

DM
Data &
Marketing
Association **A Talent**

**DMA TALENT
MARKETING CHALLENGE 2025**



Timeline



1981

First store opens

1999

First international store opens

2019

Coca-Cola buys Costa

1971

Costa founded

1995

Whitbread buys Costa

2011

Costa buys Coffee Nation

2021

Costa turns 50

2023

Made a Little Better launches



For the full Costa story go to <https://www.costa.co.uk/behind-the-beans/our-story/history>

Coffee plays a meaningful role in people's lives across many need states – but, unlike other beverages, consumers enjoy coffee across all these need states, even in one day.



A PICK ME UP



A WELCOME PAUSE



A MEANS TO CONNECT



A TREAT

Retail

The heart of our business, we have over 4k stores in over 30 countries across the world.



Digital & Loyalty Background



2012
UK App launches



2018
Introduce Express Loyalty in UK



2019
First UK Delivery with Uber Eats



2022
First global roll-outs



2010
Costa Club launches for UK stores

2017
Launch targeted CRM capabilities

2019
Click & Collect in UK

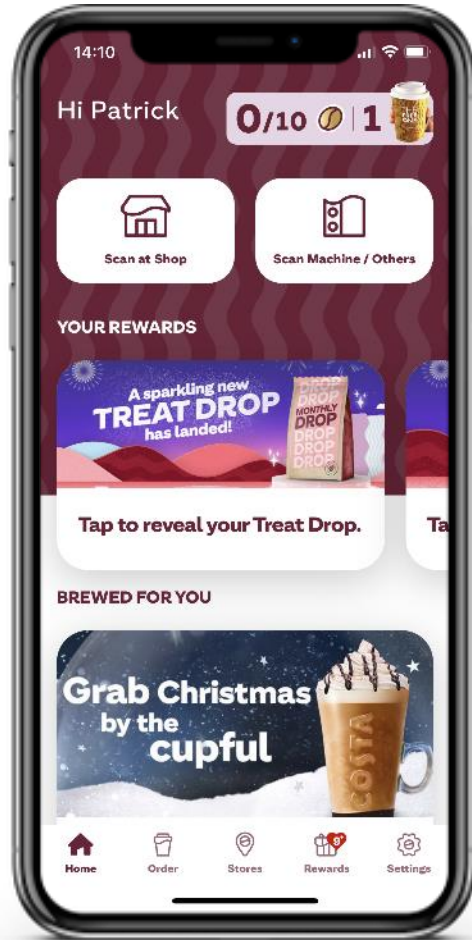
2020
Costa Club Relaunch

2023
Personalised communications



Features of the UK Loyalty App

I can **Earn Loyalty 'Beans'** either in-store or at an Express machine (but I can only redeem my free drink in-store)



I can redeem my **Loyalty Rewards & Promotions** and see my loyalty transaction history

I can see **Relevant Brand Messages** & personalised promotions



I can manage my **Settings & Preferences**



I can order via **Click & Collect / Serve** or select link to one of our **Delivery partners** e.g. Uber Eats



I can find my **Local Store or Machine**

You will need to download the Costa App to do this brief.

BRIEF



Self order kiosks in QSR

- Self order kiosks are becoming more common within QSR industry – allowing customers to order their own drinks and food as well as scan loyalty cards.

Benefits to the customers

- Reduction on waiting time as staff focussed on making rather than taking orders
- Customers can personalise their orders and have more time to do this
- Reminders to use offers/promotions on their card

Benefit to QSR & Retailers

- Increased accuracy of orders
- Staff can focus on customers service in other areas
- Increased efficiency and use of staff time
- Potential to increase order value with suggested add ons
- Maintain competitiveness in line with other food brands such as McDonalds



Opportunity – drive digital engagement with self order kiosks

- Objective: Drive 50k consumers to use the self ordering kiosk in their next 3 visits to Costa using their loyalty card, and maintain or increase the average order value of £5.50.
- Campaign: Create a campaign that encourages trial and repeat use of the self order kiosks. Your campaign should cover any quarter of the next year (please specify which one and why).
- You have a budget of £300k (this includes any promotion spend e.g. discounts).
- Clearly define which segments of the loyalty card population you will target and why – don't just think about obvious demographics, think about behaviour and attitudes too, who is most likely to use them.
- Explain how you will target them - which channels you will use and why. You can use non digital channels too.
- Bring your campaign to life with your creative idea.
- Detail your budget spend.
- Forecast your results, explain how you will measure them and give your ROI.

Data and assumptions

You will appreciate that we cannot share real competitive data for this brief, so we have provided you with some assumptions.

- Assume Costa has 2m loyalty card customers in the UK
- Usage groups break down into
 - Active users 40%
 - Lapsed users i.e. registered but not ordered in four months 30%
 - Inactive users registered but not used 30%
- Current average order value is £5.50
- Average footfall in stores is 250 customers per day
- Loyalty consumers make up 50% of transactions per day

Entering the Challenge

- Closing date for entries is Monday 2 June 2025 at 23:59.
- Entrants must be UK residents, aged 18 and over, and full-time students, studying any subject. This competition is not for people who are already working in, or teaching marketing, even if you're also studying.
- This is a **team** competition. Minimum of 3 people per team and maximum of 6 per team.
- Only one entry per team to be submitted. Multiple entries from the same team will be disqualified. Individuals can only be part of one team.
- Entries are to be submitted online via the entry form on the [DMA website](#) on or before Monday 2 June 2025.
- To enter the competition, please submit the following:
 - 1) Your full campaign document.
 - 2) A summary of your campaign, to include;
 - > Summary of key findings from your primary or secondary research and how you've used them in your campaign.
 - > Persona of your target audience and why you've chosen them.
 - > The campaign “big idea” and some examples of your creative execution.
 - > Overview of your multichannel communication plan, which explains your media choices, including your Gantt chart/promotional schedule and what you'll test.
 - > Budget breakdown and the ROI you believe this campaign will achieve for the client.Please keep your summary succinct and visually appealing – it should capture the audience and keep them engaged! (We would suggest a maximum of 10 presentation slides).
- The summary will be the first thing the judges see and will form the basis of the first stage of the competition. It should grab your audience i.e. the client, from the outset and should invite them to look at your full campaign document.
- Judging will take place in June 2025 and there will be prizes for winning team(s).
- Full terms and conditions will be posted on the [DMA website](#).