CAMPAIGN CASE STUDY · FICTION COFFEE

NIGHTMARE ON ELM STREET



+41.75%

GROSS SALES VERSUS THE SAME STRETCH
THE YEAR BEFORE

JENNA BAILEY

CREATIVE MARKETING MANAGER
OCTOBER 2022

FALL WAS SLOW

Our coffee shop had a predictably slow fall between the summer rush and the holidays. We needed more people in the shop, and we didn’t want to get there by discounting.

THE INSPIRATION

Our annual Christmas popup was already our single biggest revenue driver of the year. People look forward to it and made it part of their holiday traditions. The idea was proven — a limited-time, fully themed experience worth traveling for. It just had never been tried on any other season.

Our shop sat on Elm Street, so the campaign named itself.

OUR TARGET AUDIENCES

WHO

1. Regulars who hadn’t been in for a while
2. People who turn up for a popup — especially the ones who post about it

THE OFFER

We gave local influencers early access and a free drink of their choice in exchange for a post. It cost us nothing but we got real feedback and teased the campaign before opening day.

It was important to our brand’s authenticity that we positioned ourselves as an experiential destination, not a coffee shop running a promotion.

THE LOOK

WE GAVE IT A LOGO

Two distinct artworks, built for identity: a badge and a street sign.
They were used on stickers, coffee sleeves, signage, and social.
The badge ended up doing more work than the street sign.





The stickers were also sold in-store, turning a campaign asset into a revenue line.

THE MENU

FOUR NEW DRINKS

Each with a name honoring beloved cultural icons and a one-line description written to be read out loud at the counter.



Night of the Living Dead
a zingy zombie thriller that (probably) won't bite back

Jack Skellington
a tasty twist on a classic drink, fresh from the graveyard

The Great Pumpkin
a fall favorite upgraded to a spine-chilling indulgence

Hellfire Club
a spicy-sweet escape from reality and (hopefully) Vecna

PHOTOGRAPHY

STYLED TO BE PHOTOGRAPHED

Gold bones, gourds, and hard light — shot in-house by one of our baristas. Every drink was styled with decor present in the shop — which is what turned 12 posts of ours into 41 reposts of theirs.

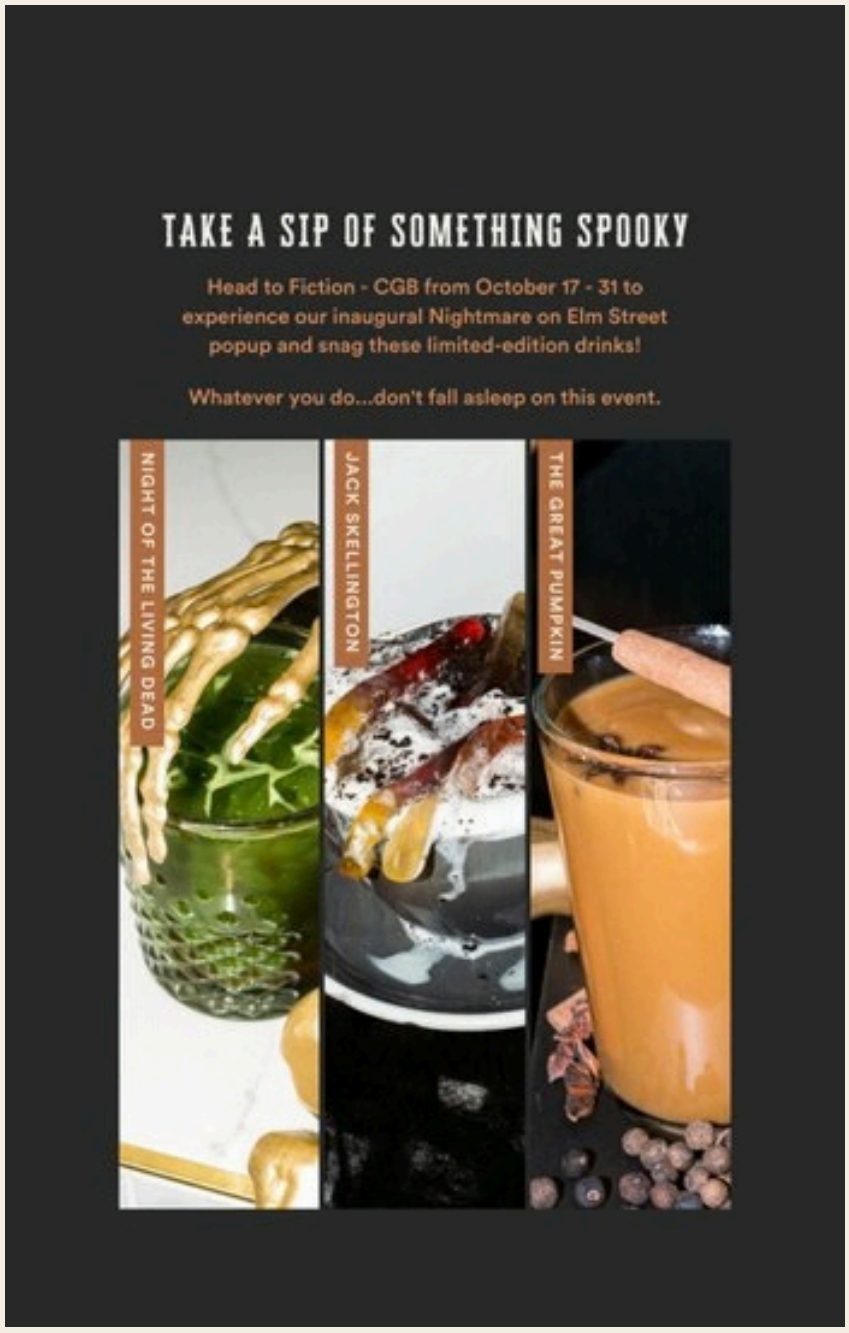


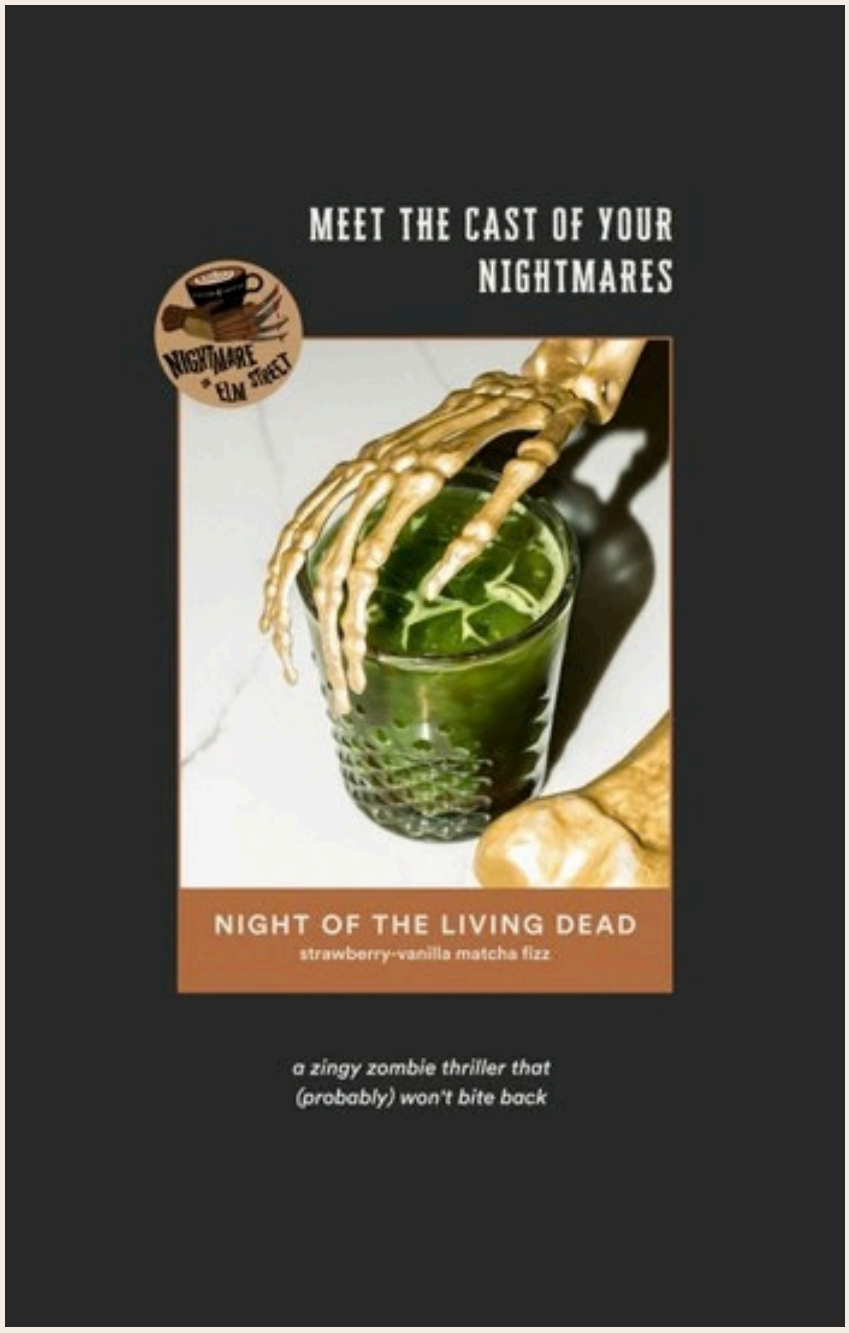




FOUR POSTS.
EIGHT STORIES.
FORTY-ONE REPOSTS.

The entire campaign ran organic. No paid social, no discounting — the offer was the experience itself.





COMPARED TO THE TWO WEEKS PRIOR

WHAT HAPPENED

+41.75%

GROSS SALES VS. PREVIOUS YEAR

+10%

NET SALES

+9.5%

TRANSACTIONS

+1%

AVERAGE TRANSACTION PRICE

+311%

REACH

+392%

NEW FOLLOWERS

+1,663%

ENGAGEMENT

+2,286%

INTERACTIONS

Social figures measured against the two weeks preceding launch.
Sales figures against the same period the prior year.

REFLECTIONS

01

Start in late August, not late September. We got a late start and missed a significant ramp-up. The campaign peaked on the last weekend of October instead of holding for three.

02

Pitch media differently. We sent a media notice and it wasn’t picked up. Starting earlier would help here too — more lead time, and going to individual writers who cover Dallas food and drink instead of a general notice.

03

Keep the sticker. Using it to mark story reposts wasn’t planned, but it reinforced the visual and made it easy to count who was sharing — an accident worth repeating on purpose.

The takeaway: our customers love a theme and will turn out for an event. Keep a well-done popup in the back pocket for any future dip in sales.

CAMPAIGN CASE STUDY

+41.75%

GROSS SALES, COMPARED TO THE SAME STRETCH THE YEAR BEFORE

WHAT I DID ON THIS

I designed the logos and campaign assets, wrote the menu descriptions and all the copy, tapped one of our baristas to shoot it, ran the influencer outreach, and managed social media throughout. I puled together the results afterward.

JENNA BAILEY

NIGHTMARE
ON ELM STREET







a Halloween popup that lifted gross sales 41.75%

FICTION COFFEE

a seasonal menu built like a library

Fiction Coffee

ROSS & HALL • CHAPTER 15

WINTER MENU 2023

FICTIONAL
seasonal specialties

Star-Crossed Lover 6.00 / 12 oz
double espresso, salted brown sugar, 10 oz steamed milk

The Alchemist 6.00 / 12 oz
double espresso, Topo Chico, juniper (iced only)

Secret Garden 6.00 / 12 oz
double espresso, lavender, chamomile, 10 oz steamed milk

Hellfire Club 6.00 / 12 oz
double espresso, habañero brown sugar, 10 oz steamed milk

Goldilocks 6.00 / 12 oz
double espresso, honey + rosemary, 10 oz steamed milk

Don't like something you try?

We know trying something new can be risky. If you don't like what you order, we'll replace it with something you like better, for free!

TRADITIONAL
the classics

Drip Coffee 2.75 / 3.25 (12 oz / 16 oz)
batch-brewed coffee

Espresso 3.50 (2 oz)
double espresso

Macchiato 3.75 (3 oz)
double espresso, 1 oz steamed milk

Cortado 4.00 (4 oz)
double espresso, 2 oz steamed milk

Cappuccino 4.25 (6 oz)
double espresso, 4 oz steamed milk

Latte 4.50 / 5.00 / 5.50 (8 oz* / 12 oz / 16 oz)
double espresso, steamed milk

Americano 4.00 (8 oz* / 12 oz / 16oz)
double espresso, 6 / 10 / 14 oz water

Cold Brew (Iced Coffee) 4.25 / 4.75 (12 oz / 16 oz)
iced coffee, 16-hour immersion

Chai Latte 4.50 / 5.00 (12 oz / 16 oz)
David Rio spiced chai, 10 or 14 oz milk

Matcha Latte 5.00 / 6.00 (12 oz / 16 oz)
matcha tea, vanilla, 10 or 14 oz milk

Iced Black Tea 3.00

Loose Leaf Tea 4.25
ask barista for current selection

NON-FICTIONAL
the fan faves

Vanilla Latte 5.75 / 6.25 (12 oz / 16 oz)
double espresso, 10 or 14 oz milk

Lavender Latte 5.75 / 6.25 (12 oz / 16 oz)
double espresso, 10 or 14 oz milk

Mocha Latte 5.75 / 6.25 (12 oz / 16 oz)
double espresso, 10 or 14 oz milk

Juniper Latte 5.75 / 6.25 (12 oz / 16 oz)
double espresso, 10 or 14 oz milk

Dirty Chai 6.00 / 6.50 (12 oz / 16oz)
David Rio spiced chai, espresso, milk

Pour Over 4.50 (10 oz)
hand-poured coffee, made to order

HOUSEMADE SYRUPS + 1.00

- Simple
- Vanilla
- Chocolate
- Lavender
- Juniper
- Salted Brown Sugar
- Chamomile
- Habañero + Brown Sugar
- Honey + Rosemary

ALT MILKS + 1.00

- Oat Milk
- Almond Milk
- Soy Milk

*8oz drinks are hot only.
12oz + 16oz can be made iced.

escape reality, enter Fiction

COMMON DESK

Common Desk Tone of Voice Guide for Creating On-Brand Content

A way of taking the concept of the Common Desk voice and putting it on paper (or attempting to, at least) to help anyone, whether in marketing or design or community, know how to confidently speak as Common Desk.

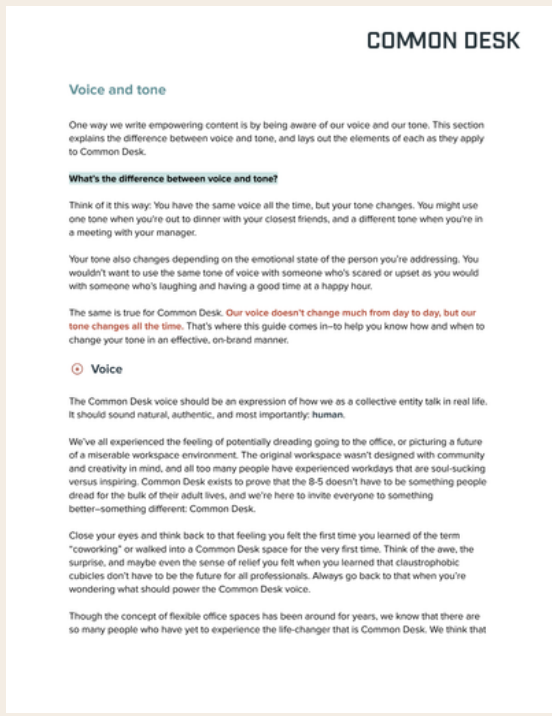
Content goals and principles

With every piece of content we publish, we aim to:

- **Encourage.** Our mission is to make days better, and that mission starts being lived out in real time from the moment our brand sends messaging into the world. Help people resonate with our mission by using language and speaking with a tone that's encouraging, uplifting, and thoughtful.
- **Connect and engage.** Don't market at people; communicate with them on a real level (remember: we keep it real). We strive to strike a sense of authenticity in every piece of content we write so that the language feels human, the message feels organic, and the story resonates in real time.
- **Be helpful.** Tell readers what they need to know, not just what you think they want to hear. Give them the information they need, but in a way that's fun, engaging, and true to the Common Desk brand.
- **Invite.** The Common Desk tour starts with our digital words. Use an inviting tone of voice, no matter where you're digitally speaking. Whether leading a reader through informative materials or a fun piece of content, communicate in a friendly and helpful way, always encouraging the reader to be a part of what we're speaking about. Avoid dramatic storytelling and lofty, pitchy claims. Focus on one of our top strengths, which is inviting people into the Common Desk party–developing that sense of belonging for all from the get-go.

In order to achieve these goals, we make sure our content is:

- **Purposeful.** Before writing something, ask yourself "who am I serving with this?" and "what purpose does this content serve," then be intentional with the words that you write.
- **Human.** Write like you're talking to your a bff (over email, not text 😅) or a close coworker. Break the formalities that most brands typically follow when writing content. All of our content should be warm and human and never formal or robotic, as most brands' tones tend to be.
- **Witty.** Always seek to weave in the Common Desk edge of personality to the content you're producing. Wit is personal, so this is a great way to add your own flare to Common Desk's voice. Pulling off brand-based humor is probably one of the hardest challenges to speaking as a brand, but it's one we accept and work to excel at whenever possible.



Voice and tone

One way we write empowering content is by being aware of our voice and our tone. This section explains the difference between voice and tone, and lays out the elements of each as they apply to Common Desk.

What's the difference between voice and tone?

Think of it this way: You have the same voice all the time, but your tone changes. You might use one tone when you're out to dinner with your closest friends, and a different tone when you're in a meeting with your manager.

Your tone also changes depending on the emotional state of the person you're addressing. You wouldn't want to use the same tone of voice with someone who's scared or upset as you would with someone who's laughing and having a good time at a happy hour.

The same is true for Common Desk. **Our voice doesn't change much from day to day, but our tone changes all the time.** That's where this guide comes in–to help you know how and when to change your tone in an effective, on-brand manner.

Voice

The Common Desk voice should be an expression of how we as a collective entity talk in real life. It should sound natural, authentic, and most importantly: **human**.

We've all experienced the feeling of potentially dreading going to the office, or picturing a future of a miserable workspace environment. The original workspace wasn't designed with community and creativity in mind, and all too many people have experienced workdays that are soul-sucking versus inspiring. Common Desk exists to prove that the 8-5 doesn't have to be something people dread for the bulk of their adult lives, and we're here to invite everyone to something better–something different: Common Desk.

Close your eyes and think back to that feeling you felt the first time you learned of the term "coworking" or walked into a Common Desk space for the very first time. Think of the awe, the surprise, and maybe even the sense of relief you felt when you learned that claustrophobic cubicles don't have to be the future for all professionals. Always go back to that when you're wondering what should power the Common Desk voice.

Though the concept of flexible office spaces has been around for years, we know that there are so many people who have yet to experience the life-changer that is Common Desk. We think that

a voice guide, and the cheat sheet that got people to use it