

BRAND SCRIPT AND GUIDELINES



# 5TH STREET GRIND

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# Brand OVERVIEW



## What is 5th Street Grind's purpose?

5th Street Grind desires to be an approachable, fun brand that can relate to the everyday customer in a way that leaves them energized, inspired and wanting to return.

## Slogan:

The original slogan of 5th Street Grind is "Caffenating your mom since 2022" (5th Street Grind). This slogan is not the most effective in reaching the target audience of young adults. Although humor can be used to reach the desired audience, using a more sophisticated, inviting slogan may attract more customers.

The suggested new slogan is "Rise & Grind with 5th Street Grind." This new slogan invites consumers to "grind" through their days with 5th Street Grind. It suggests that one can effectively accomplish what they need to get done in a day with the help of 5th Street Grind.

## Core Values:

- Authenticity
- Fun
- Community
- Energy
- Service
- Creativity

## Brand Manifesto:

This brand manifesto has been created through an evaluation of 5th Street Grind's media and website:

At 5th Street Grind, our purpose is to bring the most joy to the Lynchburg community through coffee and baked goods. At the heart of our shop, we value authenticity, community, and creativity. We strive to create a space for you to be inspired in both creativity and conversation. Not only do we serve the most authentic cup of coffee in Lynchburg, but we also serve the most authentic smiles. Our goal is for you to leave with a genuine smile and a refreshed spirit.

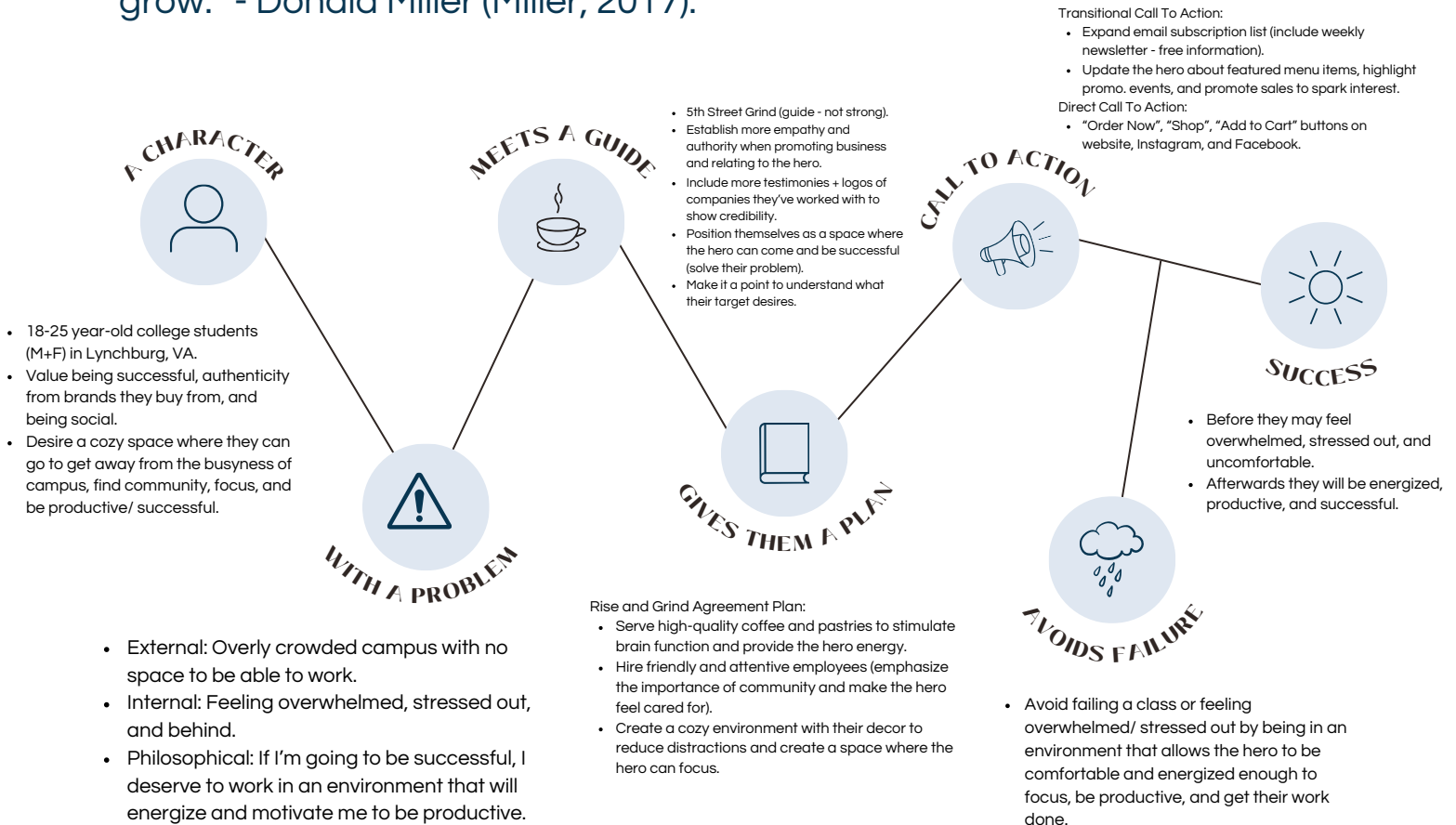
Rise & Grind with 5th Street Grind.

*Rise & Grind with 5th Street Grind.*

# Brand MAPPING



“When customers finally understand how you can help them live a wonderful story, your company will grow.” - Donald Miller (Miller, 2017).



It's important for brands to identify a want or need that their customer has, communicate it simply, and provide them with a story that has direction and definition (Miller, 2017).

# BRAND POSITIONING *Character*

## Principle #1: The Customer Is Your Hero, Not The Brand

Meet Ashley and David, the heroes of 5th Street Grind's brand story. As part of Generation Z, falling between the ages of 18-25, they account for nearly half of Lynchburg, VA's population (NextBurb, n.d.). Being college students, they are motivated to secure a better future for themselves financially and value being successful in all aspects of life especially when it comes to their education. They are self-driven, independent individuals who care deeply about others and are highly collaborative and social (Stanford, 2022).

Ashley and David are also loyal to brands that are authentic and of high quality. In fact, they would even go as far as to purchase a product based solely on its "cool factor" (Offbeat, 2023). They also value affordability, experience, and convenience in the coffee shops they buy from (PJ's, n.d.), with their main desire being to have a cozy space where they can get away from the busyness of campus, find community, focus, and be productive/ successful.

Meet  
Ashley  
and David...

Ages: 21 and 22  
College Students  
Lynchburg, VA



# BRAND POSITIONING

*Has # Problem*

There are three levels of conflict that a customer faces; external, internal, and philosophical. External problems are physical barriers the hero must overcome. Internal problems hint at a hero's background frustration. Philosophical problems answer the question as to why the hero needs to succeed. It is important for a brand to position their service or product as a solution to these problems (Miller, 2017).

## Principle #2: Companies Tend to Sell Solutions to External Problems, But Customers Buy Solutions to Internal Problems.

### EXTERNAL PROBLEM

Ashley and David's external problem is that their college campuses have become too crowded and there are no spots available for them to work and be productive. They are also exhausted from their busy schedules, and are in need of energy to help them get through their day.

### INTERNAL PROBLEM

Ashley and David's internal problem is that they feel overwhelmed, stressed out, and uneasy working on campus due to the chaotic, hectic atmosphere. Motivated by the idea of being successful, this internal issue has caused them to lose focus, not be able to effectively get their work done, and fall behind in their schoolwork.

### PHILOSOPHICAL PROBLEM

The target's philosophical problem stems from emotions regarding how to obtain success. Ashley and David are set in the idea that if they are to be successful, they deserve to work in an environment that will energize and motivate them to focus and be productive.

A guide is used to encourage the hero and have already solved their problem. It is necessary to communicate empathy and authority in order to gain and build the hero's trust (Miller, 2017).

# BRAND POSITIONING *Guide*

## Principle #3: Customers aren't looking for another hero; they're looking for a guide.

As a new business with only one year under their belt, 5th Street Grind must be more authoritative and empathetic on their website and online presence in order to relate to their target audience and solidly establish themselves in the coffee space within Lynchburg, VA.

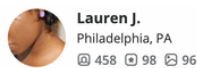
To accomplish this, we suggest that 5th Street Grind highlight positive reviews and testimonials from Yelp and the logos of companies they have successfully collaborated with (Airbnb) on their website in order to show credibility with resolving the target's problem.

5th Street Grind should also make it a point to position their brand as the ideal coffee shop where customers can come to relax, de-stress, and focus in order to be their most productive selves, get their work done, and be successful. With the help, of course, with the energy they receive from ordering/drinking a cup of coffee and getting comfortable at one of the tables in the cafe.



5 stars Apr 10, 2022

was looking for a new place to do homework in town. Came across this place on Yelp, super nice people, nice addition the LYH area, very lowkey and beautiful local art on the walls!



5 stars Jul 17, 2022

1 photo

Passing through town and looking for a decent espresso, which should be pretty straightforward but many places can't get it right. Justin at 5th st grind nailed it - perfect little cup not too bitter, not too weak. Cute atmosphere and quiet. I'll stop back in if I ever find myself in the area!



Process and agreement plans create clarity for the consumer about what a brand offers and encourages them to do business with a specific brand or buy a product/ service (Miller, 2017).

# BRAND POSITIONING Plan

## Principle #4: Customers trust a guide who has a plan.

5th Street Grind has made it their mission to alleviate feelings of discomfort, chaos, and stress in their customer's lives through the benefits offered in their Rise and Grind Agreement Plan. This includes serving high-quality coffee and pastries, hiring and training friendly employees to foster a positive community, and creating a warm atmosphere through their decor and overall shop aesthetic.

It has been proven that the smell of coffee and the drink itself is known to act as a stimulant to improve cognitive functions, increase alertness, and reduce stress (Sumato Coffee Co., 2023). With this in mind 5th Street Grind will offer a wide variety of Espresso-based drinks, latte's, and baked goods (muffins, scones, cookies) to provide their customers the energy they need to complete assignments, fuel their creativity, and be successful.

When choosing a coffee shop to dine at, Gen. Z prioritizes the experience (P.J.'s, n.d.) and community above all else. A mix of natural lighting, comfy furniture, homey accessories, and square tables, along with the hiring of friendly, attentive workers who put their customers first help make the target feel cared for, more relaxed, and fosters a positive environment that can help reduce distractions and allow people to focus (Sumato Coffee Co., 2023).





# BRAND POSITIONING

*Call to Action*

In order to encourage customers to buy from a brand, companies must define their stakes, be bold, and be clear through the use of transitional and direct calls to action (Miller, 2017).

Principle #5: Customers do not take action unless they are challenged to take action.

## TRANSITIONAL CALL TO ACTION

A transitional call to action is the safest option to get customers interested in your brand and can be used to “on-ramp” potential customers to an eventual purchase (Miller, 2017).

Expanding upon their email subscription list to include a weekly newsletter/PDF, 5th Street Grind can update their consumers about new/ featured menu items, highlight seasonal/ promotional events, and even offer discounts and sales to spark people’s interest in their store/ products.

## DIRECT CALL TO ACTION

A direct call to action is the first step leading up to a sale (Miller, 2017). These typically include clear, straightforward buttons that stand out and direct the consumer to purchase a service or product.

To sell their coffee beans, gift cards, and Airbnb Coffee Cards; 5th Street Grind can utilize buttons on their Instagram/ Facebook accounts and main website labeled “Shop”, “Order Now”, “Add to Cart”, or “Register Today”.

ORDER NOW

ADD TO CART

A main motivation a hero has in a story is to escape something bad. The hero's desire to avoid pain motivates them to seek a resolution to their problem (Miller, 2017).

# BRAND POSITIONING

*Avoids failure*

## Principle #6: Every Human Being is Trying to Avoid a Tragic Ending.

5TH STREET GRIND'S TARGET AUDIENCE IS TRYING TO AVOID DISCOMFORT, STRESS, AND FAILURE.

18-25 year-olds are self-driven and motivated to secure a better future for themselves, with 62% valuing success in their education and in their careers (TheShelf, 2023). They are also highly collaborative, social, and value experiences that allow them to form connections with others (Stanford, 2022).

By avoiding a local coffee shop like 5th Street Grind, the target would not be able to find a space that allows them to feel comfortable and energized enough to stay focused, be productive, and catch up on school work. Therefore, leaving them to remain overwhelmed, stressed out, and potentially cause them to fail a class.



Another motivation a hero has in a story is the desire to feel something good. At the end of the day, it's important that your brand resolves your hero's problem and take's them to where they want to be (Miller, 2017).

# BRAND POSITIONING

*Success*

## Principle #7: Never Assume People Understand How Your Brand Can Change Their Lives. Tell Them.

Before dining at 5th Street Grind, customers did not have a space they could go to work and not get distracted. Everywhere on campus was either loud, hectic, or chaotic. This illicit feelings of stress/ discomfort, and caused the target to fall behind in school because they weren't able to focus and be productive.

However, after dining with 5th Street Grind, the pastries and high-quality coffee that was sold gave them energy, the friendly and attentive employees made them feel as though they belonged to a community and were cared for, and they were able to work in an environment that made them comfortable, able to focus, and get their work done.

*Peace with 5th Street Grind*

# Brand ARCHETYPE



“Archetypes are the heartbeat of a brand because they convey a meaning that makes customers relate to a product... they have a relationship with it and care about it.” - Carol S. Pearson

## ARCHETYPE: THE EVERYMAN

The Everyman brand archetype emphasizes friendliness and authenticity. Belonging is the core value of the Everyman, and this archetype always seeks to fit in and not stand out. They believe that by treating each other with honesty and friendliness they can live together in harmony (IconicFox, 2023), and are driven to create a welcoming community, bring people together, and make lasting connections.

5th Street Grind strives to establish a sense of belonging, authenticity, and a welcoming community for their hero.

## SENSE OF BELONGING

- Desire to make their customer's feel comfortable by providing them a cozy and warm environment where they can de-stress, get a change of scenery, and be productive.

## AUTHENTICITY

- Offers a wide variety of high quality pastries and beverages customer's can trust to fuel their creativity and give them the energy they need to complete their assignments and be successful.

## WELCOMING COMMUNITY

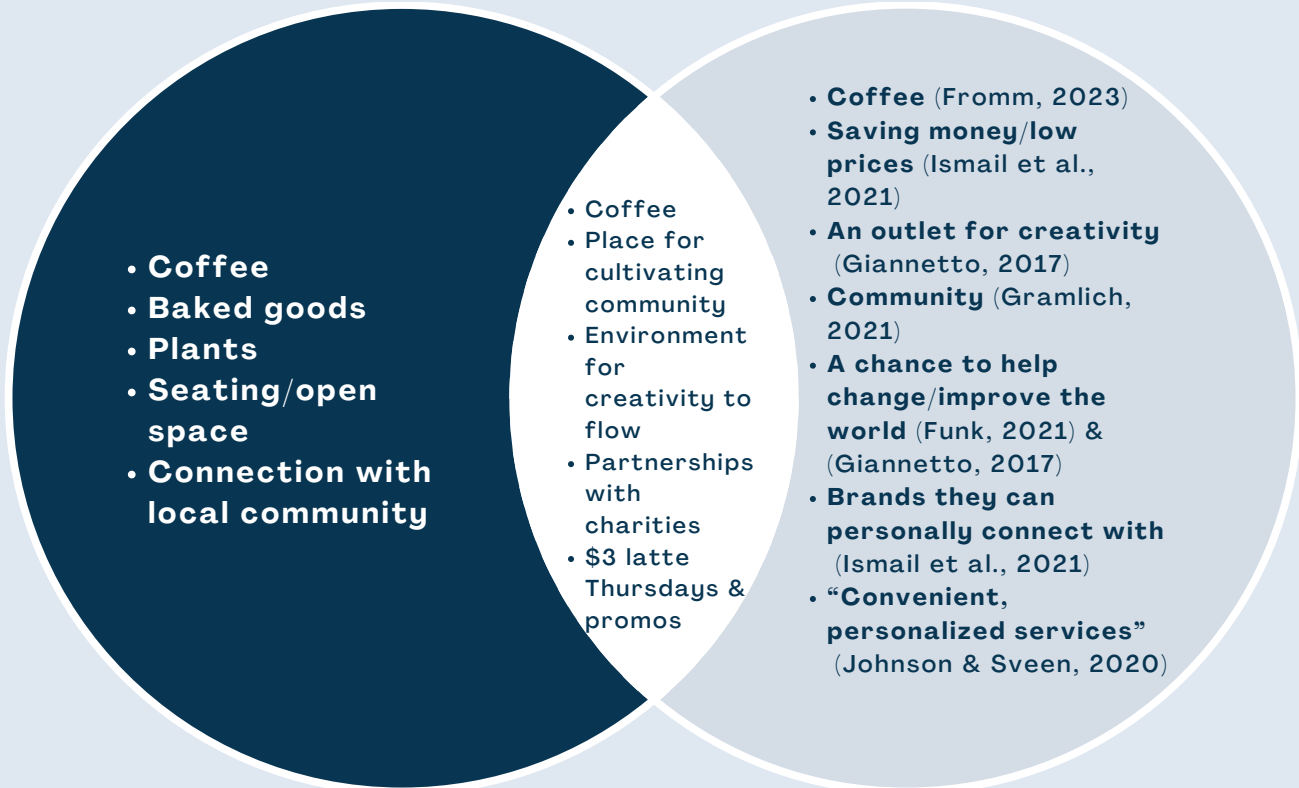
- Hire and train friendly employees who put a smile on the customer's face by making them feel important, cared for, and welcomed.

*Belonging. Authenticity. Community*

# Brand/Character OVERLAP

5TH STREET  
GRIND PROVIDES:

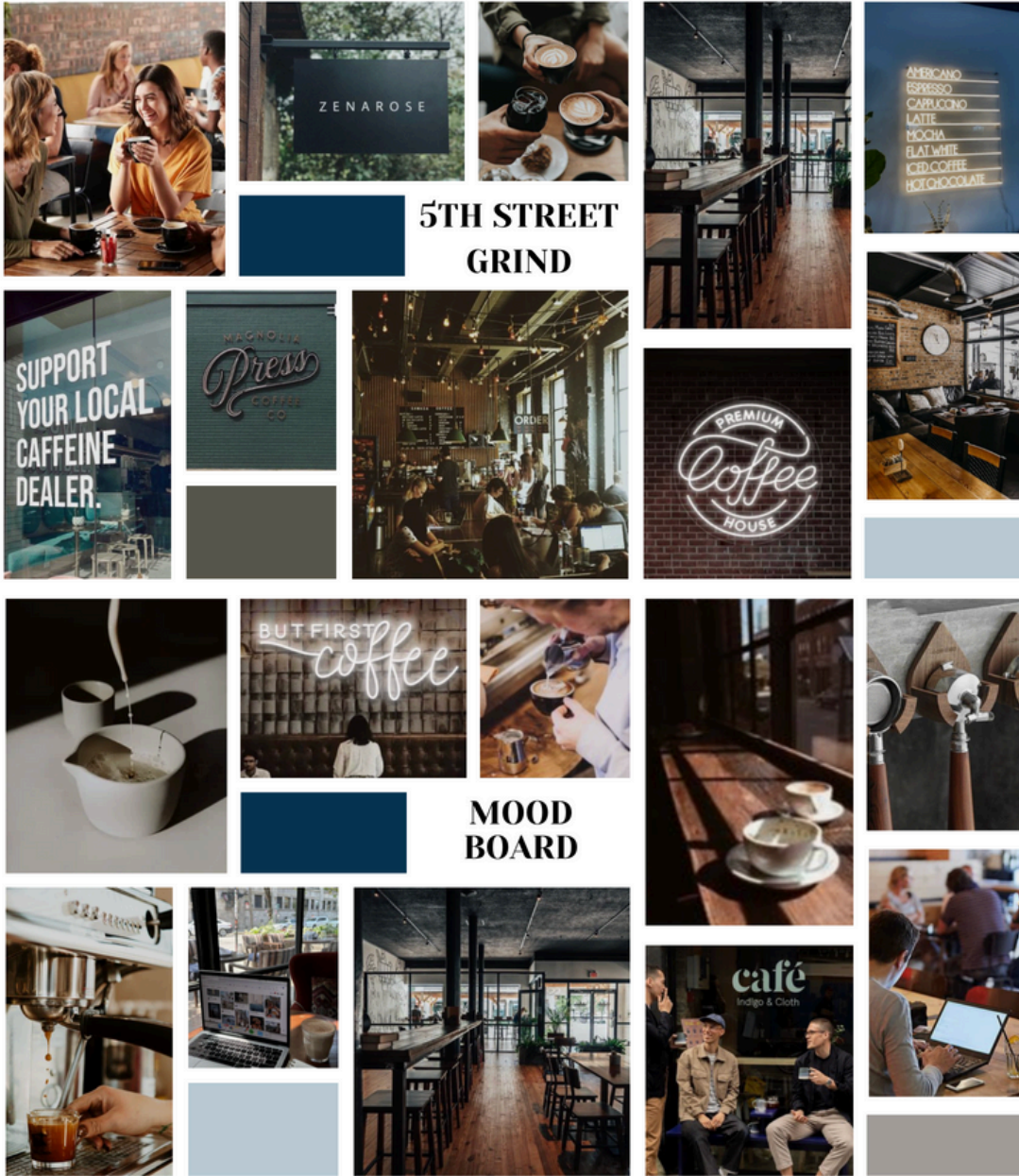
18-25 YEAR-OLDS'  
DESIRE:



5th Street Grind fulfills the needs of its target audience, young adults.

Generation Z desires not only coffee, but an authentic environment that allows their creativity to flow and their community to grow. 5th Street Grind provides a space created to energize and fuel the ideas of Generation Z while providing reasonable price options for drinks & bakery items. It is the perfect place for young adults to spend their time and get energized.

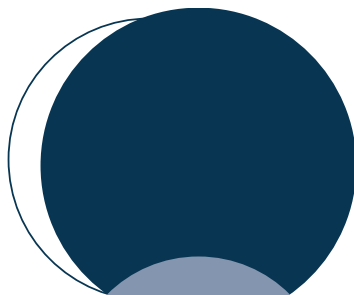
# Brand MOODBOARD



ESTABLISHING THE MOOD FOR THE OVERALL SHOP AND BRANDING CREATED A FEEL FOR THE TYPE OF BRAND WE WANTED TO BRING INTO 5TH STREET GRIND. THE MOOD BOARD HIGHLIGHTS COMMUNITY, HUMOR AND TIES IT ALL TOGETHER WITH A SPIRIT OF BELONGING. 5TH STREET GRIND CAN GROW INTO THIS MOLD THROUGH THE BRANDING PROCESS.

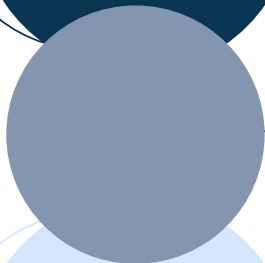
# Brand COLOR GUIDE

STAYING TRUE TO FIFTH STREET GRIND'S PREVIOUS BRANDING COLORS WHILE IMPLIMENTING SOME NEW MOODS AND HUES INTO THEIR COLORS. THE COLLECTION OF NAVY BLUE, LIGHT BLUE, AND A PASTEL YELLOW. THESE COLORS HAVE A PRIMARY THEME OF COOL TONES CONTRASTED WITH A WARM YELLOW

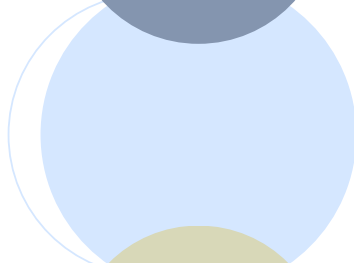


#083652

"dark blue is often used to represent elegance, authority, and intelligence." (Canva, 2023)

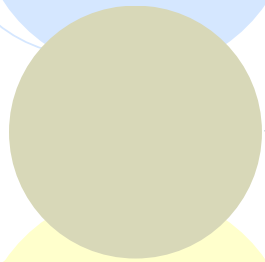


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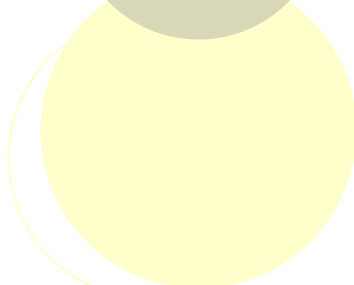


#D5E7FF

"Light blue is a peaceful, calming color. According to color psychology, blue is associated with trustworthiness and reliability." (Canva, 2023)



#D8D8B8



#FFFFCC

Yellow is the color of sunshine and flowers, both associations likely to be extended to pastel yellow. In color psychology, yellow is thought to be uplifting and encourage optimism. (Canva, 2023)

# Brand LOGO



STAYING TRUE TO FIFTH STREET GRIND'S PREVIOUS BRANDING COLORS WHILE IMPLIMENTING SOME NEW MOODS AND HUES INTO THEIR COLORS. THE COLLECTION OF NAVY BLUE, LIGHT BLUE, AND A PASTEL YELLOW. THESE COLORS HAVE A PRIMARY THEME OF COOL TONES CONTRASTED WITH A WARM YELLOW



The Implimentation of the branding into everyday items is a tangible way to share your brand outside of your store.



PREVIOUS:





Key

# LANGUAGE

THE LANGUAGE OF ADVERTISING FREQUENTLY USES FIGURES OF SPEECH AND OTHER STYLISTIC WORD CHOICES THAT ARE CONSIDERED POETIC LANGUAGE, SUCH AS PUNS, METAPHORS, ALLITERATION OR RHYME. WE WANT OUR TARGET TO FEEL ATTRACTED TO OUR BRAND.

”

**GOOD WAY TO START A  
GOOD DAY**



**A STRONG INSTAGRAM PRESENCE IS IMPORTANT FOR A LOCAL COFFEE SHOP TARGETING COLLEGE-AGED STUDENTS FOR SEVERAL REASONS:**

Instagram is a really visually appealing platform. Posting high-quality photographs of our coffee shop's great drinks, pleasant ambiance, and appealing decor will catch the interest of college students who appreciate aesthetically pleasing settings.

Instagram enables immediate connection with potential customers. Responding to comments, direct messages, and tags can help you build a feeling of community and connection with college students, enticing them to come to your coffee shop.

Brand Building: Instagram allows you to showcase your brand's personality and ideals. You may differentiate your coffee shop and establish a dedicated following among college students who identify with your brand by offering behind-the-scenes glances, introducing your crew, and emphasizing your commitment to quality and sustainability.

# BRAND ACTIVATIONS

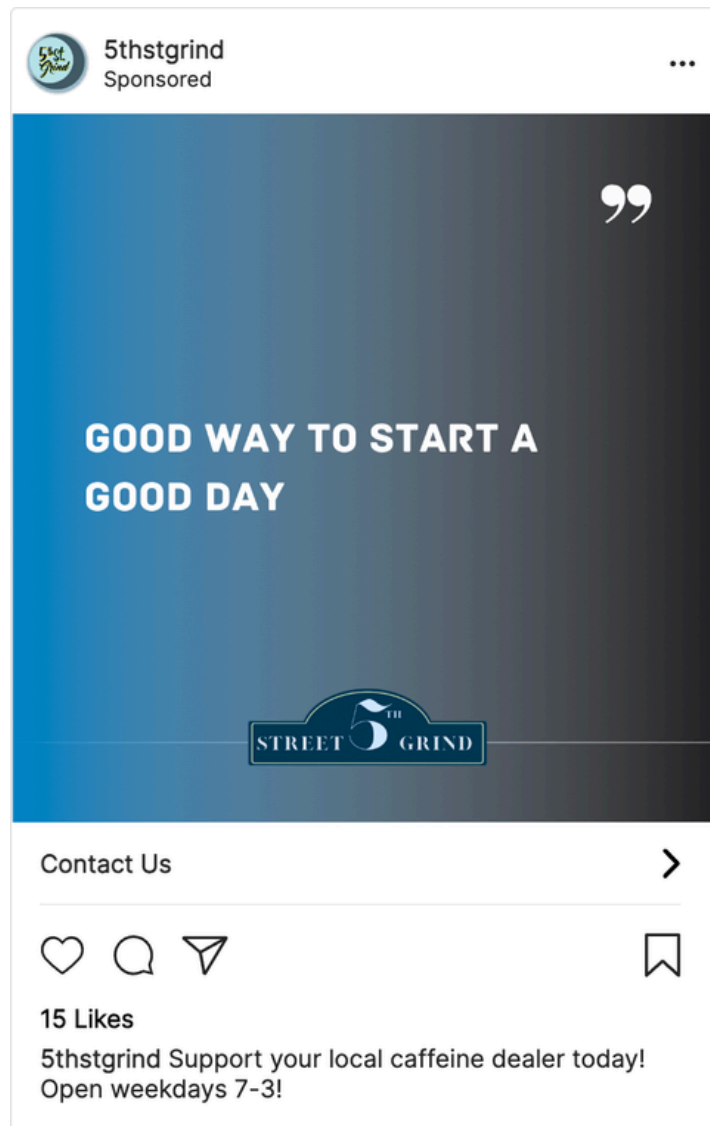
Generation Z, those that are in college currently cant keep their eyes off their phones.

Therefore we believe making the social media especially more appealing than what it is today is a big importance for us.

For the same reasons we believe a website redesign is just as important for 5th street of they want to bring in the younger generation.

We as a team believe collaborating with downtown lynchburg association would be exceptional for business. Not only brining 5th street attention but from a trusted name in the game.

## Instagram Mockup



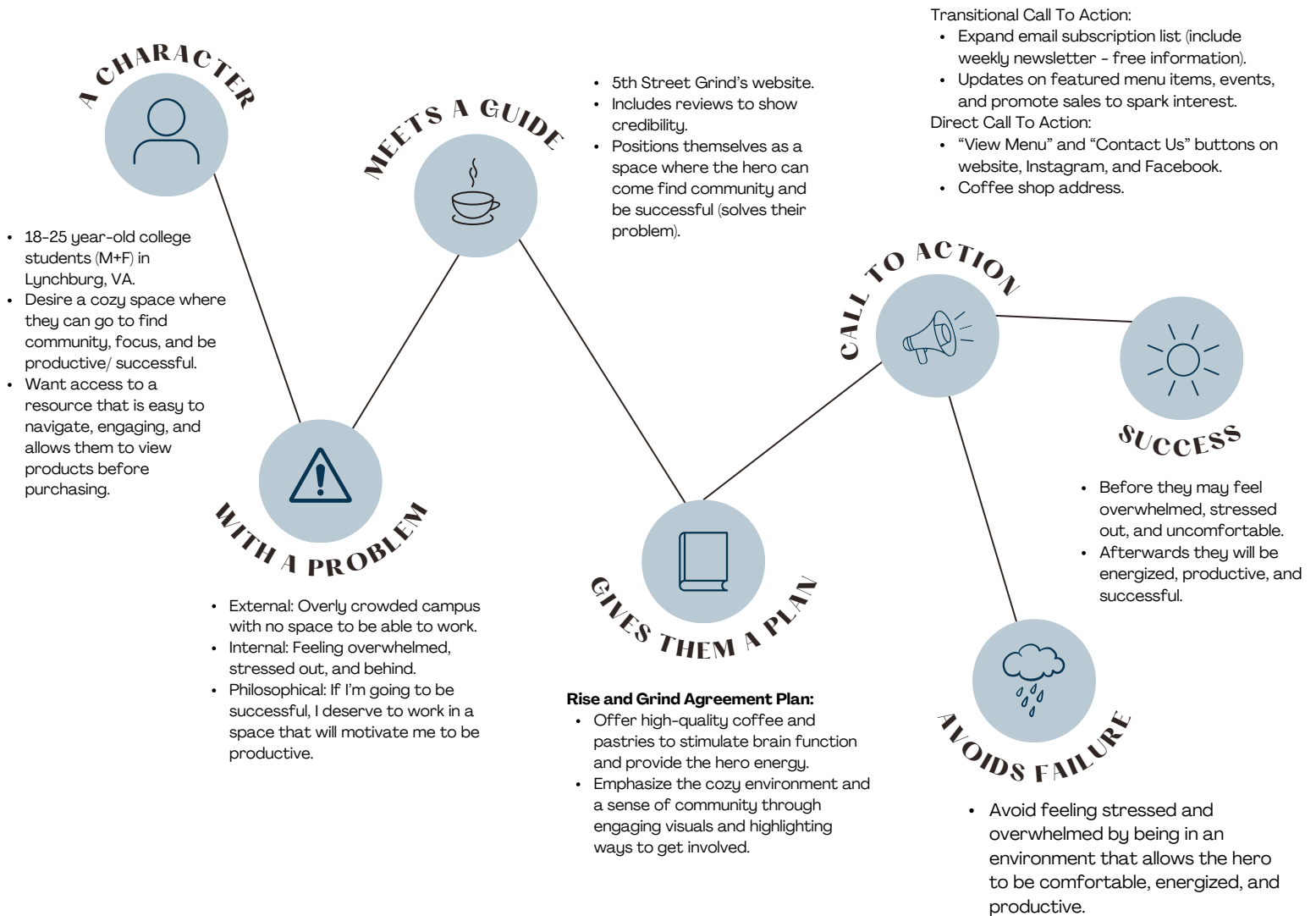
## Website Mockup

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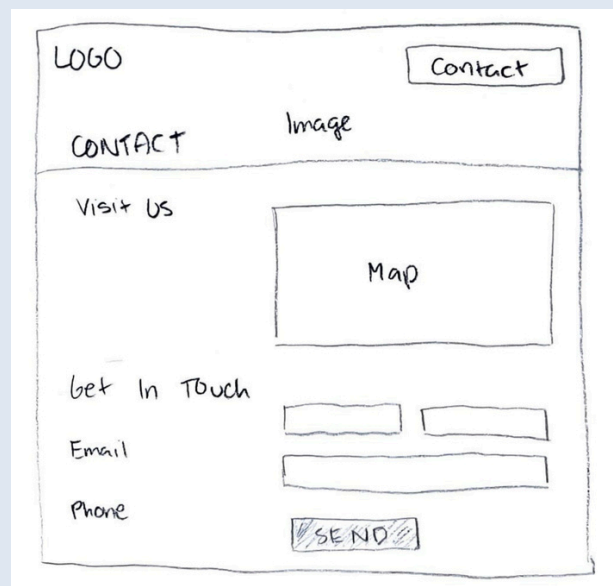
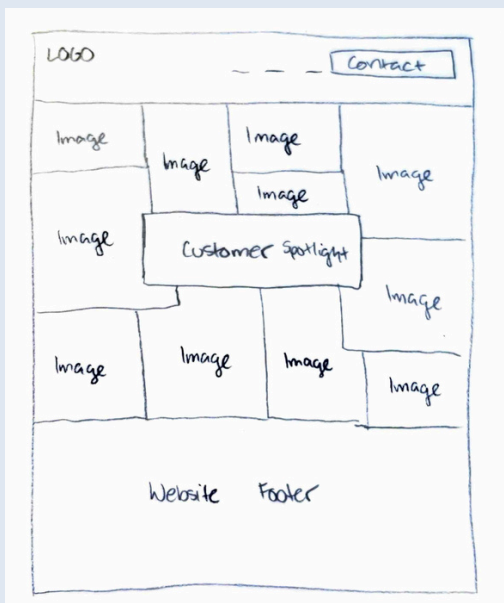
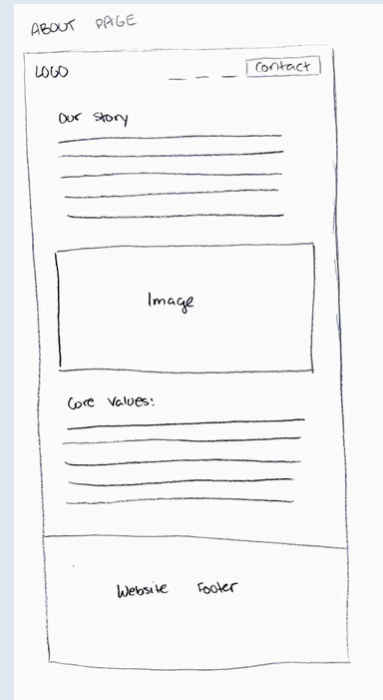
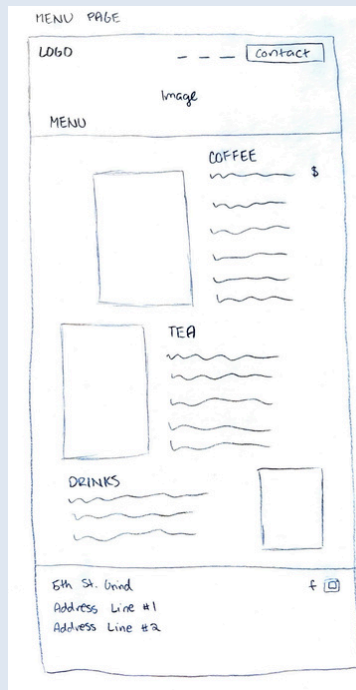
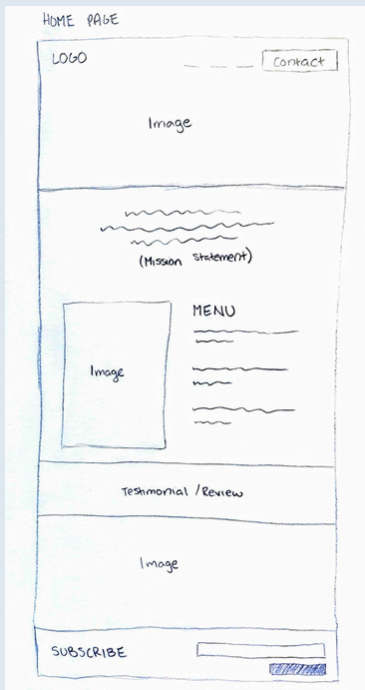
*5th Street Grind's*  
WEBSITE

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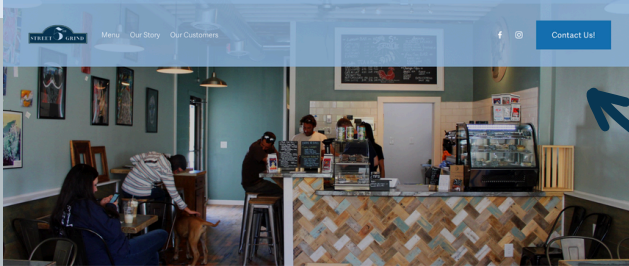
# Website BRAND POSITIONING



# Website WIREFRAME



# Completed WEBSITE



## Direct Call to Action

- "Contact Us" Button

At 5th Street Grind, we believe in bringing the most joy to the Lynchburg community through coffee and baked goods. At the heart of our shop, we value authenticity, community, and creativity.



## Coffee

<b>Espresso</b>	
Espresso	\$3.25
Americano	\$3.50
Macchiato	\$3.75
Cortado	\$4.25
<b>Filter</b>	
Drip	\$3.00
Drip w/ Lat	\$3.25
Pour Over	\$4.50
<b>Cold Coffee</b>	
Cold Brew	\$4.00
Iced Latte	\$5.25

[See Full Menu](#)

## Mission Statement

- Emphasize community, authenticity, and creativity.

Passing through town and looking for a decent espresso, which should be pretty straightforward but many places can't get it right. Justin at 5th st grind nailed it - perfect little cup not too bitter, not too weak. Cute atmosphere and quiet. I'll stop back in if I ever find myself in the area!— [Lauren I](#) (via yelp)

## Customer Reviews

- Shows excellent customer service and positive perception of the product.
- Demonstrates brand credibility.



## Subscribe to our Mailing List

Sign up and we'll let you know about tastings, seasonal menu changes and special events. We promise not to overload your inbox!

5th Street Grind

710 Fifth St

Lynchburg, VA 24504

(434) 298-3322

Made with [SquareSpace](#)



## Transitional Call to Action

- Expand email subscription list (include weekly newsletter - free information).
- Updates on featured menu items, events, and promote sales to spark interest.

## Call to Action Button - "Sign Up"

# Completed WEBSITE

## Menu

Our Signature  
Maple iced Latte!



Our Signature Iced  
Traditional English Tea

Name Brand Pressed  
Juice we offer In Store!



### Coffee

Espresso	\$3.25
Americano	\$3.50
Macchiato	\$3.75
Cortado	\$3.75
Flat Iron	\$4.25
Cappuccino	\$4.25
Latte	\$4.25
Mocha	\$5.50

### Tea

Loose-Leaf Tea	\$3.75
Iced English Breakfast Tea	\$4
Matcha Tea	\$5
Chai Tea	\$4

### Specialty Drinks

Lemonade	\$4.25
Sweet Iced Tea	\$4.25
Cold Press Juices	\$5

5th Street Grind  
710 Fifth St  
Lynchburg, VA 24504

[\(434\) 218-3221](tel:434-218-3221)

Made with [Squarespace](#)



The Menu provided and included on 5th Streets' website is a the perfect mix of what they offer and what the average costumer needs. Being a coffee shop that grinds their own beans and makes fresh espresso, there is a lot we can choose to include and some we inevitable had to make some reformations.

What we did choose to include is a perfect base of offerings for any costumer to be satisfied. A list of the coffees, tea and even specialty drinks! Including example images of the drinks listed was important for the website because it gives the costumer to marvel over as they choose what they want as well as knowing what others like to get for first time visitors!

# Completed WEBSITE

The screenshot shows the 'Our Story' page of the 5th Street Grind website. The header includes the logo, navigation links for 'Menu', 'Our Story', and 'Our Customers', social media icons for Facebook and Instagram, and a 'Contact Us!' button. The main content area features the title 'Our Story' followed by three paragraphs of text describing the shop's history and mission. Below the text is a photograph of a smiling barista working at the counter. To the right of the photo, there is a paragraph about the shop's values and a list of 'Core Values'. At the bottom of the page, contact information is provided, including the address, phone number, and a note that the site is made with Squarespace.


STREET GRIND Menu [Our Story](#) [Our Customers](#) f @ [Contact Us!](#)

## Our Story

Welcome to 5th Street Grind, where our story is brewed one cup at a time. Founded in 2015 by Lynchburg native, Sarah, our cozy coffee shop has been a labor of love from the start.

Driven by Sarah's passion for both coffee and community, 5th Street Grind quickly became a beloved gathering place for locals and visitors alike. With a commitment to quality and a warm, welcoming atmosphere, we strive to provide more than just great coffee—we offer an experience that brings people together.

From our carefully sourced beans to our friendly baristas, every detail reflects our dedication to crafting moments worth savoring. So whether you're stopping by for your daily caffeine fix or seeking a cozy spot to catch up with friends, we invite you to join us in celebrating the simple pleasures of life, one cup at a time.



At 5th Street Grind, we believe in bringing the most joy to the Lynchburg community through coffee and baked goods. At the heart of our shop, we value authenticity, community, and creativity. We strive to create a space for you to be inspired in both creativity and conversation. Not only do we serve the most authentic cup of coffee in Lynchburg, but we also serve the most authentic smiles. Our goal is for you to leave with a genuine smile and a refreshed spirit. Rise & Grind with 5th Street.

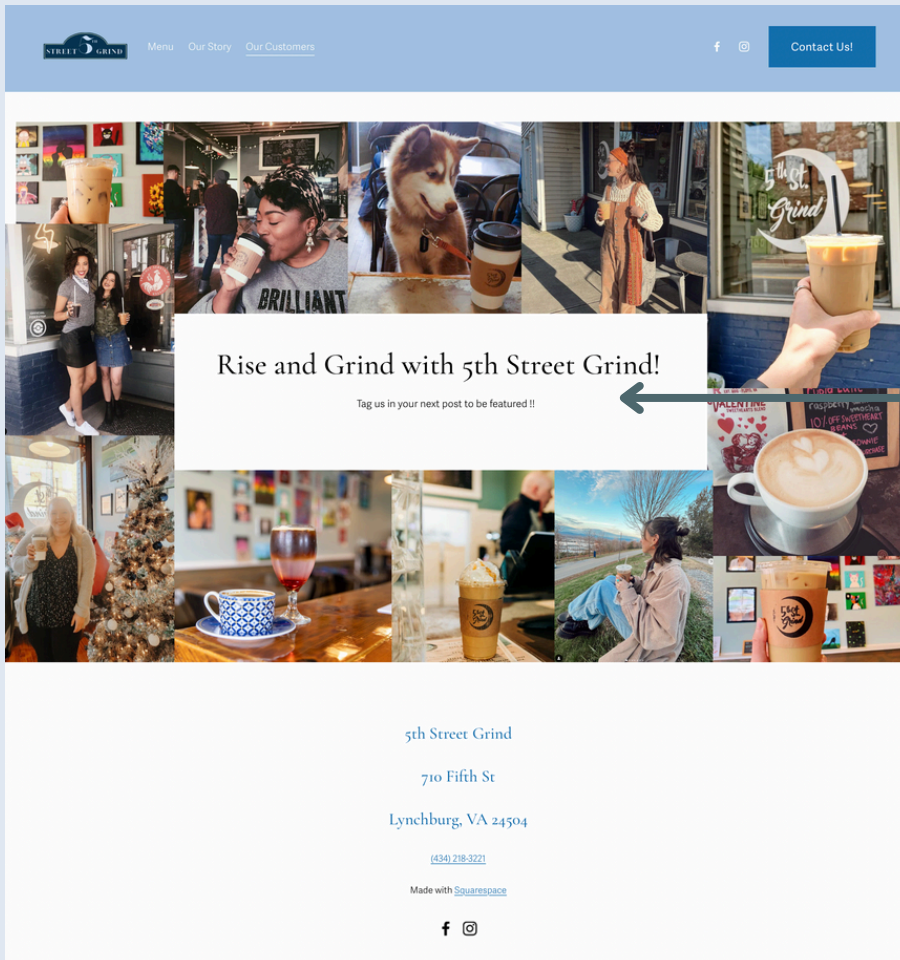
**Core Values:**  
Authenticity, Fun, Community, Energy, Service and Creativity

5th Street Grind  
710 Fifth St  
Lynchburg, VA 24504  
[\(434\) 218-3221](tel:(434)218-3221)  
Made with [Squarespace](#)  
f @

The our story page showcases who 5th Street Grind truly is. This page gives 5th Street a background and personality. Being a space that cultivates community and bringing this into the website was something we wanted to highlight. Having easily accessible contact information on each page was very important to include as viewers can find the contact information no matter the page.



# Completed WEBSITE



The "Our Customers" tab serves the purpose of showcasing 5th Street Grind's customers on social media. The page features two calls to action: "Rise and Grind with 5th Street Grind" and "Tag us in your next post."

This page is an opportunity to thank customers for their support and give them an opportunity to be featured to other potential customers as well.

# Website UX TESTING RESULTS

## HANNAH DANIEL

Year: Senior

Major: Strategic Communications

Problems Solved: Creating Community, Being Authentic, Inviting People in.

Services Located: Coffee Menu

What Engagement Looks Like: Staying active on social media and creating community by connecting customers with each other.

Positives: Loves the pictures and aesthetics, easy to navigate.

Improvement: Nothing specific.

## NICOLE SOUTHWORTH

Year: Junior

Major: Elementary Education

Problems Solved: Finding good coffee, Having joy, & Community

Services Located: Coffee & Baked Goods, Community

What Engagement Looks Like: Social Media & Contact/Email

Positives: Easy to navigate & Good visuals

Improvement: Add testimonials to the "Our Customers" tab.

# Website UX TESTING RESULTS

## STEPHANIE MCLEAN

Year: Senior

Major: Environmental Biology

Problems Solved: good study spot, having a space for the lord, having affordable coffee.

Services Located: study space, affordable coffee

What Engagement Looks Like: connecting inside and outside the store, community in store.

Positives: easy to view menu, highlights customers and community.

Improvement: no comments

## LOGAN BROWN

Year: Junior

Major: Strategic Communications

Problems Solved: Lesser known low-key spot. Cheap food and drinks.

Services Located: Quiet space. Comfortable.

What Engagement Looks Like: Social media,

Positives: Looks good. Easy to access. Not overwhelming.

Improvement: N/A

# *Website* QR CODE



This QR code is linked directly to the new 5th Street Grind website.

The purpose of building a website for 5th Street Grind is to provide customers with an easier way to get to know the brand and what it offers.

This website offers direct & transitional calls to action, while presenting customers with more ways to make connections with 5th Street Grind.

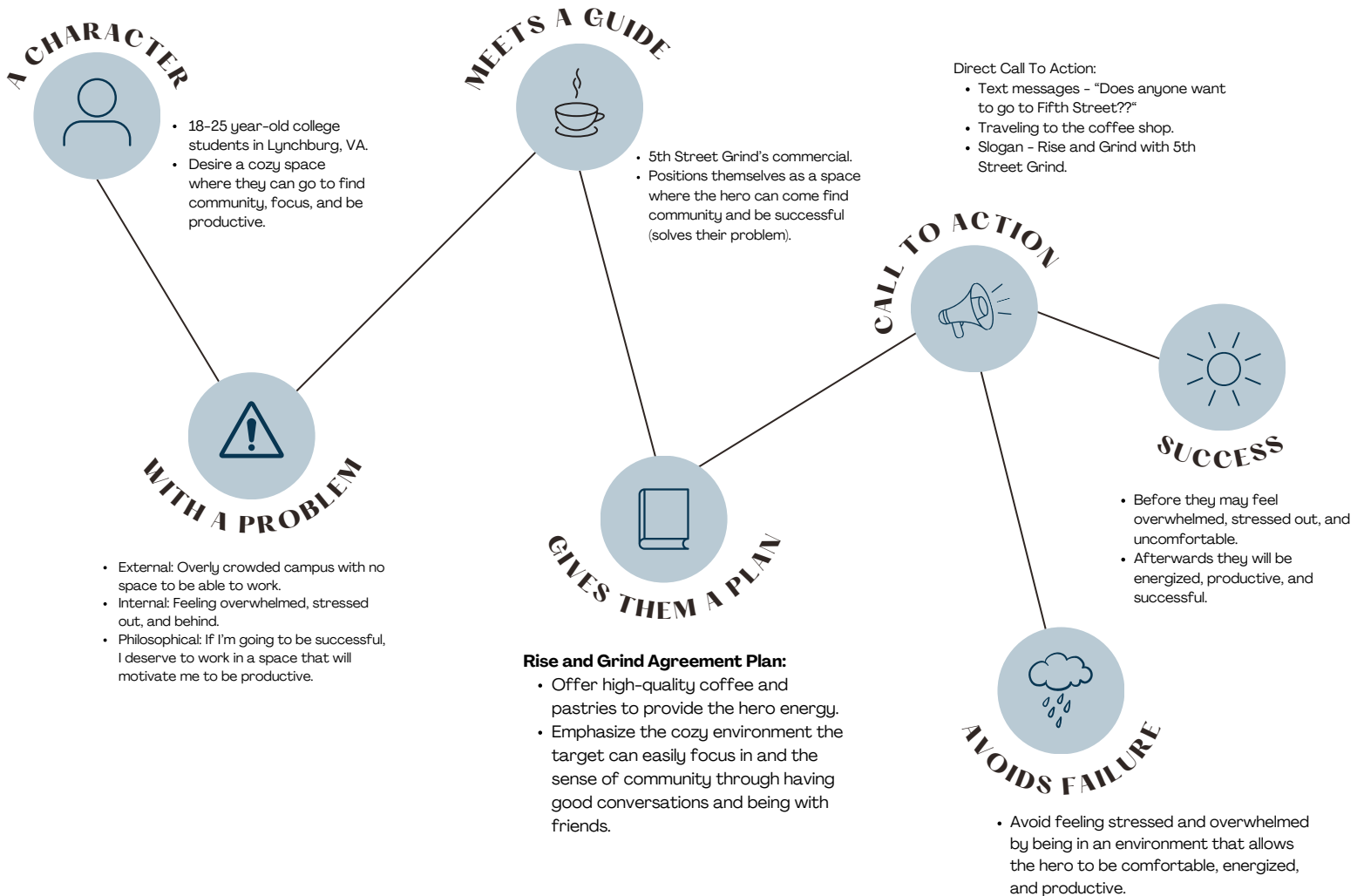
With potential customers' help, we have created the simplest website possible, while also including all the necessary pieces required (brand manifesto, menu, brand's story, calls to action) for the most effective website.

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*5th Street Grinds*  
90 SEC. COMMERCIAL

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# Commercial BRAND POSITIONING



5th Street Grind Commercial Brand  
Positioning

*Commercial*

# STEPPS PRINCIPLES

## SOCIAL CURRENCY

“Remarkable things are defined as unusual, extraordinary, or worthy of notice or attention. Something can be remarkable because it is novel, surprising, extreme, or just plain interesting. However, the most important aspect of remarkable things is that they are worthy of remark” (Berger, 2016, p. 25)

This commercial demonstrates social currency by showing that 5th Street Grind is the place to be! It is a place for people who are “in the know.” The storyline shows that the Tilley, the Commuter Lounge, and Brewvita are not the place to be. Instead, 5th Street Grind is the place to be!

Throughout the commercial, the target audience is influenced to go to 5th Street to find community and get work done in a cozy, quiet environment.

## STORIES

The Stories principle tells that good stories want to be shared & are passed through people. This commercial showcases the story of four college students that the target audience, college students, can easily relate to. Each student goes through a realistic, tough situation that someone in the target audience has the possibility of going through on any average day. The four college students are brought together by 5th Street Grind at the end of the commercial.

# *Commercial* MEDIA AUDIT

Coinciding with the work our group has previously done this semester for Fifth Street Grind's re-brand, this assignment will focus on telling a compelling story in the form of a 90-second commercial, that will focus on the community aspect Fifth Street is known for and promote the coffee shop as a place where students can gather to focus and get their work done. Two to three commercials found on YouTube will be analyzed that specifically focus on promoting coffee shops. Each analysis will emphasize the commercial's strengths, weaknesses, and the different techniques we could imitate in our commercial.

On YouTube, the first commercial that we came across was Costa Coffee's "Made a Little Better" video. This commercial emphasizes how Costa Coffee can make any situation a little better. The commercial tells a story of a woman who has not received a text back from a guy she was hoping to go out with again. Her mood is brought down because of her situation, so she goes to Costa Coffee to have her mood lifted. This commercial does a good job at presenting the company in a way that showcases their care for customers, while also maintaining the customer as the hero. Costa Coffee comes alongside the customer so that the customer can go through her day in a better mood and find confidence in herself, rather than a guy. This commercial could improve by showcasing a bit more of the coffee-making process. Our commercial could imitate the moving storyline this commercial showcases, while also imitating how Costa Coffee presented itself not only as a product but also a brand that cares.

The second commercial we came across was Starbucks' "Ready to Drink" commercial. This commercial emphasizes how Starbucks coffee brings people together and lifts their spirits during inconvenient, stressful situations. The characters in the commercial are stuck in busy traffic but are satisfied and happy when they have a Starbucks drink to go with them. It reveals the problem the consumer faces (getting stuck in traffic) and positions the brand's product as a way to solve it. Overall, this commercial did a good job of positioning Starbucks as a hero and in a positive light. However, a weakness of the video is that the characters' mood before opening the Starbucks drink was not shown. It would have helped to see the change in attitude when the Starbucks drink was brought into the video. Our commercial could imitate how Starbucks uses their coffee to lift a mood in a stressful situation. By doing this, it shows how beneficial it is for someone to go get a coffee drink from them (or in our case, from 5th Street Grind).



# Commercial TREATMENT

## OVERVIEW

This commercial will promote the coffee shop, Fifth Street Grind, within the Lynchburg community in the form of a 90-second video. It will focus on the community aspect that the cafe is known for and promote the coffee shop as a place where people can gather, focus, and get their work done. It will also include a variety of wide, medium, and close-up shots along with music/sound effects, and engaging graphics to tell the story.

## OBJECTIVES

This video aims to emphasize Fifth Street Grind's cozy environment and community aspect where stressed-out college students can take a break from their busy schedules and campuses to meet new people, focus, and be productive.

## TARGET AUDIENCE

The target audience for this sequence will be young adults/ college students between the ages of 18-25, who live in Lynchburg, VA. Specifically, those who are social, value being successful, and desire a cozy space where they can go to get away from the busyness of campus, find community, and be productive.

## DESCRIPTION

This 90-second sequence will begin with a college student in a stressful situation who then texts their friends asking if they want to go to Fifth Street Grind to grab coffee. This is followed by another scene featuring a stressed-out college student, responding to the text. This continues for two more scenes and ends with the entire friend group entering Fifth Street Grind, grabbing coffee, and working together at a table. This commercial will also include energetic background music, engaging transitions, and textual graphics to add more visual interest.

## EQUIPMENT

There are many different pieces of equipment being used to film these video clips. This includes a camera to record the talent doing different things in various locations. We will also utilize the computer editing software, Adobe Premiere Pro, in postproduction to edit each scene, add graphics and sound effects, as well as finalize the video. The sequence will also involve props (computers, energy drinks, coffee cups, etc.) and be shot on location around Liberty University's campus and at Fifth Street Grind in Lynchburg, VA.

*Rise and Grind with 5th Street*

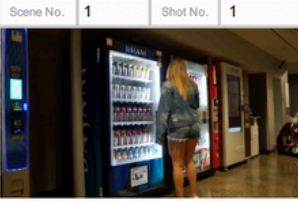
# Commercial SHOTLIST

Shot #	Scene #	Type of Shot	One Line Description
1	1	WS	Shot of a student going up to vending machine and trying to get a drink
2	1	MS	Shot of frustrated student struggling to get vending machine to work and sitting on floor
3	1	MS	Shot of student pulling out phone to text friends
4	1	CU	Shot of student texting friends on phone ("5th Street anyone?")
5	2	WS	Shot of student #2 sitting at table in Tilley trying to get work done in loud environment
6	2	MS	Shot of stressed student #2
7	2	MS	Shot of student #2 phone notification
8	2	MS	Shot of student #2 looking at text notification
9	2	CU	Shot of student #2 texting back on the group chat
10	3	WS	Shot of student #3 walking up to Brewvita to order drink and getting rejected
11	3	MS	Shot of student #3 opening phone notification
12	3	MS	Shot of student #3 responding to text notification
13	4	MS	Shot of student #4 sitting in commuter lounge, stressed from schoolwork
14	4	MS	Shot of student #4 text notification lighting up phone
15	4	MS	Shot of the student #4 opening phone notification
16	4	CU	Close-up shot of student #4's phone, responding to text
17	5	CU	Close up shot of student #1's phone receiving texts from other 3 students
18	5	CU	Close-up shot of student #1 hearing text messages
19	6	WS	Shot of front of 5 <sup>th</sup> Street Grind
20	6	WS	Shot of students walking into 5 <sup>th</sup> Street Grind
21	7	MS	Shot of students sitting and laughing at table
22	7	MS	Shot of fourth student joining table
23	7	MS	Shot of all students chatting with their coffees and working on work
24	7	OS	A different angle of students working on work at table
25	7	MS	A different angle of students laughing and talking at table
26	7	CU	Close-up shot showcasing coffee on the table
27	8	WS	Shot of three students walking out of 5 <sup>th</sup> Street Grind, happy and enjoying their coffees
28	9	Graphic	Graphic of logo and slogan

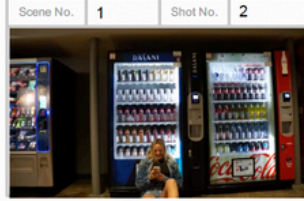
# Commercial STORYBOARD

Title: **Fifth Street Grind Commercial Storyboard**

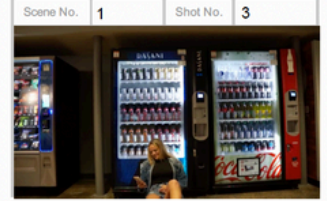
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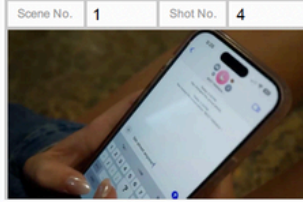
Shot of a student going up to vending machine and trying to get a drink



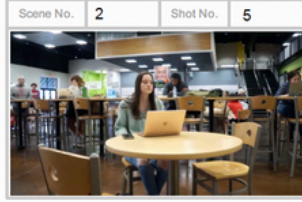
Shot of frustrated student struggling to get vending machine to work and sitting on floor



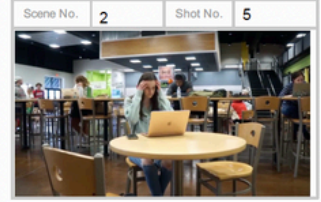
Shot of student pulling out phone to text friends



Shot of student texting friends on phone ("5th Street anyone?")



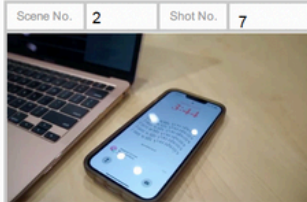
Shot of student #2 sitting at table in Tilley trying to get work done in loud environment



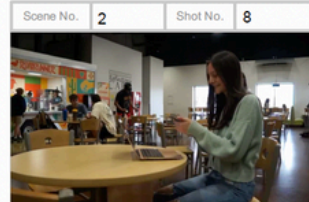
Shot of stressed student #2

Title:

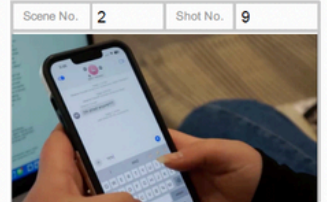
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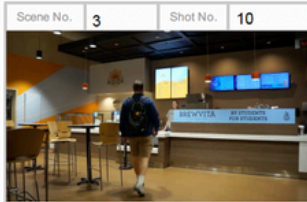
Shot of student #2 phone notification



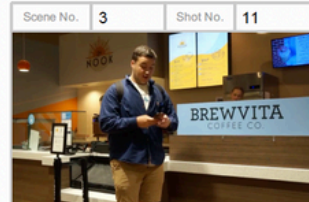
Shot of student #2 looking at text notification



Shot of student #2 texting back on the group chat



Shot of student #3 walking up to Brewvita to order drink and getting rejected



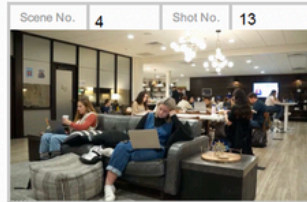
Shot of student #3 opening phone notification



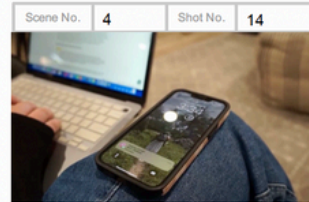
Shot of student #3 responding to text notification

Title:

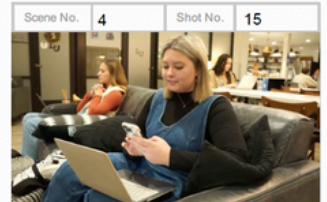
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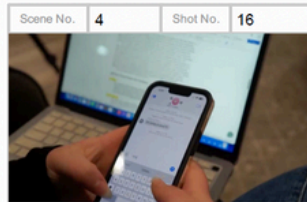
Shot of student #4 sitting in commuter lounge, stressed from schoolwork



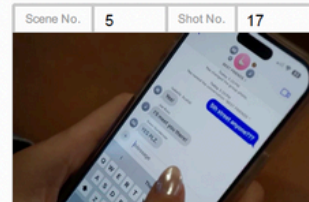
Shot of student #4 text notification lighting up phone



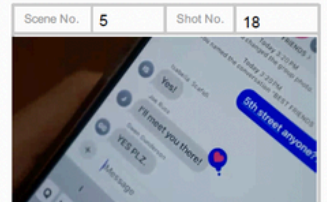
Shot of the student #4 opening phone notification



Close-up shot of student #4's phone, responding to text



Close up shot of student #1's phone receiving texts from other 3 students



Close-up shot of student #1 hearing text messages

# Commercial STORYBOARD

Title:		Page:	
Scene No. 6	Shot No. 19	Scene No. 6	Shot No. 20
Shot of front of 5th Street Grind		Shot of students walking into 5th Street Grind	
Scene No. 7	Shot No. 21	Scene No. 7	Shot No. 22
Shot of students sitting and laughing at table		Shot of fourth student joining table	
Scene No. 7	Shot No. 23	Scene No. 7	Shot No. 24
Shot of all students chatting with their coffees and working on work		A different angle of students working on work at table	

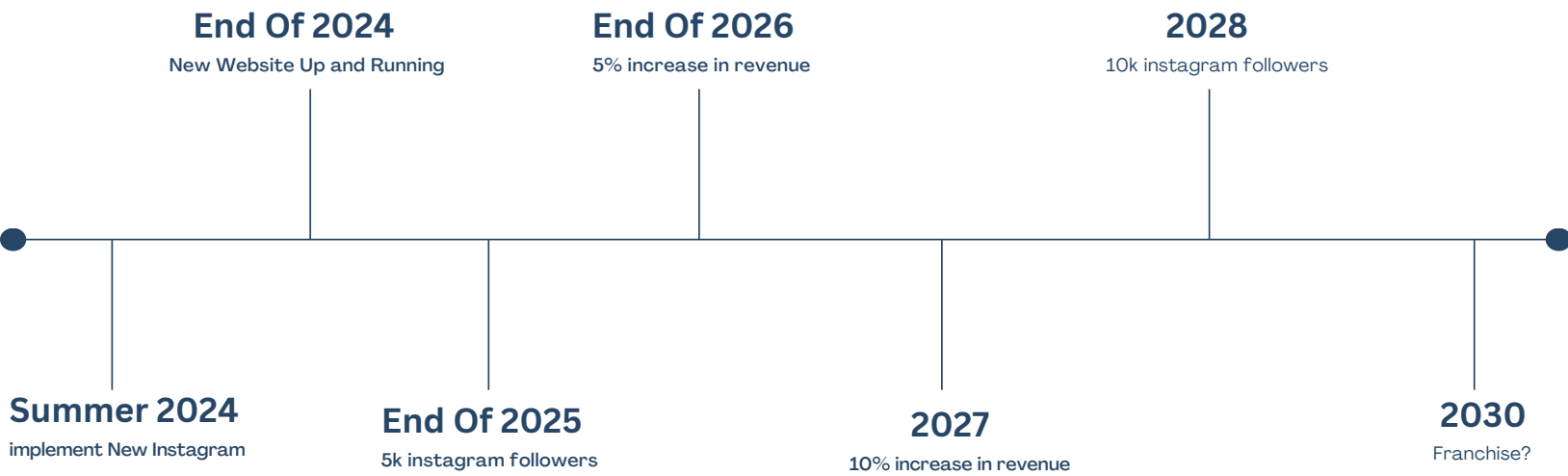
Title:		Page:	
Scene No. 7	Shot No. 25	Scene No. 7	Shot No. 26
A different angle of students laughing and talking at table		Close-up shot showcasing coffee on the table	
Scene No. 8	Shot No. 27	Scene No. 9	Shot No. 28
Shot of three students walking out of 5th Street Grind, happy and enjoying their coffees		Graphic of logo and slogan	

*Commercial*  
QR CODE



This QR code is linked directly to the 5th Street Grind commercial.

# Implementation TIMELINE



# Meet the TEAM



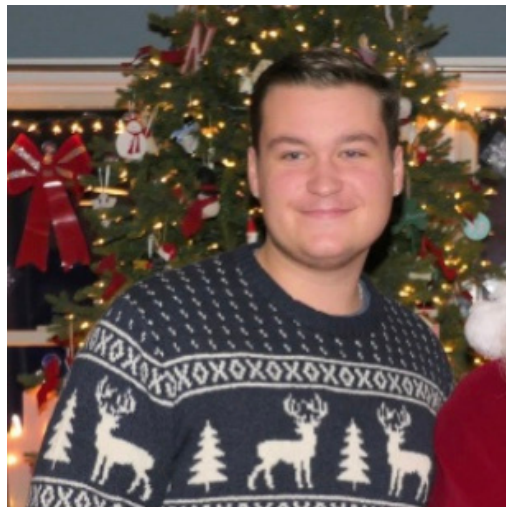
Gwenyth Gunderson  
Liberty University Strategic  
Communication: Social Media  
Management Major



Meghan Cornell  
Liberty University Strategic  
Communication Major  
Graphic Design Minor



Isabella Scafidi  
Liberty University Strategic  
Communication: Social Media  
Management Major



Joseph Russoniello  
Liberty University Strategic  
Communication: Social Media  
Management Major

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