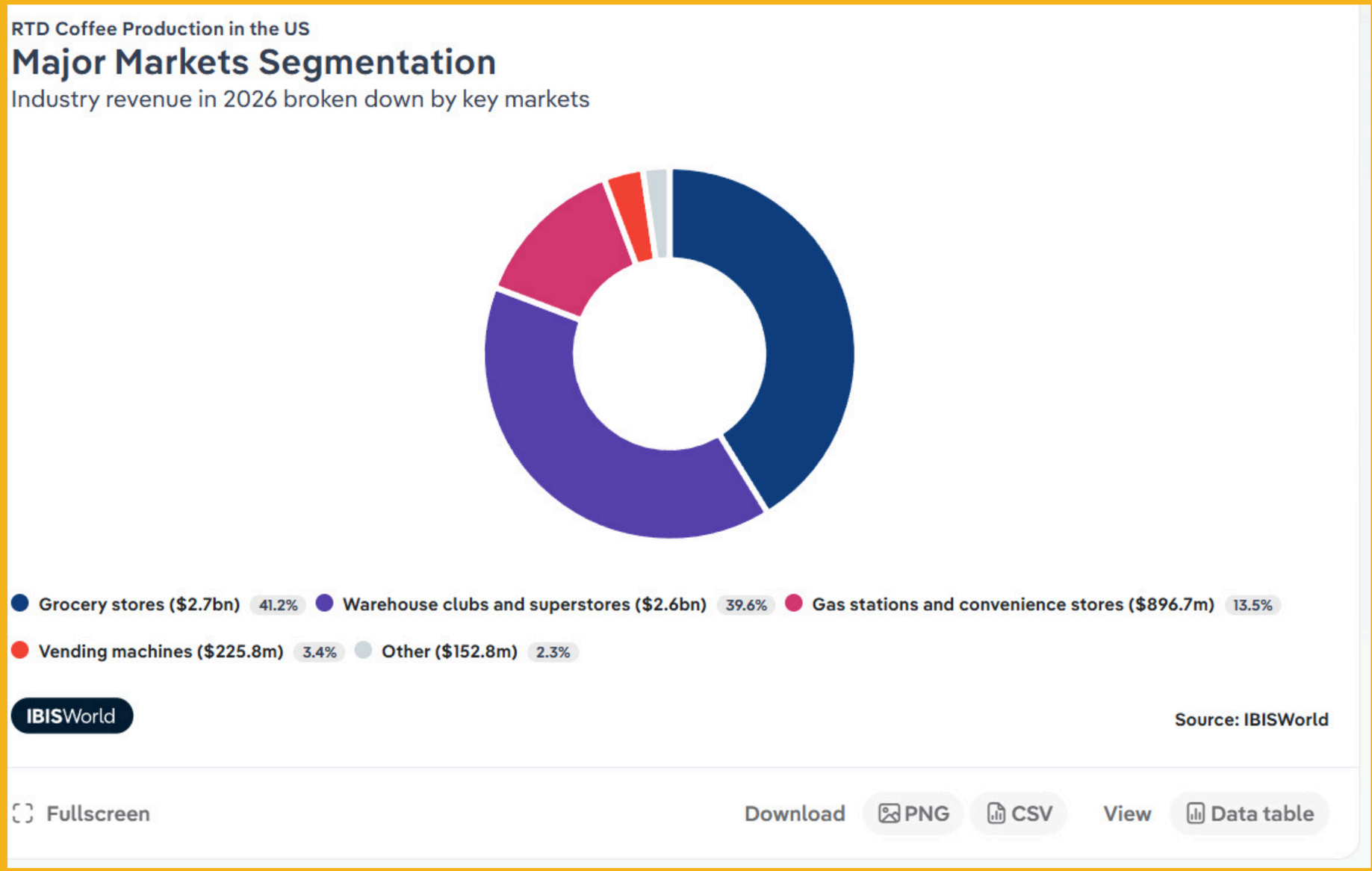


*Growth is based on change in share of economy combined with change in establishment numbers

IBISWorld

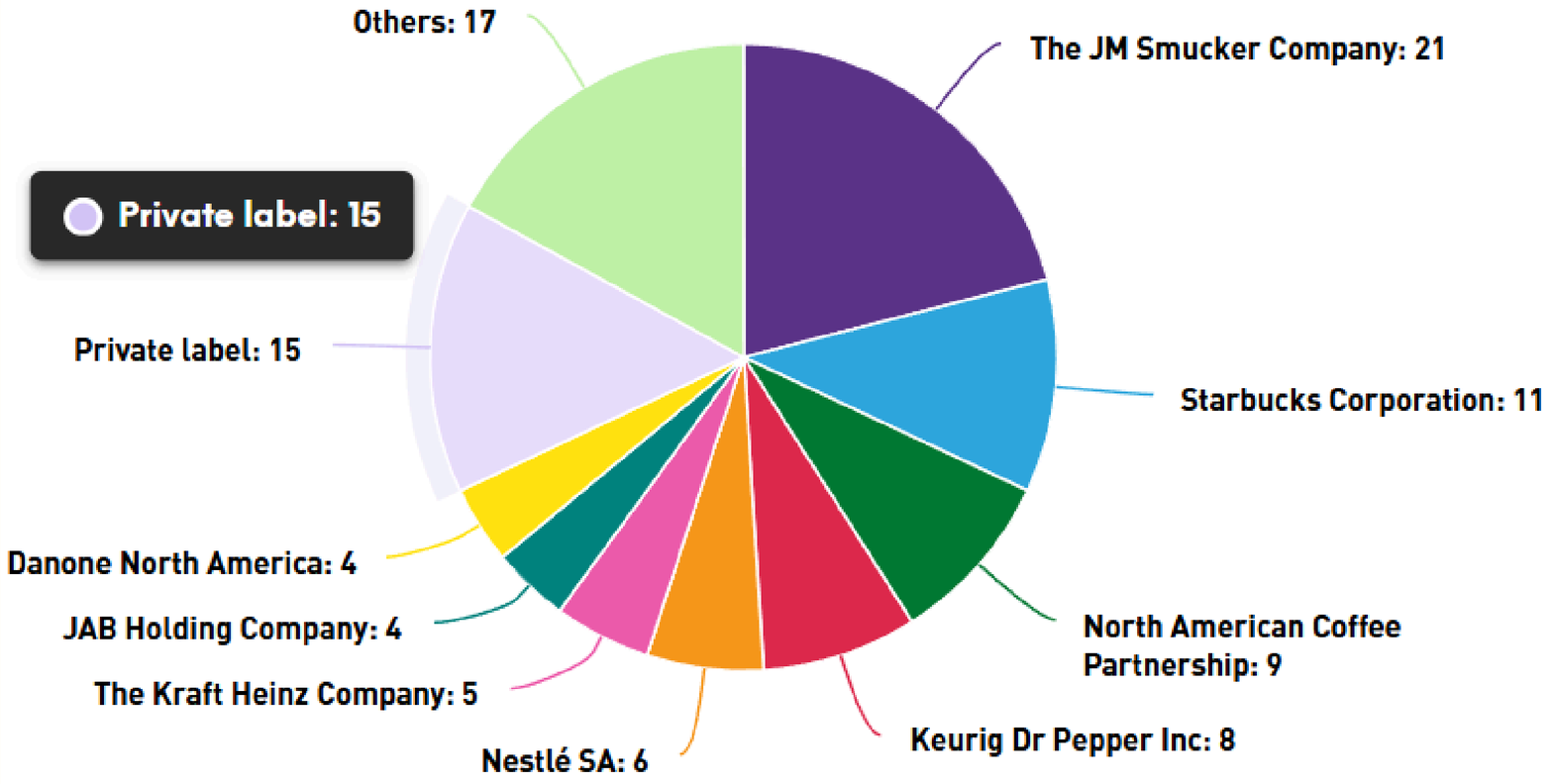
Source: IBISWorld

Dominant Retail Locations



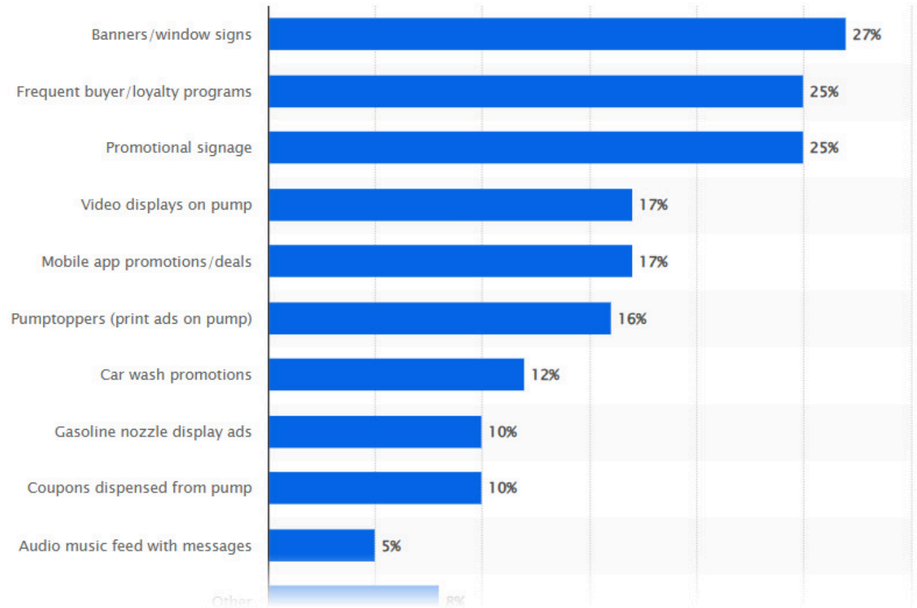
Industry Leaders

US: MULO sales of coffee and RTD coffee, by leading companies, market share %, rolling 52 weeks 2025



In-Store Advertisements

Leading factors that influenced consumers to shop in-store during a recent trip in the United States in 2019



Expand statistic

Details: United States; Convenience Store News; 2019; 1,499 respondents; 18 years and older; U.S. shoppers who shop convenience stores at least once a month

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SOURCE DETAILS FAQ

Source
Convenience Store News

Survey by
Convenience Store News

Published by
Convenience Store News

Source link
Convenience Store News - April 2019, page 54

Release date
April 2019

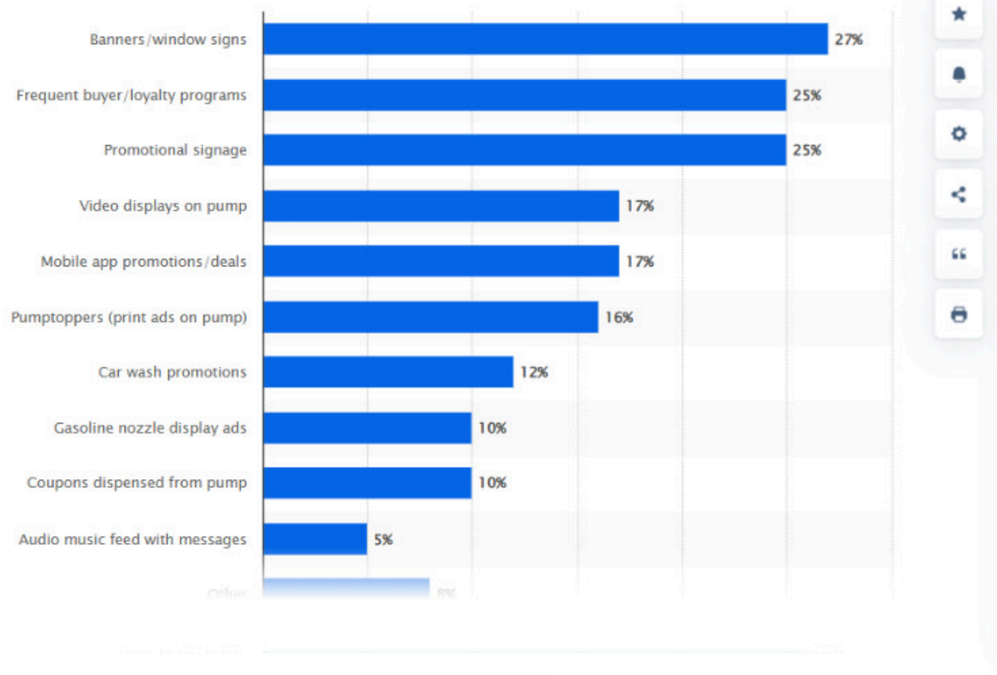
Citation formats
→ View options

In-Store Advertisements

- digital signage increases the likelihood of purchasing featured products by 8.1% (Sage)
- 58% agree that advertising and promotions in physical retail stores help them decide what to buy (mintel)
- 70% say perimeter displays add to their shopping experience, encouraging them to linger and increasing the likelihood of impulse purchases (mintel)
- Rotating displays of new products and free samples are also popular promotional concepts, with 48% of shoppers expressing interest in free samples and 27% in rotating displays, which can drive repeat purchases (mintel)

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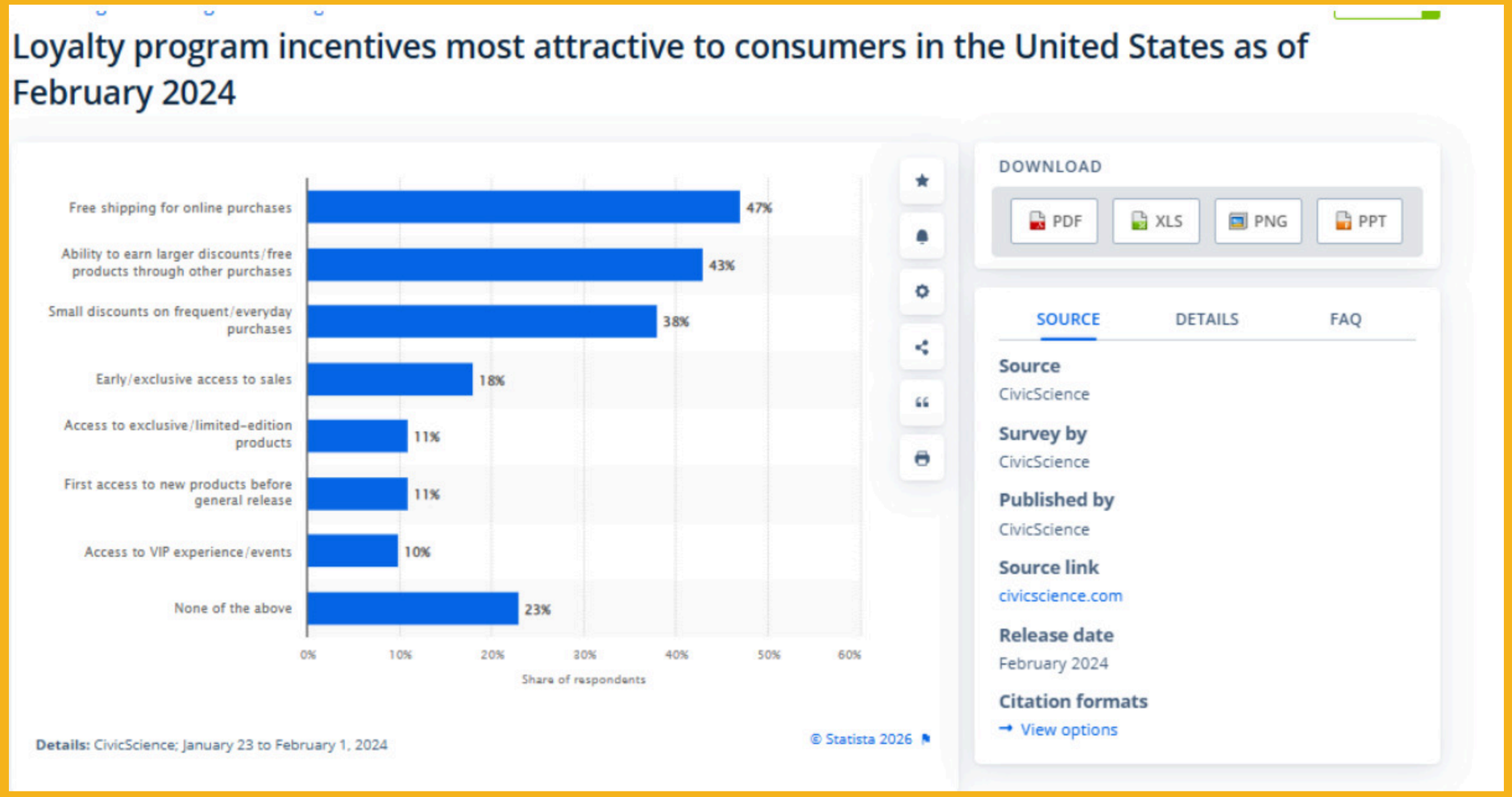
Citation formats
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How does RTD Brand Awareness vary by region?

Brand awareness in the RTD coffee industry is strongest among consumers who purchase from trusted brands, and this plays a big role everywhere, but certain regions stand out.

- The West region, anchored by California, has the largest concentration of RTD coffee producers and benefits from affluent consumers, a strong café culture, and access to major markets. This helps well-known brands gain even more recognition and loyalty.
- In the Southeast, lower labor costs attract more manufacturers, expanding local production and encouraging brands to build recognition in growing metropolitan markets.
- In the Mid-Atlantic, New York leads production and benefits from proximity to urban centers, supporting brand visibility.

Price and Promotions

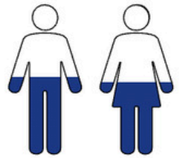


Demographics

Household Products: Food/Drink Products/Ground Coffee {Hh}/Used In Last 6 Months/ BRAND_CONSUMER_Black Rifle Coffee Company

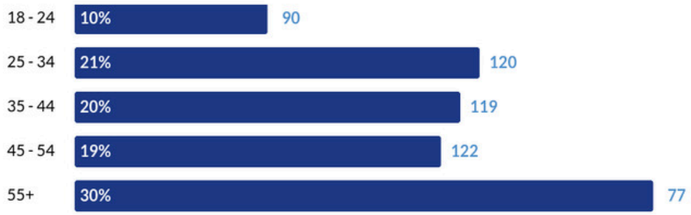
UNWEIGHTED **479** WEIGHTED(000) **2,784** % OF BASE **1%**

SEX

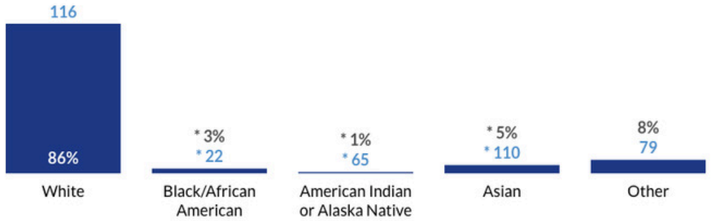


52% 107 | 48% 94

AGE: Median Age: 44.1



RACE

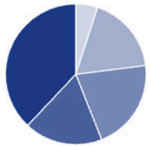


HOUSEHOLD

Children in HH	Owns a pet	Owns a home	Rents a home	Married
42% | 125	63% | 114	66% | 100	32% | 100	61% | 117

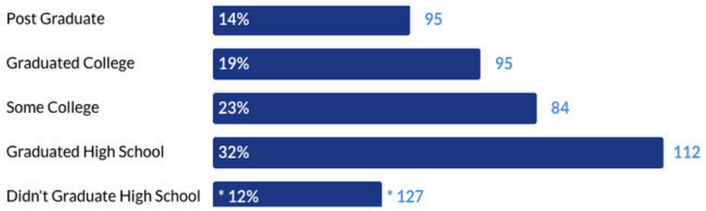
HOUSEHOLD INCOME:

Median Household Income: $91,691

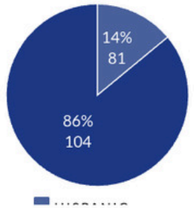


$250K+	* 5%	* 76
$150K-$250K	18%	112
$100K-$150K	21%	114
$75K-$100K	18%	137
<$75K	38%	83

EDUCATION



ETHNICITY



OTHER DEMOGRAPHICS

TOP 10 MEDIAMARKETS
22% | **70**

EMPLOYED
67% | **109**

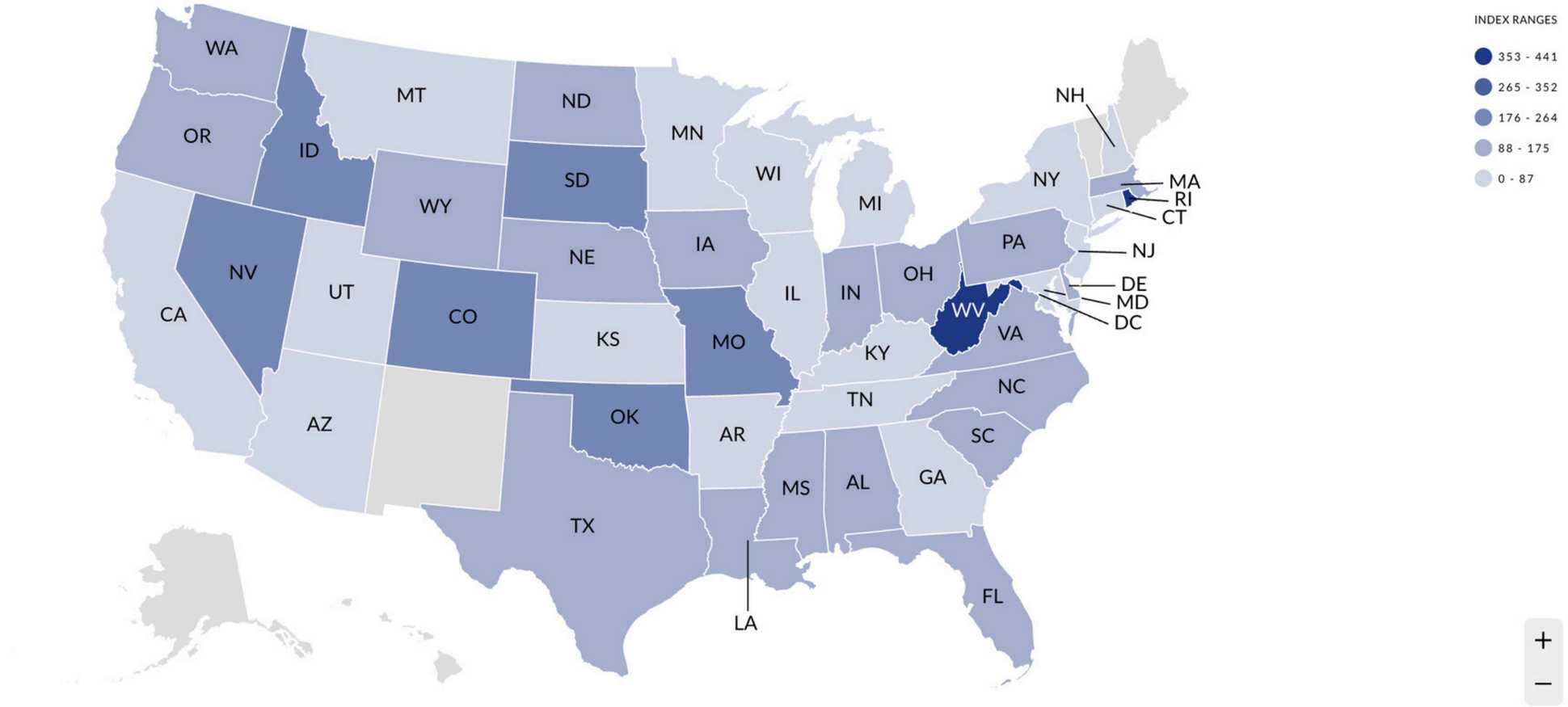
PROFESSIONAL MANAGERIAL
29% | **107**

MEDIAN NET WORTH
$239,232 | **85**

Geographic Heat Map

Household Products: Food/Drink Products/Ground Coffee {Hh}/Used In Last 6 Months/ BRAND_CONSUMER_Black Rifle Coffee Company

UNWEIGHTED **479** WEIGHTED(000) **2,784** % OF BASE **1%**





carlyyriggs Can I please get an update on my order?? I've tried emailing you all, calling the customer service line, using the chat bot, sending DMs, and commenting on multiple posts. I'm not sure what else to do at this point?

22w 6 likes Reply

View replies (2)



blackriflecoffee • Follow
United States of America

blackriflecoffee Stay alert. Stay caffeinated. Stay dangerous.
25w

ty_clay_83 That's your espert opinion
25w 4 likes Reply

sparky.2036 I don't say espresso..... I sing it. Every. Single. Word. 😘
25w 2 likes Reply

justjennafit It's about time we did something about the expresso people.
25w 3 likes Reply

View replies (1)

prototype_kaden No I want expresso no espresso because express is fast and I need to be fast to out-speed the sad
25w 8 likes Reply

View replies (1)

slytherintodisney It's about time
25w 1 like Reply

15.4K likes
October 28, 2025

Add a comment... Post



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United States of America

blackriflecoffee Stay alert. Stay caffeinated. Stay dangerous.
25w

ty_clay_83 That's your espert opinion
25w 4 likes Reply

sparky.2036 I don't say espresso..... I sing it. Every. Single. Word.
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View replies (1)

slytherintodisney It's about time
25w 1 like Reply

15.4K likes
October 28, 2025

Add a comment... Post

Good Customer Service

Starbucks

- Emotional connection + brand loyalty
- Consistent global experience
- Strong ecosystem (loyalty app, rewards, personalization)

Dutch Bros

- High-energy, memorable interactions
- Fast service + strong drive-thru experience
- Strong Gen Z appeal + community connection