

CASE STUDY

AI-MAGINING WHITE SPACE WORKING WITH A VIRTUAL AGENCY



+



THE MISSION:
**FILL THE INNOVATION
PIPELINE WITH
CONSUMER-CENTRIC
BRILLIANCE**

SARAH SNUDDEN

HEAD OF US CONSUMER INSIGHTS
JDE PEET'S – JDE US

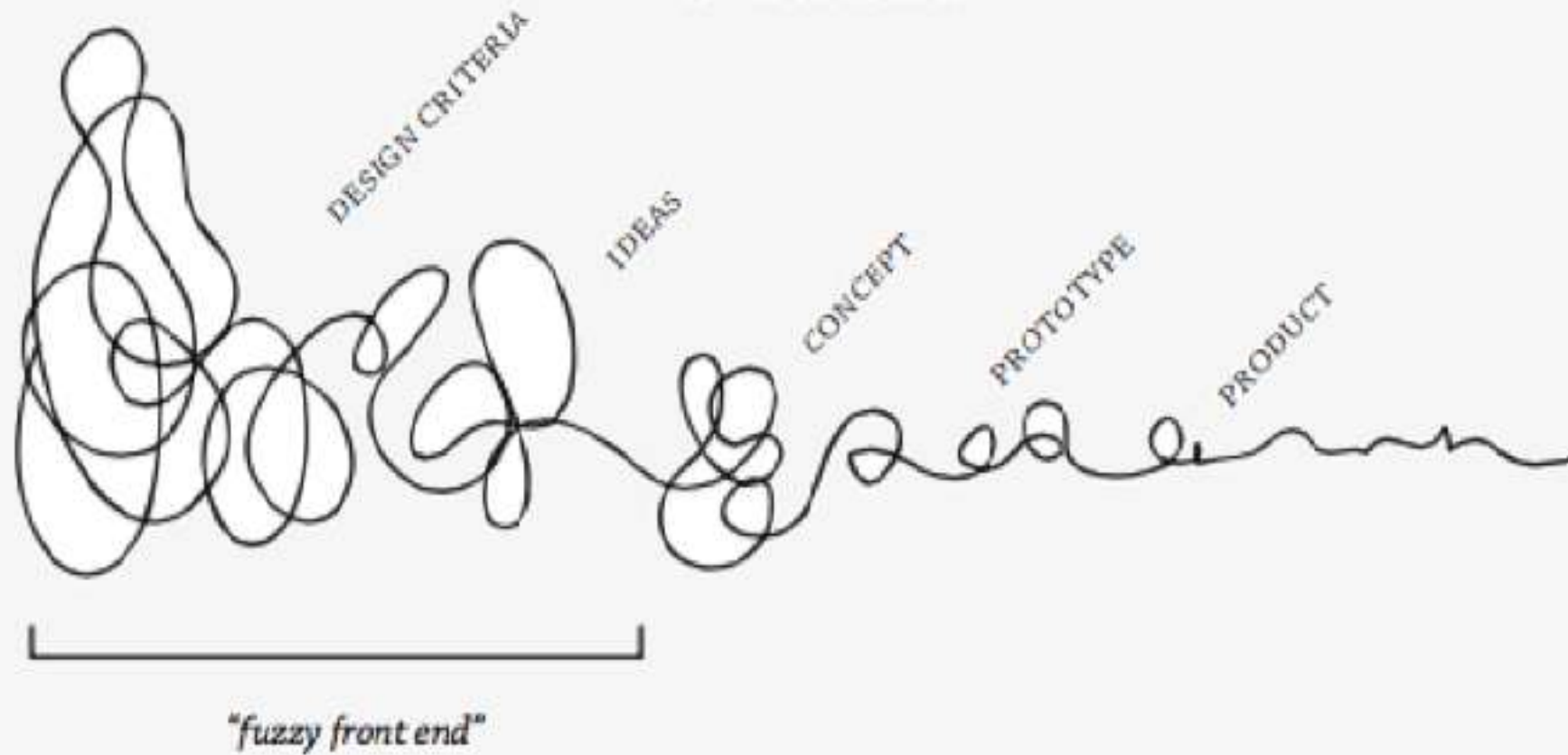


THE IDEATION PIPELINE JOURNEY

THE PARADOX: If you don't go big enough in the fuzzy front end discovery phase, you risk not having enough room for strong ideation platforms—and miss ideas.



IN A BOTTOM-LINE WORLD, THE FUZZY FRONT END CAN CAUSE ANXIETY



IT IS HARD TO MAKE THE SPACE FOR REAL TIME DISCOVERY



WE INCREASINGLY LACK TIME, MONEY AND PEOPLE POWER

Time and money are increasingly tight.

Business teams have more and more on their plates.

Traditional exploration is inherently limited and may miss wider cultural foresight.

Workshop time is hard to get--output is unreliable.



THE CHALLENGE TRANSFORMED: PARTNERING WITH AN AI AGENCY



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DAVE CARRUTHERS

MASTER STORYTELLER

ONE STRATEGY STUDIO

THIS TAKES A NEW KIND OF AGENCY!

FULL SERVICE

An agency experience just 10x
more efficient than traditional
approaches

NO SUBSCRIPTION

You don't need to learn a
new tool.



THREE POSSIBLE QUESTS



PLATFORMS

HOW DO I WIN
IN THIS SPACE?

YOU GET...
INSIGHTS
OPPORTUNITY PLATFORMS
PROVOCATION



IDEAS

WHAT IDEAS WILL
MAXIMIZE IMPACT?

YOU GET...
IDEAS
CONCEPTS
CREATIVE STRETCH



CODES

HOW CAN I BE
MORE DISTINCTIVE?

YOU GET...
SEMIOTIC PERSPECTIVES
VISUAL CODES
BRAND ASSET DISTINCTIVENESS



STARTING WITH A SIMPLE BRIEF, YOU CAN GET TO PLATFORMS IN HOURS—NOT WEEKS



THE BRIEF

THE CHALLENGE IS...

Explore coffee/espresso ideas and positionings that enable drinkers to create a DIY premium and elevated experience at home.



THE **PROJECT TYPE** IS... coffee innovation

THE **CLIENT** IS... JDE USA

THE **BRAND** IS... L'OR

THE **CATEGORY** IS... the world of coffee/espresso making and hot and/or iced occasions

THE **CONTEXT** IS... an elevated, coffee shop inspired home creation experience

THE **TARGET** IS... US coffee/espresso drinkers seeking a premium experience

THE **EXPERTISE** IS... the art & science of making the perfect cup in all its forms and varieties

THE LEARNING

SAID BY CONSUMERS...

Virtual agents
synthesize the most
relevant nuggets from
the online world.

"I admire baristas who make great coffee and make my experience better."

"Exploring coffee has shown me how much work goes into each cup."

"I like that I can choose different types of coffee based on how I feel."

"The sounds and textures of coffee making are enjoyable for me."

"My morning espresso gives me a burst of energy and flavor to start my day."

"I enjoy tasting different types of special coffees, they all taste different."

"Coffee engages all my senses and makes me happy. It's more than just a drink-- it's a special treat I enjoy."

"Learning about the history and culture of coffee makes me appreciate it more."

"Coffee is my companion when I want to relax and think."

"Making my morning coffee is away for me to take care of myself."

"I like trying coffees from different places, they all have unique flavors."

"Making my own pour-over coffee is calming for me, it relaxes me."

THE CONTEXT

AND THE JOBS TO BE DONE...

The virtual assistants bring to life the needs and context as the detailed example will show.

THE WHEN (OCCASIONS)

THE WHO (TARGETS)

THE WHERE (LOCATIONS)

THE WHAT (SOLUTIONS)

MORE CORE

Comfort and Ritual

Sensory Experience

Education and
Exploration

Cultural Immersion

Quality and
Craftsmanship

Escape and
Tranquility

Health and Well-
being

Status and Prestige

Connection and
Community

Inspiration and
Creativity

Sustainability and
Ethics

Mindfulness and
Presence

Personalization and
Control

Indulgence and
Luxury

Innovation and
Technology

Social Connection

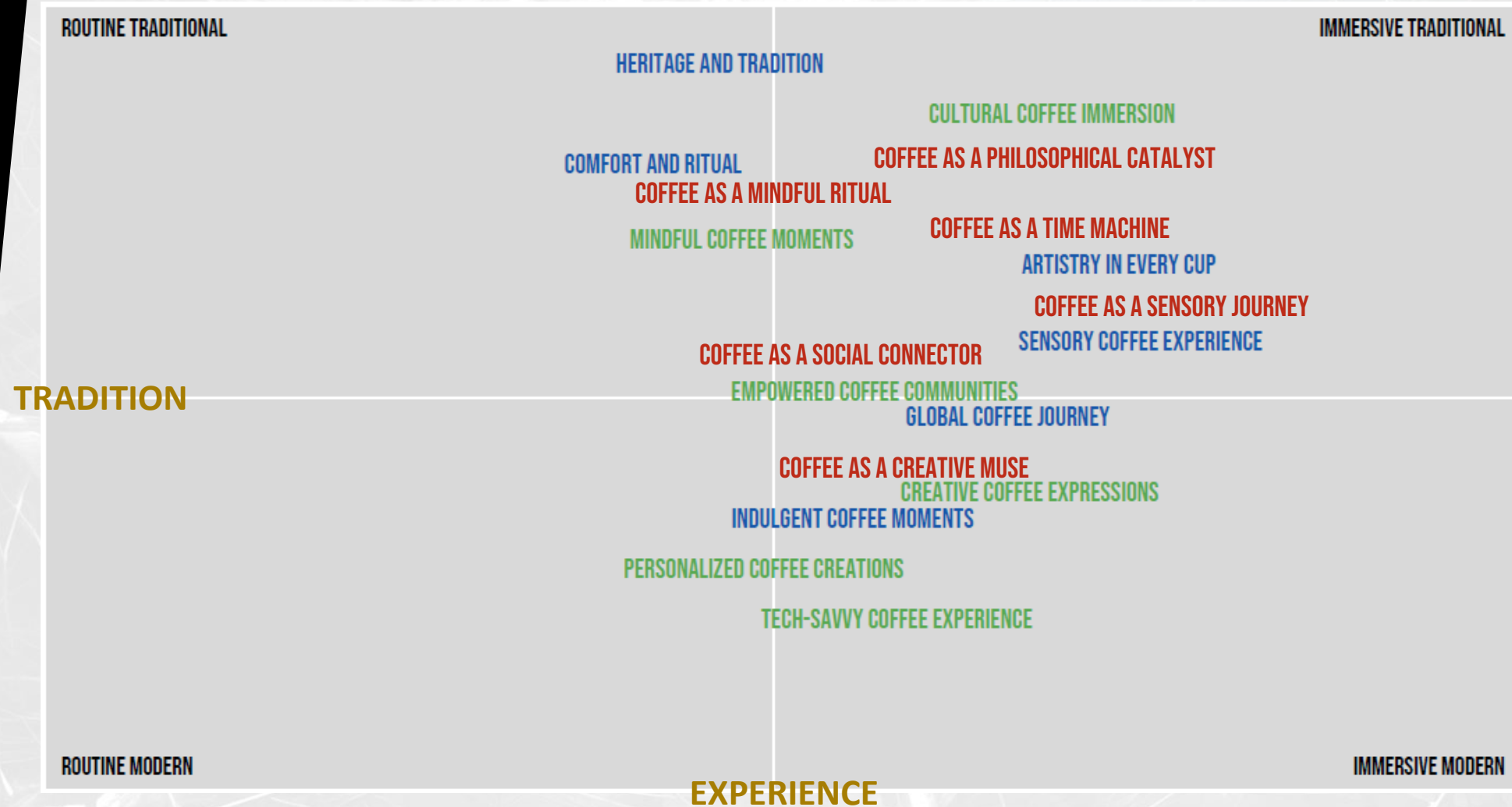
MORE STRETCHY

THE PLATFORMS

CORE OPPORTUNITIES

STRETCH OPPORTUNITIES

PROVOCATION PLATFORMS



CORE PLATFORMS

1. ARTISTRY IN EVERY CUP

This evocative space is all about the craftsmanship and skill involved in creating the perfect cup of coffee. It creates an elevated experience by highlighting the artistry of baristas and the meticulous process of brewing. Potential names: Artisse, Créatif, BelleBrasse, ÉlanCafé, Virtuose, Prestige, Nuance, Velouté, Sublime, Éclat. **Artiviste, Cupisto**

2. GLOBAL COFFEE JOURNEY

This evocative space is about exploring the diverse world of coffee, from different regions and cultures. It creates an elevated experience by offering a variety of unique blends and single origins. Potential names: Mondial, Voyage, TerraNova, Globus, Journé, Cartier, Orbis, Navire, Explorer, Viatique. **Mondialique, Globessence**

3. INDULGENT COFFEE MOMENTS

This evocative space is about the luxurious and indulgent experience of enjoying a premium cup of coffee. It creates an elevated experience by offering rich, bold blends and velvety smooth single origins. Potential names: Luxure, Velours, Délice, Plaisir, Riche, Savorie, Gourmand, Divin, Étoffe, Onctueux. **Luxurieux, Velourique**

4. HERITAGE AND TRADITION

This evocative space is about the rich history and legacy of coffee, connecting with its origins and traditional methods. It creates an elevated experience by evoking a sense of nostalgia and respect for coffee's cultural significance. Potential names: Héritier, Ancien, Classique, Patrimoine, Tradis, Racine, Antiqua, Époque, Vignette, Durable. **Traditique, Heritieré**

5. SENSORY COFFEE EXPERIENCE

This evocative space is about engaging all the senses in the coffee experience, from aroma to flavour to visual presentation. It creates an elevated experience by offering a multi-dimensional and immersive coffee journey. Potential names: Sensuelle, Éveil, Aura, Harmonie, Palais, Résonance, Flaveur, Éclat, Senteur, Vibrant. **Sensarôme, Auralique**

6. COMFORT AND RITUAL

This evocative space is about the comforting and routine aspects of coffee, making it a cherished part of daily life. It creates an elevated experience by offering a sense of familiarity and relaxation. Potential names: Rituel, Doux, Quotidien, Nidify, Repose, Coutume, Familiale, Accueil, Berce, Calme. **Rituelle, Comfosé**

STRETCH PLATFORMS

1. MINDFUL COFFEE MOMENTS

This evocative space is all about the mindfulness practice of savoring a cup of coffee, focusing on the sensory experience and being present in the moment. It creates an elevated experience by promoting the idea of mindful coffee consumption. Potential names: Pleine, Esprit, Conscient, Pause, Zenith, Serein, Clair, Médita, Quietude, Reflect. **Méditaffe, Sereinique**

2. EMPOWERED COFFEE COMMUNITIES

This evocative space is about the role of coffee in empowering communities and supporting fair trade practices. It creates an elevated experience by highlighting the social impact of coffee. Potential names: Communauté, Entraide, Partage, Solidar, Équité, Conjoint, Alliance, UniCafé, Coopératif, Soutien. **Communité, Empowré**

3. CREATIVE COFFEE EXPRESSIONS

This evocative space is about the creativity and artistry involved in crafting unique coffee blends and drinks. It creates an elevated experience by celebrating the innovative and experimental side of coffee. Potential names: Créatif, Nouvelle, Inventif, Élan, Mosaïque, Fantaisie, Idée, Artique, Panache, Motif. **Créatifique, Artisanne**

4. TECH-SAVVY COFFEE EXPERIENCE

This evocative space is about integrating advanced technology into the coffee brewing process. It creates an elevated experience by offering convenience and precision through smart features. Potential names: Futurist, Innové, Technique, Savant, Pionnier, Numérique, Avancé, Circuit, Synthé, Pixel. **Innovique, Techaffé**

5. PERSONALIZED COFFEE CREATIONS

This evocative space is about the ability to customize and personalize coffee drinks to suit individual preferences. It creates an elevated experience by offering a tailored coffee experience. Potential names: Unique, SurMesure, Personna, MoiCafé, Adapté, Préféré, Spéciale, Signé, Tailor, Créé. **Personique, Uniquaffé**

6. CULTURAL COFFEE IMMERSION

This evocative space is about immersing oneself in the rich cultural traditions and rituals of coffee from around the world. It creates an elevated experience by offering a deep connection to coffee's heritage. Potential names: Immersif, Culturel, Ethnique, Diversa, Traduct, Richesse, Patrimoine, Folklore, Héritage, Civil. **Culturique, Ethniqua**

PROVOCATIVE PLATFORMS

1. COFFEE AS A CREATIVE MUSE

An evocative space in the world of coffee enjoyment is Coffee as a Creative Muse. This space is all about using coffee as a catalyst for creativity and inspiration. It creates an elevated experience by positioning coffee as a tool for sparking new ideas and artistic expression. Potential names: Inspiré, Muse, Génie, Élan, Fable, Poétique, Merveille, Imaginé, Créatif, Fantais. **Inspirato, Musique**

2. COFFEE AS A SENSORY JOURNEY

An evocative space in the world of coffee enjoyment is Coffee as a Sensory Journey. This space is about engaging all the senses in the coffee experience, from aroma to flavour to visual presentation. It creates an elevated experience by offering a multi-dimensional and immersive coffee journey. Potential names: Voyage, Sensuelle, Parcour, Découverte, Odysée, Flaveur, Pérille, Aventure, Sensoriel, Circuit. **Voyarôme, Sensorique**

3. COFFEE AS A TIME MACHINE

An evocative space in the world of coffee enjoyment is Coffee as a Time Machine. This space is about using coffee to transport oneself to different historical periods or imagined futures. It creates an elevated experience by offering themed coffee products and experiences that evoke different eras. Potential names: Temporel, Époque, Ancien, Futurist, Chrono, Passage, Relique, Saison, Décalage, Historique. **Temporique, Historique**

4. COFFEE AS A SOCIAL CONNECTOR

An evocative space in the world of coffee enjoyment is Coffee as a Social Connector. This space is about the role of coffee in facilitating social interaction and showcasing personal taste. It creates an elevated experience by positioning coffee machines as stylish centerpieces that spark conversations. Potential names: Sociale, Connecté, Ensemble, Rendezvous, Liason, Commun, Nexus, Partage, Interface, Ralliement. **Connectique, Socialeque**

5. COFFEE AS A PHILOSOPHICAL CATALYST

An evocative space in the world of coffee enjoyment is Coffee as a Philosophical Catalyst. This space is about using coffee to stimulate deep philosophical conversations and introspection. It creates an elevated experience by highlighting the intellectual and contemplative aspects of coffee. Potential names: Pensée, Philosoph, Socrate, Éveil, Idée, Réflexion, Profond, Sage, Quest, Concept. **Penséeque, Philosophique**

6. COFFEE AS A MINDFUL RITUAL

An evocative space in the world of coffee enjoyment is Coffee as a Mindful Ritual. This space is about incorporating mindfulness practices into the coffee routine, focusing on the sensory details of brewing and drinking coffee. It creates an elevated experience by promoting the meditative aspects of coffee preparation and consumption. Potential names: Serein, Pause, Zenith, Médita, Rituel, Calme, Quietude, Esprit, Réflex, Harmonie. **Rituelique, Calmique**



ARTISTRY IN EVERY CUP

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OBSERVATIONS / CODES

Craftsmanship
Perception of Quality
Appreciation for Craftsmanship

NEEDS

Quality and Craftsmanship
Indulgence
Community

THE TARGET

Craft Coffee Connoisseurs: Passionate coffee lovers who appreciate the artistry and craftsmanship behind a perfect cup of coffee.

WHAT THEY THINK

Value the skill and dedication of baristas in creating high-quality coffee.

WHAT THEY DO

Seek out coffee experiences that highlight artistry and quality over quantity.

WHAT THEY FEEL

Admiration and respect for the craftsmanship involved in coffee preparation.

PROBLEMS

Balancing the desire for artisanal coffee with convenience and affordability.

INSIGHTS

I look for real and meaningful experiences BECAUSE they make me feel connected and happy BUT many things feel fake and mass-produced.

I choose quality over quantity BECAUSE I value excellence and a better experience BUT it's hard to find products that always deliver high quality.

I admire people who are really good at what they do BECAUSE their skill and dedication are inspiring BUT I don't often get to see or appreciate such craftsmanship.

I love my daily coffee ritual BECAUSE it gives me a moment of peace and joy BUT many coffee experiences feel rushed and impersonal.



COMPETITIVE CONTEXT

OPPORTUNITIES TO COMPETE

L'OR can deliver against the core characteristics of the theme by innovating with a range of single-serve coffee machines that combine advanced technology with a focus on the artistry of coffee making. By incorporating features that celebrate the craftsmanship of baristas and the meticulous brewing process, L'OR can differentiate itself in the market and tap into its brand equities of sophistication and premium quality.

THIS SHOULD GIVE
YOU SOME
INSPIRATION
FOR WHAT SOLUTIONS
IN THIS SPACE MIGHT
LOOK LIKE

ARTISTRY IN EVERY CUP

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RTB IDEAS

Barista Training Program: Offering a comprehensive training program for baristas to enhance their skills and knowledge, ensuring every cup of coffee is crafted with precision and expertise.

Single-Origin Coffee Selection: Curating a range of single-origin coffee beans to showcase the unique flavours and characteristics of different regions, highlighting the artistry in sourcing and roasting.

Customised Brewing Workshops: Hosting interactive workshops where customers can learn about brewing techniques and experiment with different brewing methods, fostering a deeper appreciation for the artistry of coffee making.

Signature Drink Creations: Introducing a menu of signature coffee creations crafted by expert baristas, showcasing innovative flavour combinations and artistic presentation.

Artisanal Coffee Accessories: Collaborating with local artisans to create bespoke coffee accessories such as handcrafted ceramic cups and artisanal pour-over stands, elevating the coffee drinking experience.

Seasonal Coffee Pairing Menus: Developing seasonal coffee pairing menus that highlight the artistry of matching coffee with complementary flavours, offering a curated experience for coffee enthusiasts.

Live Barista Demonstrations: Hosting live barista demonstrations in-store to showcase the craftsmanship and skill involved in brewing coffee, engaging customers and creating an immersive coffee experience.

EXPERT TOP TIPS

Coffee Industry Consultant: Focus on training baristas in advanced latte art techniques to enhance the visual appeal of coffee drinks.

Marketing Specialist: Leverage social media platforms to showcase behind-the-scenes footage of baristas crafting coffee masterpieces.

Interior Designer: Create a visually appealing coffee bar area with a glass window for customers to watch the brewing process.

Culinary Artist: Experiment with unique coffee blends and flavours to offer a signature drink that reflects artistry.

Packaging Designer: Design coffee packaging that reflects the artistry and craftsmanship of the brewing process.

Customer Experience Strategist: Personalise the coffee experience by offering customisation options for flavour profiles and presentation.

HERE ARE SOME MORE
FOCUSSED

RTBs

... BASED ON THE AREAS
KEY TO THE BRAND AND
THE CHALLENGE

ARTISTRY IN EVERY CUP

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PRODUCT FEATURES AND DESIGN RTBS

Artisanal Coffee Blends: Handcrafted blends showcasing the artistry in coffee creation.

Barista Signature Creations: Unique coffee creations reflecting baristas' skill and creativity.

Brewing Masterclasses: Interactive sessions highlighting the meticulous brewing process and craftsmanship.

COFFEE TYPES AND FORMATS RTBS

Single-Origin Pour-Over: Highlighting the unique craftsmanship in brewing single-origin coffee.

Latte Art Masterclass: Showcasing the artistry of baristas through intricate latte designs.

Espresso Tasting Flight: Offering a journey through the art of espresso brewing and flavours.

COFFEE MAKING AND DRINKING EXPERIENCES RTBS

Barista Latte Art Showcase: Baristas demonstrate intricate latte art skills, showcasing coffee craftsmanship.

Brewing Masterclasses: Interactive sessions highlighting the meticulous process of brewing, celebrating artistry.

Signature Crafted Coffee Tastings: Curated tastings emphasising quality, craftsmanship, and attention to detail.

PACKING RTBS

Artisanal Craftsmanship Packaging: Handcrafted packaging reflecting the artistry and skill in coffee making.

Barista Signature Series: Limited edition packaging featuring baristas' personal touch and expertise.

Brewing Mastery Collection: Packaging showcasing the meticulous process of brewing, elevating the experience.

COMMUNICATIONS RTBS

Craftsmanship Showcase: Close-up visuals of baristas' artistry in coffee preparation.

Quality Crafted: Highlighting the meticulous process of brewing and barista expertise.

Barista Mastery: Emphasising the skill and dedication of baristas in coffee-making.

ACTIVATIONS RTBS

Barista Masterclasses: Interactive workshops showcasing the artistry and skill of coffee making.

Brewing Competitions: Events celebrating the meticulous process of brewing perfect coffee.

Artisanal Coffee Tastings: Guided tastings highlighting the craftsmanship and quality of each cup.

THIS PLATFORM TAPS
INTO DIFFERENT
CULTURAL
CONTEXT
THAT GIVES IT A
WIDER RELEVANCY

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RISE OF ARTISANAL CRAFTSMANSHIP

Consumers are increasingly valuing handcrafted, artisanal products that showcase skill, dedication, and attention to detail.

Burberry Bespoke Tailoring: Burberry offers a bespoke tailoring service where customers can create custom-made suits, tapping into the trend of artisanal craftsmanship.

Lush Handmade Cosmetics: Lush is known for its handmade cosmetics using fresh, ethically sourced ingredients, appealing to consumers seeking artisanal products.

Craft Beer Movement: The craft beer industry has seen significant growth as consumers appreciate the craftsmanship and unique flavours offered by small, independent breweries.

EMPHASIS ON SLOW LIVING

Consumers are embracing a slower pace of life, valuing quality over quantity and seeking meaningful experiences that allow them to savour the moment.

Slow Food Movement: The Slow Food Movement promotes locally sourced, high-quality ingredients and encourages a more mindful approach to eating, resonating with consumers who value slow living.

Hygge Lifestyle Trend: Hygge, a Danish concept of coziness and contentment, emphasises the importance of simple pleasures and creating a warm, inviting atmosphere at home.

Vintage Vinyl Record Revival: The resurgence of vinyl records reflects a desire for a more deliberate and immersive music listening experience, appealing to those who appreciate the ritual of playing records.

CELEBRATION OF TRADITIONAL TECHNIQUES

There is a resurgence of interest in traditional techniques and methods, with consumers seeking authenticity and heritage in products and experiences.

Le Creuset Cast Iron Cookware: Le Creuset's cast iron cookware is renowned for its traditional craftsmanship and durability, appealing to consumers who value heritage in their kitchenware.

Barbour Wax Jackets: Barbour's wax jackets are a classic example of traditional British outerwear, loved for their timeless style and craftsmanship.

Traditional Japanese Tea Ceremonies: The art of Japanese tea ceremonies celebrates traditional techniques and rituals, attracting enthusiasts who appreciate the cultural heritage.

FOCUS ON HUMAN CONNECTION

In a digital age, there is a growing desire for authentic human connections and experiences that foster a sense of community and belonging.

Airbnb Experiences: Airbnb Experiences offer travellers the chance to connect with locals and immerse themselves in unique activities, promoting meaningful human interactions.

Community Supported Agriculture (CSA): CSA programmes allow consumers to directly support local farmers and forge connections with the people who grow their food, fostering a sense of community.

Independent Bookstores: Independent bookstores provide a space for book lovers to connect with like-minded individuals, creating a sense of community around a shared love for literature.



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INSIGHT

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I choose quality over quantity BECAUSE I value excellence and a better experience BUT it's hard to find products that always deliver high quality.

I love my daily coffee ritual BECAUSE it gives me a moment of peace and joy BUT many coffee experiences feel rushed and impersonal.

INSPIRATION

RTB IDEAS...

Barista Training Program
Single-Origin Coffee Selection
Customised Brewing Workshops
Signature Drink Creations
Artisanal Coffee Accessories
Seasonal Coffee Pairing Menus
Live Barista Demonstrations

EXPERT TOP TIPS...

Enhance visual appeal with advanced latte art.
Showcase baristas on social media.
Design a visible brewing area.
Create signature artistic blends.
Craft artistic packaging.
Personalise flavour and presentation.

CULTURAL CONTEXT

RISE OF ARTISANAL CRAFTSMANSHIP

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SENSORY SCIENCE IN COFFEE BREWING

Exploring how sensory perceptions influence the brewing process and how different variables impact the taste, aroma, and overall experience of coffee.

BARISTA CRAFTSMANSHIP AND SKILL

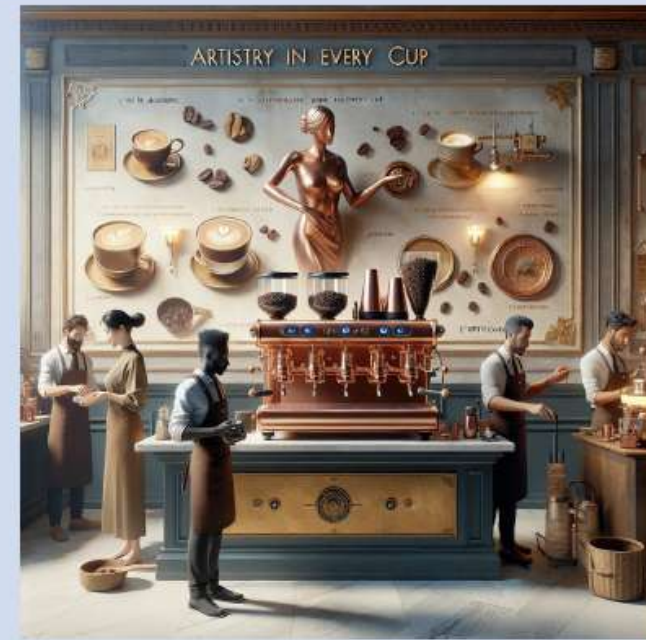
Understanding the expertise and techniques required by baristas to consistently create high-quality coffee beverages, highlighting the artistry and precision involved.

COFFEE BEAN ROASTING TECHNIQUES

Investigating the impact of different roasting methods on the flavour profile of coffee beans and how this contributes to the artistry of creating a perfect cup of coffee.

BREWING EQUIPMENT INNOVATION

Exploring the latest advancements in coffee brewing technology and equipment that enhance the brewing process, ensuring consistency and quality in every cup.



EXPERT PERSPECTIVES

THE SCIENCE OF MAKING THE
PERFECT CUP OF COFFEE



ARTISTRY IN EVERY CUP

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AUTOMATED ESPRESSO MACHINES

Automated espresso machines equipped with advanced technology streamline the brewing process, highlighting the precision and artistry of baristas. These machines offer consistency and quality in each cup, emphasizing the craftsmanship involved in creating the perfect espresso.

WI-FI CONNECTED ESPRESSO MACHINES

Wi-Fi connected espresso machines with integrated apps or voice assistants elevate the coffee experience by allowing customization and personalization. This innovation showcases the blend of traditional craftsmanship with modern technology, emphasizing the artistry of brewing.

BLOCKCHAIN COFFEE SUPPLY CHAIN

Blockchain technology in coffee supply chains ensures transparency and traceability from bean to cup, emphasizing ethical sourcing and quality craftsmanship. Consumers can appreciate the dedication to quality and craftsmanship in each step of the coffee-making process.

ROBOTIC BEVERAGE CRAFTING

Robotic beverage crafting systems revolutionize coffee production by combining automation with precision, showcasing the artistry of baristas in a technologically advanced setting. These systems highlight the meticulous process of brewing and the skill involved in creating exceptional coffee beverages.



SUGGESTED
SCIENCE & TECH
RTBS



THE IDEA

L'ART DU CAFÉ STUDIO

An interactive coffee machine that connects to a mobile app, offering virtual workshops and tutorials on latte art and advanced brewing techniques.



THE PLATFORM

ARTISTRY IN EVERY CUP

THE CORE BENEFIT

Empowerment to create and enjoy a personalized, artistic coffee experience at home.

THE CORE HUMAN INSIGHT

I want to express my creativity and elevate my daily coffee ritual, but I struggle to find the tools and guidance to make it truly special.

REASONS TO BELIEVE

Interactive Coffee Machine: A state-of-the-art coffee machine that offers a variety of brewing techniques and connects to a mobile app for virtual workshops, empowering users to master latte art and advanced brewing methods at home.

Limited Edition Artistic Packaging: Collaborations with local artists to create unique, collectible packaging that reflects the artistry and craftsmanship of the coffee, turning each purchase into a piece of art.

Bespoke Handcrafted Coffee Accessories: A range of artisanal brewing accessories, such as ceramic cups and bespoke coffee grinders, crafted in collaboration with local artisans to enhance the coffee-making experience with a touch of elegance and craftsmanship.

PRIMARY SOURCE OF BUSINESS

Breville Barista Express
De'Longhi La Specialista
Rancilio Silvia Espresso Machine

POINTS OF PARITY

High-quality espresso extraction, users can replicate café-level coffee at home.

Integrated grinders + steam wands for convenience and versatility brewing & frothing.

User-friendly interfaces and customizable settings that cater to both beginners and experienced baristas.

POINTS OF DISTINCTION

Incorporate a community feature in the app for users to share their latte art and tips.

Offer exclusive access to renowned baristas for live virtual workshops.

Utilize AI for personalized brewing recommendations based on user preferences and past performance.

L'OR CAFFÈ ARTISTA

“I aspire to transform my daily coffee ritual into a canvas for creativity, where each cup is a testament to my individuality and artistic flair.”

Experience the empowerment of crafting a personalized, artistic coffee journey at home.



The Interactive Coffee Machine, a masterpiece of innovation, offers a symphony of brewing techniques and harmonizes with a mobile app for immersive virtual workshops. These sessions guide you in mastering the delicate art of latte creation and sophisticated brewing methods. Each purchase is adorned with Limited Edition Artistic Packaging, a collaboration with local artists, turning it into a collectible treasure. Our Bespoke Handcrafted Coffee Accessories, crafted by local artisans, elevate the coffee-making ritual with elegance and refined craftsmanship.

With L'OR Caffè Artista, transform your home into a sanctuary of coffee artistry, where each brew is a unique expression of your creative spirit.

L'OR CAFFÈ ARTISTA... UNLEASH YOUR COFFEE CREATIVITY

35+ GLOBAL CLIENTS & 130+ PROJECTS IN LAST 12 MONTHS

BIG THANK YOU TO THE VIRTUAL TEAM



SAMMI

“THE SEEKER”

WITH THE POWER OF
SOURCING

HIGH INTENTION CONTENT



HAYDEN

“THE KEEN EYE”

WITH THE POWER OF
ANALYTICS

MEANINGFUL STRUCTURE



SKYLER

“THE BRAIN”

WITH THE POWER OF
STRATEGY

CONNECTING THE THREADS



OLI

“THE WIZARD”

WITH THE POWER OF
NARRATIVE

ALIGN, ENGAGE & EXCITE



FINN

“THE DREAMER”

WITH THE POWER OF
CREATIVITY

EVIDENCE BASED IDEAS



QUESTIONS...



FROM BRIEF TO **BREAKTHROUGH** IN HOURS

EXPERT STRATEGISTS + 100% AI AUTOMATED
INSIGHT | STRATEGY | INNOVATION