

CASE STUDY:

CAMPAIGN:

Launch of KeepCup in the UK market

CLIENT:

KeepCup

Consumer, blog and trade press launch of the KeepCup, an Eco-friendly, reusable and recyclable cup. The aim was to raise awareness of the amount of landfill caused by disposable paper cups, and to encourage the use of the KeepCup.

KeepCups were sent to celebrities and a partnership with Jo Wood organics was established.

RESULTS:

Audience Reach: 9,341,654

Editorial Value: £9,229

AVE: £27,687

CAMPAIGN HIGHLIGHTS:

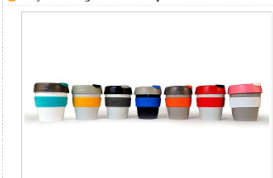
- High profile exposure in national publications, including **The Independent on Sunday** and **Aesthetica Magazine**
- Coverage in key trade piece **Cafe Business**
- Online Coverage with **SheerLuxe** and **Women's fitness**

Aesthetica Magazine Blog

Aesthetica engages with contemporary art, contextualising it within the art world. Founded in 2002, Aesthetica Magazine is one of Britain's leading art publications. www.aestheticamagazine.com

TUESDAY, 3 AUGUST 2010

Why Not Bring Your Own Cup?



I love coffee. Not that's enough. That was one of those that took a while to get used to when I moved to the UK. You'd go over to someone's house, they'd offer you a coffee and get the jar out of the cupboard and the teaspoon out of the drawer. Now, in New York, you come the grinder and then into the coffee pot. There is a distinct difference between American coffee and British coffee.

the scoop

WEDNESDAY, 10 NOVEMBER 2010

Coffee with a conscience

The way we consumer coffee in our culture is beginning to shift.

Coffee emporiums are popping up in our cities (more on this later in The Scoop), and salon culture is changing our Starbucks mentality. *More on this later, too.*

The keepCup is another signal that our throw-away attitude towards our daily flat white is changing too, showing that Eco can also mean stylish. The KeepCup is made from food safe polypropylene, is BPA free, non toxic, reusable and recyclable and is available online for just £8.

We love the styling, design and approach of this eco friendly brand. The bright colours make them a cool accessory, and the amount of wastage a single caffeine addict can avoid by re-using a cup is immense.

They fit in a car and buggy drinks holders (important for eco friendly caffeine sponsored mummies - myself included), and is a damn good gift idea for secret santa's and stocking fillers.