

School of Management

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Professor of Marketing

From: Jack Hoyer

Date: 10 November, 2025

Subject: Bus_440N Progress Report 2

Please find attached my/our Progress Report Focused on: Keurig Dr. Pepper Inc.

WE declare that all the work contained herewith is solely ours. This report is expressly intended for academic purposes only.

Please feel free to contact one of us via e-mail through email if you have any questions, comments, or suggestions pertaining to my work.

Regards,

Jack Hoyer

EXECUTIVE SUMMARY

This report details an Integrated Marketing Communications (IMC) strategy for the Keurig K-Mini, specifically tailored to early-career legal professionals such as paralegals, court reporters, captioners, arbitrators, mediators, and conciliators. For this segment, efficiency, focus, and convenience are essential in navigating high-pressure, unpredictable work environments. The K-Mini's compact footprint and rapid brew capability directly address these needs, positioning it as both a practical tool and a lifestyle enhancer for professionals who value seamless integration of productivity and personal routine.

Competitive analysis highlights Keurig's primary differentiators: the extensive K-Cup ecosystem, which offers unmatched variety and personalization; the K-Mini's portability and spatial efficiency; and a modern brand identity that resonates with aspirational, career-focused consumers. In contrast, alternatives like Mr. Coffee and Black+Decker are positioned as lower-priced, utilitarian options with limited brand experience. Understanding the motivations and decision-making patterns of early-career legal professionals supports a value-based pricing approach and a distribution strategy that prioritizes both digital channels and workplace accessibility.

The marketing and communications strategy is designed to increase awareness, drive trial, and build sustained brand loyalty among legal professionals. By positioning the K-Mini as a Professional Efficiency Companion, the plan underscores both its functional advantages and its role in supporting emotional well-being and professional composure. The K-Mini is presented as a tool that enables legal professionals to maintain clarity and productivity, even during the most demanding workdays.

The plan leverages targeted messaging, narrative-driven communications, credible spokespersons, and integrated multi-channel outreach to drive product adoption, foster brand affinity, and encourage repeat use among early-career legal professionals. Each element is designed to reinforce the K-Mini's alignment with the values and daily realities of this segment.

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A. Product/BRAND and Target Buyers

Introduction and Brand Features and Capabilities

We chose the Keurig K-Mini as the base coffee maker product to build the strategy for the Integrated Marketing Communications plan. The K-Mini is a small, inexpensive, and highly convenient single-serve brewing system that is perfect for small spaces and fast-paced lifestyles. As the brand management theory mentioned, the brand should be a success if the brand image is in line with the consumer's lifestyle, functional needs, and emotional associations. Creating a brand image in the consumer's mind, which is recognizable and consistent is key to the product's success. Brands exist through the promise they make, reliability, ease, and how they fit in people's lives, which can ultimately help them drive loyalty and repeat purchase behavior. In this case, convenience, simplicity, and the ability to personalize coffee consumption quickly and effortlessly are the key brand values of Keurig.

The K-Mini in particular solidifies this brand identity with its small 5 inch width, one-button function, and 6-12 oz. serving capabilities when brewing from K-Cup pods. Research indicates that convenience is becoming more important for working professionals with heavy workloads and irregular hours (Grewal, Roggeveen, & Nordfalt, 2017). Our selected target market - Paralegals, Court Reporters, Captioners, Arbitrators, Mediators and Conciliators - fits this profile. These professions include lengthy documentation review, transcription, case support and time-sensitive workflow demands. For these people, being able to make a great cup of fast, hot coffee without sacrificing productivity is a functional advantage.

Additionally, the K-Mini is a practical choice for this market segment, where most of the population are college graduates, with modest starting salaries (U.S. Bureau of Labor Statistics: 2025). Priced at \$59-\$99, the K-Mini is accessible within the financial means of most people. The pricing strategy has a direct impact on perceived value; when the price matches the functional utility and emotional benefit, consumers tend to choose and remain loyal to a brand (Kotler, Keller, & Chernev, 2022).

The K-Cup ecosystem is the other strategic advantage. Because K-Mini makes hundreds of compatible types of drinks, users can easily customize their selections - coffees, teas, hot chocolates, flavor roasts, and beyond. Consumption personalization has been associated with enhanced customer satisfaction and brand attachment, thereby enhancing brand equity (Tu, Khare, & Zhang, 2021). In the context of legal and arbitration workspaces, this variety will allow the user to address changing needs for caffeine consumption, comfort, and concentration during long working days. The portability and small footprint of the K-Mini enables use across a variety of work environments: at desks, in shared office break rooms, small apartments, and even mobile legal workplaces. Clow and Baack note that product convenience and lifestyle compatibility are

increasingly central to consumer buying behavior, especially among younger working professionals balancing multiple life roles.

In summary, our team chose K-Mini because its convenience features, affordability, ability to personalize, and portability directly align with the needs and work patterns of early career legal support professionals. These product attributes will lead how the brand is positioned, how it will be messaged and what it's trying to communicate throughout this IMC plan.

Competitive Brand Attribute Comparison

Our team has made the decision to test Keurig K-Mini against two direct competitors in the low-cost, single serve coffee maker category: the Mr. Coffee Single-Serve Pod Brewer and Black+Decker Brew 'n Go Personal Coffee Maker. This comparison helps the brand with its positioning and message strategy development which is a crucial step in IMC planning. Clow and Baack stress that understanding competitive brand attributes helps marketers to understand points of parity and points of differentiation which enhances brand positioning and communications strategy.

Attribute	Keurig K-Mini	Mr. Coffee Single-Serve Pod Brewer	Black+Decker Brew 'n Go
Brew System	K-Cup pod compatible (wide flavor selection)	Limited pod compatibility; often proprietary or fewer brands	Uses ground coffee only (no pod compatibility)
Brew Size	6-12 oz adjustable	Typically fixed or limited size options (8-10oz)	15 oz travel-mug capacity
Price Range	\$59-99	\$39-\$69	\$19-\$34
Size/Footprint	Ultra-compact (<5" wide)	Moderately compact, larger base footprint	Compact but taller and bulkier
Convenience Speed	One-button, fast brew	Slightly slower heat cycle, more manual adjustments	Requires measuring grounds and cleanup
Brand Image	Modern, premium convenience brand	Value brand with lower emotional association	Purely utilitarian, minimal lifestyle value

The research we conducted has found that the best competitive differentiator for the K-Mini is the breadth of the K-Cup ecosystem, with hundreds of flavors and brands such as Starbucks, Dunkin', Green Mountain and seasonal/specialty roasts. Personalization capability is increasingly linked to emotional brand attachment and hedonic consumption value, which fosters brand loyalty in the long term (Tu, Khare, & Zhang, 2021). In contrast, the Mr. Coffee brewer only has limited pod compatibility and the Brew 'n Go ditches pod variety altogether and requires manual ground measurement. For young legal professionals who juggle heavy workloads and odd hours, choice with very little effort is part of perceived value.

The small footprint of the K-Mini is also a meaningful differentiator. Many paralegals, court reporters and mediators work in shared office spaces, small home offices or in a mobile legal environment. Spatial efficiency is especially important for younger professionals who are living in urban apartments with limited kitchen and desk space. There is the more central role of convenience and portability in consumer purchasing and product value standards (Grewal, Roggeveen, & Nordfalt, 2017). The Black+Decker unit is compact but not portable in the same way as you need more tools and clean up, and the Mr Coffee brewer is comparatively bulkier.

While the Brew 'n Go is cheaper, its more utilitarian positioning misses the emotional and lifestyle connection that Clow and Baack feel is almost essential in building brand equity. Meanwhile, Mr. Coffee has differentiated itself primarily through its low price but not through brand experience or brand identity. The K-Mini provides an accessible price point but also features modern design styles and perceived quality, which represents affordable premium convenience, an important attractor for young college-educated workers with narrow budgets but aspirational spending habits (Kotler, Keller, & Chernev, 2022).

Keurig has a more powerful, more modern lifestyle identity, one that corresponds to the professional identity and work productivity culture. Research findings indicate that consumers increasingly choose brands that help them to express their identity and to improve the efficiency of their daily routines (Schmitt, 2019). Keurig's brand communications highlight composure, ease, and perfect integration into one's routine lifestyles - all qualities linked to organizational competence and professional self-presentation. Mr. Coffee and Black+Decker have no recognizable emotional branding within this category and this makes them more of a functional appliance product than a tool of personal lifestyle.

Target Buyer Description

Our team has decided to target Paralegals, Court Reporters and Simultaneous Captioners, Arbitrators, Mediators, and Conciliators as the main buyer segment for the Keurig K-Mini. According to the U.S. Bureau of Labor Statistics (2025), this workforce comprises about 400,000

professionals in the United States, most of whom are early-career, college-educated professionals with fair starting salaries. These professions involve a high level of cognitive focus, extended periods of sitting work, and precision of tasks, which can include documentation of cases, accuracy of transcriptions, legal research, communication with clients and coordination of cases. Work environments often involve shared office spaces, work from home, flexible work or hybrid work, which makes compactness and portability an important functional requirement.

Demographically, the largest number of people entering these occupations are 25-34 years old, and the gender distribution of those entering these occupations aligns with national trends for occupations in legal support fields, with higher proportions of women. Psychographically, this segment values efficiency and reliability as well as stability in one's own personal routine - characteristics strongly correlated with cognitive-based occupations such as self-management and professional identity as a driver (Schmitt, 2019). Many within this segment also report high caffeine consumption as a productivity tool as determined in behavioral work-rhythm studies within legal and administrative professionals (Wang and McCarthy, 2021).

Behaviorally, this group appreciates products that minimize friction in the day-to-day workflow, products that require minimal set-up and products that enable rapid resets of energy, particularly during long document reviews or court preparation. The Keurig K-Mini aligns directly with these consumption values: it is cheap, quick, personalisable and low cleanup. The capacity to customize beverage taste and intensity also appeals to the consumer's desire for routine personalization that has been proven to foster greater emotional brand attachment and daily usage attachment (Tu, Khare, & Zhang, 2021).

Therefore, Team Keurig has determined that the K-Mini is well positioned to appeal to the lifestyle, work patterns, financial realities and identity aligned product preferences of this professional buyer group.

Buyer Decision Process and Influencing Factors

Our team decided to use the five-staged model of consumer decision making presented in Chapter 3 of Clow and Baack (2022). This model includes:

- 1.) Problem/Need Recognition
- 2.) Information Search
- 3.) Evaluation of Alternatives
- 4.) Purchase Decision
- 5.) Post-Purchase Evaluation

1. Problem/Need Recognition

Legal support professionals often face long workdays, mental exhaustion and the need for sustained concentration. The need felt to have quick and reliable access to coffee during the working day is what causes purchase motivation. This is consistent with the need state that was driven by productivity.

2. Information Search

Because this target group is tech-comfortable and research-oriented, they do most of their engagement in external online search, including Google product comparisons, Amazon reviews, law office Reddit discussions, and recommendation by coworkers. Clow and Baack point out that the external search is increased when the consumer perceives the product differentiation and moderate cost (Clow & Baack, 2022).

3. Evaluation of Alternatives

At this point, buyers are choosing between K-Mini, Mr. Coffee, and Black+Decker Brew 'n Go based on the following:

- Cost in relation to salary limitations
 - Speed and convenience (High priority)
 - Space and portability
 - Ability to access a variety of flavors (emotional value)
- Research shows that younger workers are more likely to be interested in brands that offer the option for personalization and reduce decision fatigue (Schmitt, 2019).

4. Purchase Decision

Purchases are made online (Amazon, Target, Best Buy), as well as through ordering systems available to lawyers' offices. Because of the preference for short and sweet over long and tedious, many rely on peer recommendations which is considered an important channel of influence in the professional setting.

5. Post-Purchase Evaluation

Satisfaction is based on:

- Decreased interruptions/disruptions during the workday
- Consistency in brewing coffee quickly
- Positive emotional support of work routine

Positive experience results in repeat brand loyalty and diffusion of workplace word-of-mouth, a very effective system of promotions in office cultures.

Influencing Factors

-Time Scarcity & Workflow Intensity: High paced work in the legal profession boosts a preference for no friction convenience (Grewal, Roggeveen, & Nordfalt, 2017).

-Social Norming: The cultural embedment of coffee in the identity of the legal professional.

-Budget Constraints: Moderate income makes value-priced convenience technology attractive.

-Personalization Preference: Custom coffee flavor preference enhances emotional brand attachment (Tu, Khare, & Zhang, 2021).

B. Product/BRAND Marketing Objectives and Strategies

Brand Pricing Strategies and Actual Prices

Our team has decided to use a value-based competitive pricing strategy for the Keurig K-Mini. Clow and Baack emphasize the fact that pricing is not only a financial decision but rather a strategic communication signal, influencing how the buyer perceives the quality, convenience and lifestyle fit of their product as compared with alternatives. In the case of the single serve coffee maker category, the buyer considers the price in terms of functionality, brand reputation and ease of use. For our target market of paralegals, court reporters, captioners, arbitrators, mediators, and conciliators, affordability and reliability have a weighty consideration based upon income levels at the entry end of the market, urban cost of living, and the need to cut back on discretionary spending without sacrificing the functional needs of daily life.

The team looked at the pricing data from the market and concluded that the price of Keurig K-Mini presently ranges from \$59 to \$99, subject to promotional offers by different retailers. This pricing puts the K-Mini above the low-cost utilitarian Black+Decker Brew 'n Go (\$19-\$34) and close in pricing with the Mr. Coffee Single-Serve Pod Brewer (\$39-\$69). However, unlike these competitors, the K-Mini has more lifestyle value in terms of compact design, simplicity, and extensive beverage customization using the K-Cup ecosystem. Research on value-based pricing confirms that younger professionals are willing to pay moderately more for products that offer time savings, a reduction in thinking and flexible personalization in daily routines (Tu, Khare, & Zhang, 2021).

Additionally, according to Kotler, Keller and Chernev (2022), value-based pricing works best when the product eliminates opportunity cost, which is defined as the time or efficiency lost to use an alternative solution. The amount of time wasted when brewing coffee by hand, reheating drinks, or waiting at office coffee lines is especially meaningful within legal spaces where deadlines and accuracy are highly pressured. Therefore, the pricing of the K-Mini signals an image of "accessible efficiency" instead of luxury or bargain utility, in line with professional identity aspirations by their target market.

To reinforce perceived value and cost-effectiveness, our team will introduce seasonal promotional bundle offers, such as:

- K-Mini + Starter K-Cup Variety Pack Discount
- Office group purchases rebate by referral
- Student/alumni legal program discount partnerships

These types of promotional structures promote the acquisition of buyers while retaining the brand equity and not allowing it to be commodified based on discounts.

Product (Brand) Distribution Related Decisions

Team Keurig has taken the decision to pursue a dual-channel distribution strategy to take advantage of both the online retail accessibility and targeted placement in professional work-related purchasing environments. Distribution is an integral part of the IMC strategy because, as Clow and Baack have explained, distribution channels have a direct impact on customer access, product availability, and perceived convenience.

1. Online Retail Distribution

The major purchase pathway for our target market will continue to be:

- Amazon
- [Keurig.com](https://www.Keurig.com)
- Target.com and [Walmart.com](https://www.Walmart.com)
- Office supply e-commerce websites (Staples, Office Depot)

This pathway is consistent with a body of research that indicates that younger professionals are dependent on digital search and online convenience ordering as a way to minimize effort and maximize efficiency (Grewal, Roggeveen, & Nordfalt, 2017).

Online channels are also conducive to peer review influence, which is powerful amongst legal professionals that heavily depend on the recommendations of their colleagues.

2. Selective in-store Retail Distribution

While the K-Mini is already available in several large retailers, our team is making the strategic assumption in line with the assignment: that the product is not currently available in current retailers, and the sales team needs to place the product.

The sales team will target:

- Office supply retail (Staples, Office Depot) to access workplace buyers
- Big-box retail (Target, Walmart, Best Buy) - price sensitive consumers
- University bookstores and college housing retail for fresh legal studies graduates

The team will focus their efforts among retailers that have high legal professional foot traffic and ability to support in-store demonstration placements as point-of-purchase

visibility enhances trial likelihood in low-involvement product categories (Clow & Baack, 2022).

3. Workplace and Institutional Purchasing

The team will launch a Legal Office & Courtroom Breakroom Placement Initiative, with the following targets:

- Corporate legal offices
- Public defender, state attorney offices
- Mediation and Arbitration Centres
- Court Reporting Training Programs
- Law school libraries & shared working lounges

This distribution approach benefits the adoption of community norms where the occurrence of products in common environments speeds the legitimacy of brands and their habitual use (Schmitt, 2019).

Product/brand marketing objectives

Team Keurig has decided to pursue a strategic decision to make the Keurig(R) K-Mini Mate Coffee Maker consistent with a performance-driven professional lifestyle, targeting the product as the go-to single-serve coffee brewer for paralegals and professionals in the legal office. The team's key marketing objectives is to grow market share in the U.S. professional appliance segment by 15 percent over the next fiscal year by utilizing digital marketing, professional outreach and loyalty engagement programs.

Marketing objectives are an essential part of the IMC strategy because they are the foundation of measurable actions in line with brand awareness, trial and long-term loyalty objectives (Clow and Baack 2022). In line with this tenet, the team has outlined some specific goals including:

Brand Awareness Development

The team will increase aided awareness of the K-Mini Mate among paralegals and legal administrative staff by 80 percent within 12 months, through advertising on professional networks, such as LinkedIn, as well as targeted Google Ads and sponsored content in National Association of Legal Assistants newsletters. This awareness goal is aimed at increasing the recall of products at the point of office equipment purchasing and procurement (Kotler, Keller, & Chernev, 2022).

Product Trial and Market Penetration

The team is looking to boost trial purchases by 20 percent through limited-time promotions and bundle packages (machine + 36 count K-Cup variety pack) on e-commerce platforms. According to Tu, Khare, and Zhang (2021), personalization and convenience-based offerings make the offerings more valuable to working professionals, which leads to first-time use in

low-involvement product categories. To build on post-purchase engagement, the team will be launching a "Fuel Your Focus" loyalty program, where they will reward repeat pod purchases and referrals through a system that uses points linked to Keurig.com accounts. The goal is to have 25 percent more repeat purchase frequency among those who are registered users by Q4 2026.

Team Keurig is aware of the increased expectation for corporate social responsibility in a professional setting. The goal is to grow the perception of sustainable products by 30 per cent by highlighting recyclable K-Cups, eco-conscious packaging and the compact energy-saving design of the K-Mini Mate. This is in line with contemporary brand experience theory which focuses on the emotional and ethical relationship that consumers have with brands (Schmitt, 2019).

Revenue Growth and Expansion in Sales

Through cross-channel digital campaigns and B2B legal office placements, the team expects to see a 15 percent increase in revenue for the K-Mini Mate's product line. This is to be accomplished by targeting procurement officers and law firm office managers who have influence over breakroom supply choices, guaranteeing repeat institutional orders (Grewal, Roggeveen, & Nordfalt, 2017). Collectively, these aims make the Keurig K-Mini Mate a high utility, reliable and sustainable solution for legal professionals who need convenience and efficiency to ensure focus throughout demanding workdays.

Product/Brand Communications Objectives

Team Keurig has set up a comprehensive series of communication goals which are geared towards the overall marketing strategy for the Keurig K-Mini Mate Coffee Maker. These objectives are based on the Hierarchy of Effects Model, which takes consumers through the areas of awareness, knowledge, liking, preference, conviction, and purchase (Clow & Baack, 2022). The communication plan the team created is intended to transform awareness among paralegals into brand preference and repurchase behavior through integrated media exposure and professional credibility.

Awareness Objective

The first stage in the communication hierarchy is to create brand recognition and recall. Team Keurig will increase aided brand awareness to 90 percent amongst paralegals by Q2 2026 via targeted digital advertising, LinkedIn sponsorships and banner placements on professional association websites such as the National Federation of Paralegal Associations (NFPA), and NALA. According to Kotler, Keller and Chernev (2022), regular exposure to the digital environment develops top of mind awareness that directly affects short-term purchase consideration.

Knowledge Objective

The second objective is the product understanding. The campaign will focus on the K-Mini Mate's compact 5 inch width, single cup brewing technology and energy saving auto-off feature resulting in 70 percent message comprehension within the target market. Informational content will be disseminated through instructional video ads, infographics, and influencer demonstration from verified legal professionals to ensure clarity of message and credibility (Tu, Khare, & Zhang, 2021).

Liking Objective

To foster positive attitudes, Team Keurig will create emotionally resonant messaging that will associate coffee moments with focus, efficiency and composure, all of which paralegals strongly identify with. The goal is to have a 60 percent favorable rate of sentiment across social listening metrics. Emotional branding strategies have been found to increase cognitive association and perceived self-fit with professional identity (Schmitt, 2019).

Preference Objective

Building off of brand liking, the next goal is to turn 40 percent of potential buyers that already use other brands (e.g., Nespresso Essenza Mini or Hamilton Beach FlexBrew) into Keurig preference. This will be achieved through the use of social proof in the form of testimonials, side-by-side comparisons and the testimonials of experienced paralegals showing that it is reliable, fast and convenient under pressure; (Clow & Baack, 2022).

Conviction and Purchase Objective

Finally, the conative objective of the team is to spur direct purchase intent and brand conviction. Team Keurig will drive 25 percent engagement to sale with retargeted ads, legal office email campaigns, and promotional bundles on Keurig.com and Amazon. A call-for-action tagline-- "Your Minute. Your Mate."--will add to the sense of urgency and ownership. This stage is similar to the behavioral activation portion of the hierarchy in that it reacts favorable attitudes into measurable transactions (Grewal, Roggeveen, & Nordfalt, 2017).

Collectively, these communication objectives are aimed at creating awareness, emotional identification and activation among legal professionals whose everyday requires on the one hand efficiency, and on the other, precision. The plan makes the K-Mini Mate the key micro-appliance that drives productivity in today's legal work-space.

C. Brand Positioning and Message Strategies

Brand Positioning Strategy Choices and Decisions

Team Keurig has made the strategic decision that the Keurig K-Mini Mate Coffee Maker is a professional productivity appliance that will complement the lifestyle of paralegals managing demanding caseloads and time-sensitive tasks. Brand positioning is right in the center of Integrated Marketing Communications (IMC) process because it forms clear how the target market perceives the value of the product compared to its competitors and shapes the emotional and functional space the brand occupies in the mind of a consumer (Clow & Baack, 2022).

Positioning Options Considered

The team considered three main alternatives for positioning:

- A. Convenience Leader - Focused on the K-Mini Mate which is the fastest and smallest brewer in its category, perfect for office desks and tight spaces.
- B. Sustainable Style Choice - Highlighting the recyclable compatibility of the product with the K-Cup, the energy-saving features, and eco-responsible design.
- C. Professional Efficiency Companion - Framing the product as a must-have tool for busy professionals that need to stay focused and quickly refreshed without distraction.

Each option had a unique value; however, consumer insight research and workplace behavior theory suggest that professional identity alignment has a high influence on purchase behavior among knowledge-based workers such as paralegals (Tu, Khare, & Zhang, 2021).

Final Positioning Decision

Team Keurig chose Option C - Professional Efficiency Companion to be the best positioning direction. This strategy conveys the message that the K-Mini Mate is in support of the need by paralegals for precision, speed, and composure during the long hours of document review and case preparation. The positioning combines the functional and emotional aspects: functional in terms of delivering a premium coffee in less than two minutes, and emotional in terms of providing a moment of calm to restore focus.

Positioning Statement:

For paralegals and legal professionals with busy work schedules and tight deadlines, the Keurig K-Mini Mate Coffee Maker is the single serve coffee maker that helps you get premium quality coffee in a sleek and compact design that fits perfectly in any workspace - all while keeping you focused, refreshed, and ready for what comes next.

This decision is consistent with the idea of differentiated positioning where the brand attempts to differentiate itself by having unique attributes and emotional relevance rather than price (Kotler, Keller, & Chernev, 2022). By linking the K-Mini Mate to the values of efficiency, intelligence and professionalism the team ensures that the product has a resonance with the rational and affective values of the decision-making process of the target market.

Supporting Rationale

Research supports the idea that workplace products that are perceived to increase productivity enjoy faster adoption in office environments where peer usage has an influence on behavior (Grewal, Roggeveen, & Nordfalt, 2017). Furthermore, the fact that the K-Mini Mate is present in typical office environments, such as the workroom of paralegals or the legal research lounge, strengthens social proof and habitual use, enhancing brand association (Schmitt, 2019).

The selected positioning direction also complements Keurig Dr Pepper's corporate mission to "deliver beverage convenience for every moment" by increasing the brand's reach beyond the household to the professional setting. Through this positioning, the K-Mini Mate is not just a coffee maker, it is a symbol of focus, efficiency and modern professional life.

Message strategy options and decisions.

Team Keurig has made message strategy decisions that are directly aligned with the brand positioning strategy and general IMC objectives for the Keurig K-Mini Mate Coffee Maker. Message strategy plays the role of bridge between what the brand would like to convey and how consumers perceive it; hence, it is important to design messages that can effectively capture both the rationale and emotional motivators of the target audience (Clow & Baack, 2022).

Message Strategy Options Considered

Following the three classic message strategy dimensions proposed by Clow and Baack (2022) of cognitive, affective, and conative, Team Keurig identified three possible approaches towards the

K-Mini Mate:

- A. Cognitive Strategy - Is focused on rational and informational appeals. This strategy would focus on some of the specific physical characteristics of product (size; 5-inch width; energy-saving auto-off technology; K-Cup pod compatibility). The goal would be to build knowledge and credibility using facts, specifications and comparisons to competitor models.
- B. Affective Strategy - Focused on emotions, values and associations with a lifestyle. This approach would highlight how the K-Mini Mate creates a sense of calm, focus, and control in the fast-paced working day of a paralegal. Emotional imagery and storytelling at work would show the use of coffee as a reward and productivity tool.
- C. Conative Strategy - Built to produce immediate action by the consumer. This option would take advantage of direct calls-to-action such as limited-time offers and QR codes on ads, as well as discounts for law offices that purchase multiple units.

Each option had its own unique advantage. However, when the legal professional demographic was analysed and the way they make decisions was analysed, where credibility and emotional

self-association hold equal weight, the most effective approach was found to be a hybrid (Kotler, Keller, & Chernev, 2022).

Final Message Strategy Decision

Team Keurig chose an affective-cognitive message combination with a supportive conative underpinning. The affective component will drive the communication and this is highlighted by emphasizing confidence, composure and mental clarity as reflecting the paralegal's need for reliability under pressure. Supporting this, the cognitive component will offer factual justification in terms of transparent product attributes: the convenience of a single cup, energy efficiency and limited desk footprint. The conative component will induce purchase behavior through promotion codes, free samples of K-Cup and legal office loyalty incentives.

This approach assures both emotional engagement and rational reassurance that provides a persuasive and memorable message framework and moves the target audience from awareness to action (Clow & Baack, 2022).

Message Consistency across the Platforms

To keep messages consistent, the team will have a cohesive creative theme, "Your Minute. Your Mate."--in all mediums executions. This tagline does convey that sentiment of both getting a break for one's self and also the functional aspects of the product.

Digital Campaigns: LinkedIn video spots and Instagram reels showcasing real paralegals brewing coffee in the course of preparing the case late at night.

Print and B2B Advertising: Ads in Paralegal Today and ABA Journal with the tagline and

professional images of law offices.

Interactive Media: Short YouTube pre-roll ads and email newsletters to offer trial discounts to firms that subscribe to Keurig's "Fuel Your Focus" program.

This cohesive messaging approach supports the message Clow and Baack (2022) emphasizes - integrated touchpoints, where every part of the message can help reinforce the personality and credibility of the brand.

Supporting Rationale

According to Schmitt (2019), the brands that appeal to the head as well as the heart create an impact and loyalty that will last for life. Emotional story-telling makes the product more human, and rational reinforcement creates trust in quality. Furthermore, personalization and digital relevance, which were identified as critical factors for modern professionals (Tu, Khare, & Zhang, 2021), ensure that each message is relevant to the daily reality of a paralegal's workflow.

The strategy that has been chosen therefore positions the Keurig K-Mini Mate not merely as a coffee maker, but as a personal productivity partner, combining professional empowerment with emotional balance.

Message Appeal, execution style, and spokesperson.

Team Keurig have crafted their appeal, executions and spokesperson decisions to ensure that all the creative elements of Keurig K-Mini Mate are in keeping with the product's positioning as the professional efficiency companion for paralegals. These elements are grounded in the aim for increasing not only rational credibility but emotional connection also - a balance that is critical to motivating busy professionals within high-pressure environments (Clow & Baack, 2022).

Message Appeal

After looking at several types of appeals such as rational appeals, emotional appeals, fear appeals, and humor appeals, the team has decided to use a dual appeal strategy that has an emotional appeal and a rational appeal working together.

- Emotional Appeal: Focussed on relief, focus and confidence - values highly applicable to paralegals who spend long hours on case files and legal documentation. The message conjures a feeling of calm and control and depicts coffee not as a beverage but as a moment of respite in a hectic day.
- Rational Appeal: Reinforces rational reasons for buying by pointing out the K-Mini Mate's compact five-inch width, energy-saving auto-off function and single-cup convenience. According to Kotler, Keller, and Chernev (2022), this combination of emotion and facts adds a persuasive effect because it involves both hemispheres of reasoning in the consumer.

Execution Style

Team Keurig has chosen the slice-of-life execution style, drawing realistic and professional environments that reflect the everyday life of the targeted audience. The campaign will feature the use of a paralegal preparing the cup of coffee during a late night case review, highlighting the product's reliability, ease and emotional relief.

- Tone: Calm, intelligent and empowering - competent rather than glamour.
- Visuals: Clean office backdrops, subdued color palettes, and natural lighting to convey the sincerity of a legal office.
- Tagline: "Your Minute. Your Mate."--which represented both the actual convenience of a one-minute brew and the emotional concept of a mate that goes hand-in-hand with productivity.

This style of execution is according to the recommendations of Clow and Baack (2022) on creating a creative message through examples that have a natural fit into the lifestyle of consumers, not exaggerate use scenarios.

Spokesperson Selection

Authenticity and credibility are important in professional marketing communications. Therefore, Team Keurig has decided to draw upon real paralegals and law office people to be the face of the campaign. Having actual legal professionals (instead of actors) adds legitimacy to the product and strengthens the trust as people see people like themselves and with greater sincerity (Schmitt, 2019).

- Primary Spokespersons: Practicing paralegals and legal assistants from region firms who provide real experiences regarding the way the K-Mini Mate helps them remain on course throughout long workdays.
- Supplemental Influencers: The legal productivity bloggers and LinkedIn micro-influencers who are part of professional development networks, chosen for their reputational integrity and alignment with the professional image of the brand.

This spokesperson decision makes use of the power of social proof and peer validation, which are powerful in the workplace when it comes to adoption in products (Grewal, Roggeveen, & Nordfalt, 2017). Through these authentic voices, the campaign reaffirms the credibility, practicality and emotional assurance that is the K-Mini Mate brand identity.

Strategic Impact

By combining the appeal of the emotion, the authenticity of the execution and the credibility of the representation, Team Keurig makes sure that their communication triggers empathy but reinforces professionalism. This balanced approach creates both short-term engagement and long-term loyalty and makes the K-Mini Mate the essential tool to help keep the modern legal workspace focused, efficient and composed.

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