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.

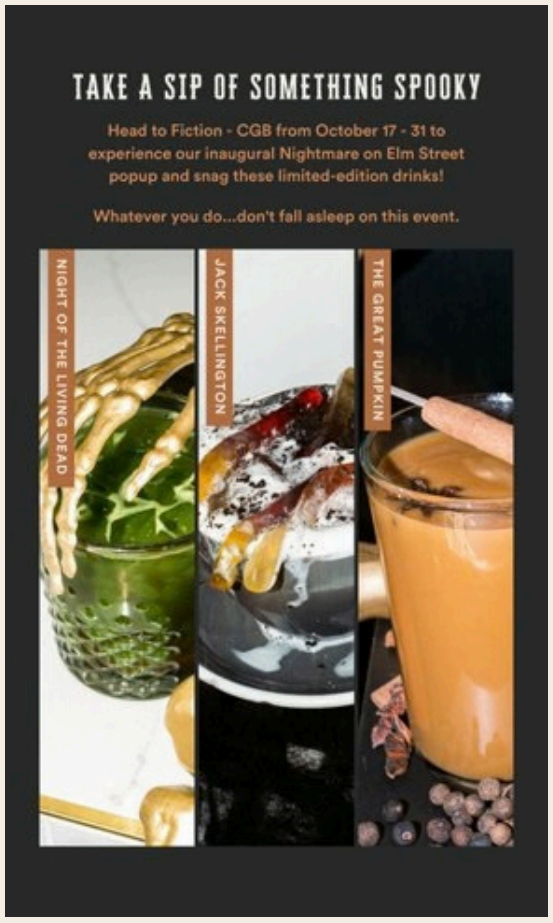






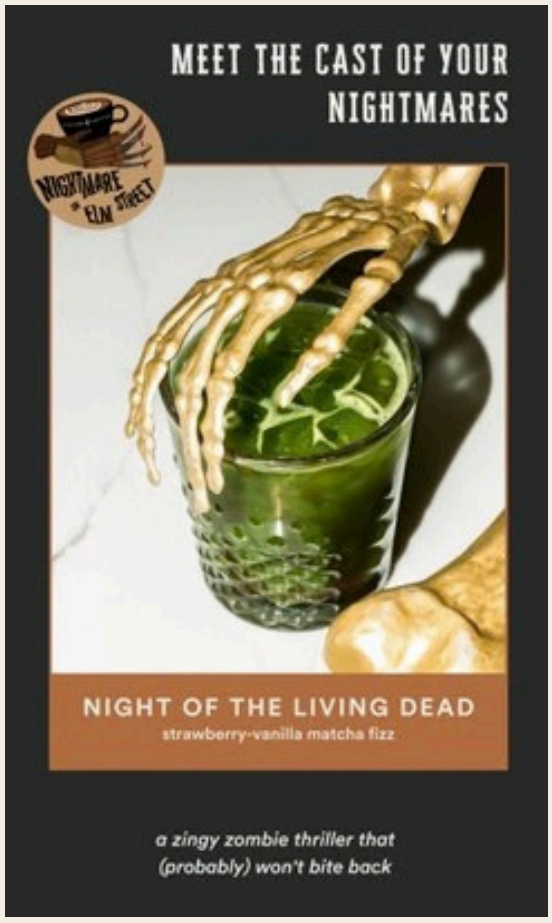
FOUR POSTS.
EIGHT STORIES.
FORTY-ONE REPOSTS.

The entire campaign ran organic. No paid social, no discounting — the offer was the experience itself, with copy that still sounded like Fiction's brand voice but with the fun turned all the way up.



Take a sip of something spooky.

Whatever you do...don't fall asleep on this event.



Meet the cast of your nightmares.



Ali's latte art is more killer than Freddy Krueger's razor glove.

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 pulled together the results afterward.

JENNA BAILEY