



NESPRESSO CREATIVE PRESENTATION

29 NOVEMBER, 2011

THE MARTIN AGENCY

THE NESPRESSO BRIEF

CONVINCE

Bons Vivants (*Those with a penchant for the finer things in life*)

THAT

They can have a European-style coffee experience at home

BECAUSE

Nespresso is the expert brand/system that enables you to enjoy, at home, all the authentic Italian barista recipes you love

THE OPPORTUNITY

Become an icon brand in America while retaining the European brand essence that is uniquely *Nespresso*

BEING AN ICON

Stake out a provocative point of view

Connect your products to a human truth

Use design as a differentiator

Lead people to something new

Speak with unapologetic confidence



THE CHALLENGE

To understand the European-style coffee experience, and connect it to the values and aspirations of the American “Bon Vivant.”

Defining the European coffee experience

THE EUROPEAN COFFEE EXPERIENCE VS. THE AMERICAN COFFEE EXPERIENCE



Stop

vs.



Go

THE EUROPEAN COFFEE EXPERIENCE VS. THE AMERICAN COFFEE EXPERIENCE



Breathe

vs.



Stress

THE EUROPEAN COFFEE EXPERIENCE VS. THE AMERICAN COFFEE EXPERIENCE



Think

vs.



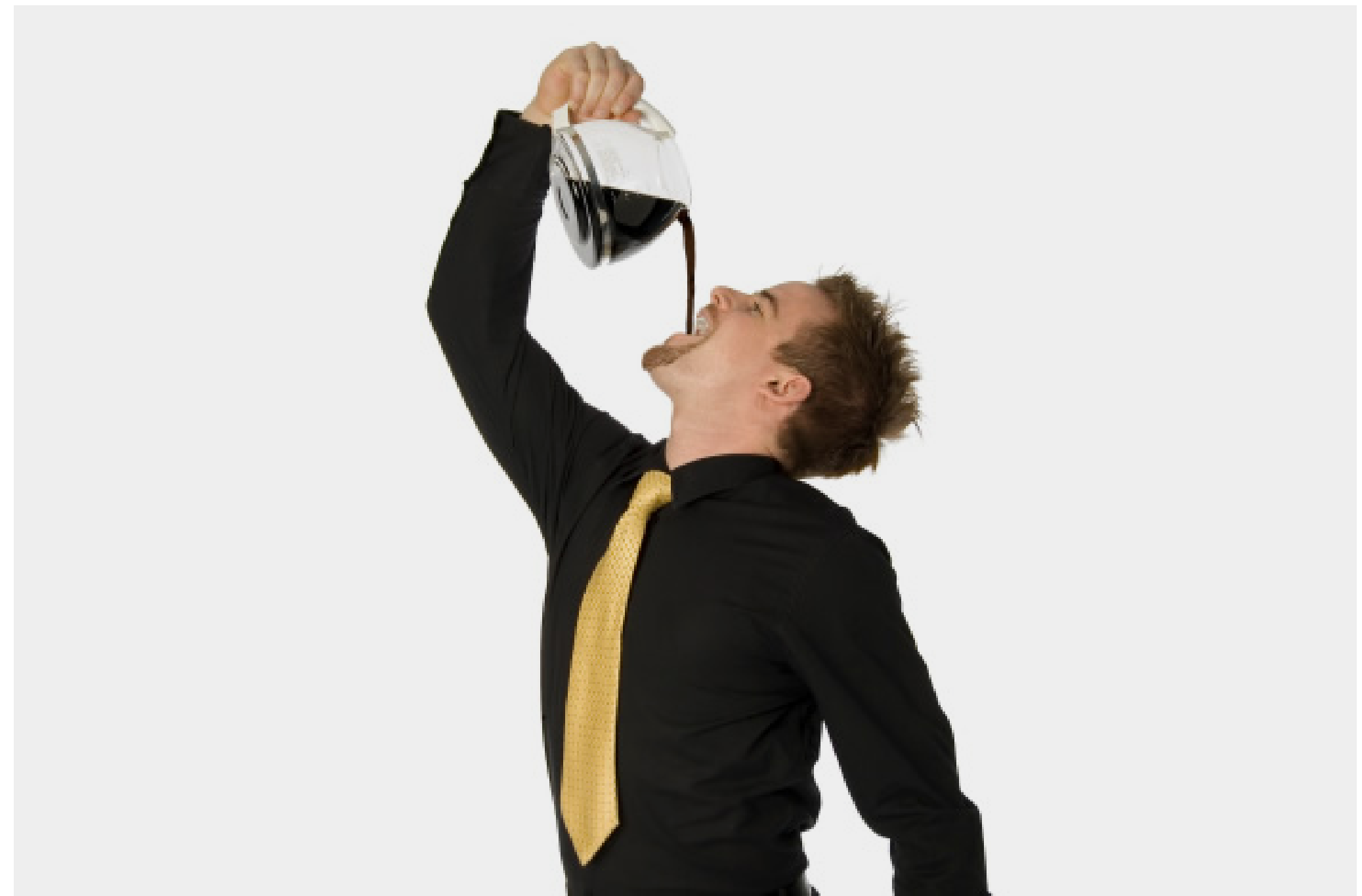
Do

THE EUROPEAN COFFEE EXPERIENCE VS. THE AMERICAN COFFEE EXPERIENCE



Enjoy

vs.



Guzzle

THE ESSENCE OF THE EUROPEAN COFFEE EXPERIENCE

It's a way of life!

It's the choice to Stop, Breathe, Think and Enjoy



WHAT THE EUROPEAN COFFEE EXPERIENCE ALLOWS YOU TO ACHIEVE



Taking the time
to reflect



Allowing yourself to
dream and create



Pursuing your
passions



Bringing the European-style coffee experience to life

IT'S NOT ABOUT CULTURAL STEREOTYPES AND CLICHÉS...



IT'S ABOUT CONNECTING ON A HIGHER EMOTIONAL LEVEL

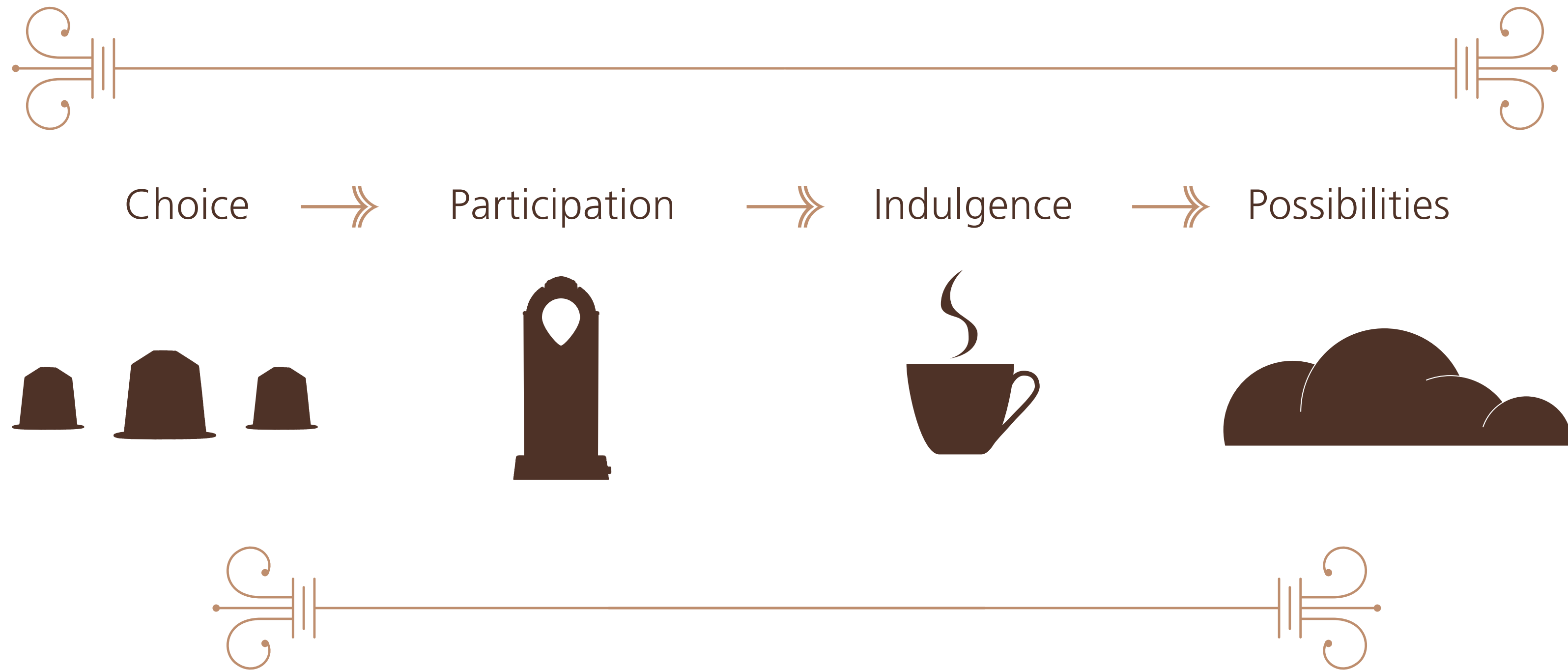
Self-Esteem,
Fulfillment

NESPRESSO[®]

Utility, Simplicity, Ease of use

 **KEURIG**

ALL ENABLED BY THE RITUAL THAT IS UNIQUELY NESPRESSO





THE CREATIVE

THE CREATIVE IDEA

Making *Nespresso* is a creative act.

A ritual that creates the time and space to contemplate life's possibilities.

Our campaign will feature stories of real people who turned that contemplation into something amazing.

They are proud members of the Nespresso Club.

They make the most of every moment.

They are thoughtful, playful, soulful.

They respect the craft of the old world but embrace the modernity of the new.

They are artists, explorers, creators, visionaries.

Some come from the other side of the world. Others from down the street.

But each became extraordinary by asking and answering a single question:

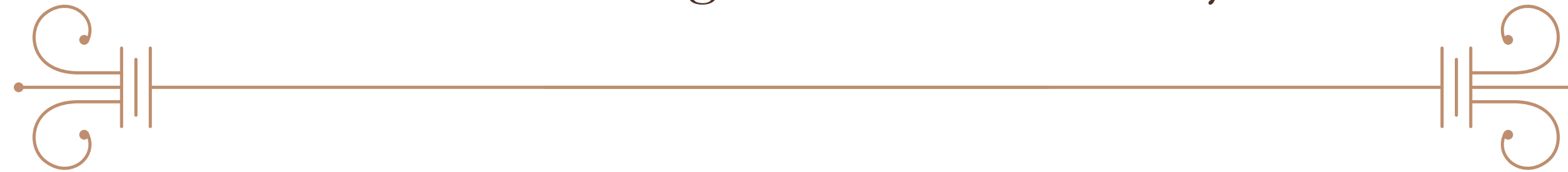
“WHAT WILL YOU MAKE TODAY?”



WHAT WILL YOU MAKE TODAY?

“WHAT WILL YOU MAKE TODAY?”

An invitation to create
something extraordinary



The Ritual:

The catalyst for pursuing your passion

Nespresso Brand Cues:

A consistent and ownable look and feel

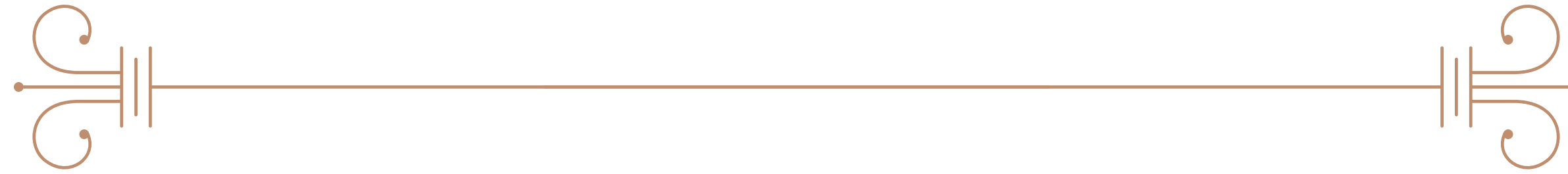
“Barista”:

A coffee-based, European expression of empowerment

“Café de”:

A creative construct that allows us to bring the story
and European cues to life in print

QUALITY
STYLE
SERVICE



Living life with passion

Creativity and imagination

Pursuit of "the best"

Cutting-edge design and innovation

Commitment to sustainability

Contributing to the greater good



TELEVISION :30

ANNIE NOVAK /
PURSUIT OF 'THE BEST'



(WE OPEN ON A CLOSEUP OF FEMALE HANDS REMOVING WELL-WORN AND DIRTY GARDENING GLOVES.)





VO: Quality ingredients are something everyone can taste.

(THE HAND THEN CAREFULLY SELECTS A DECAFFEINATO LUNGO GRAND CRU.)

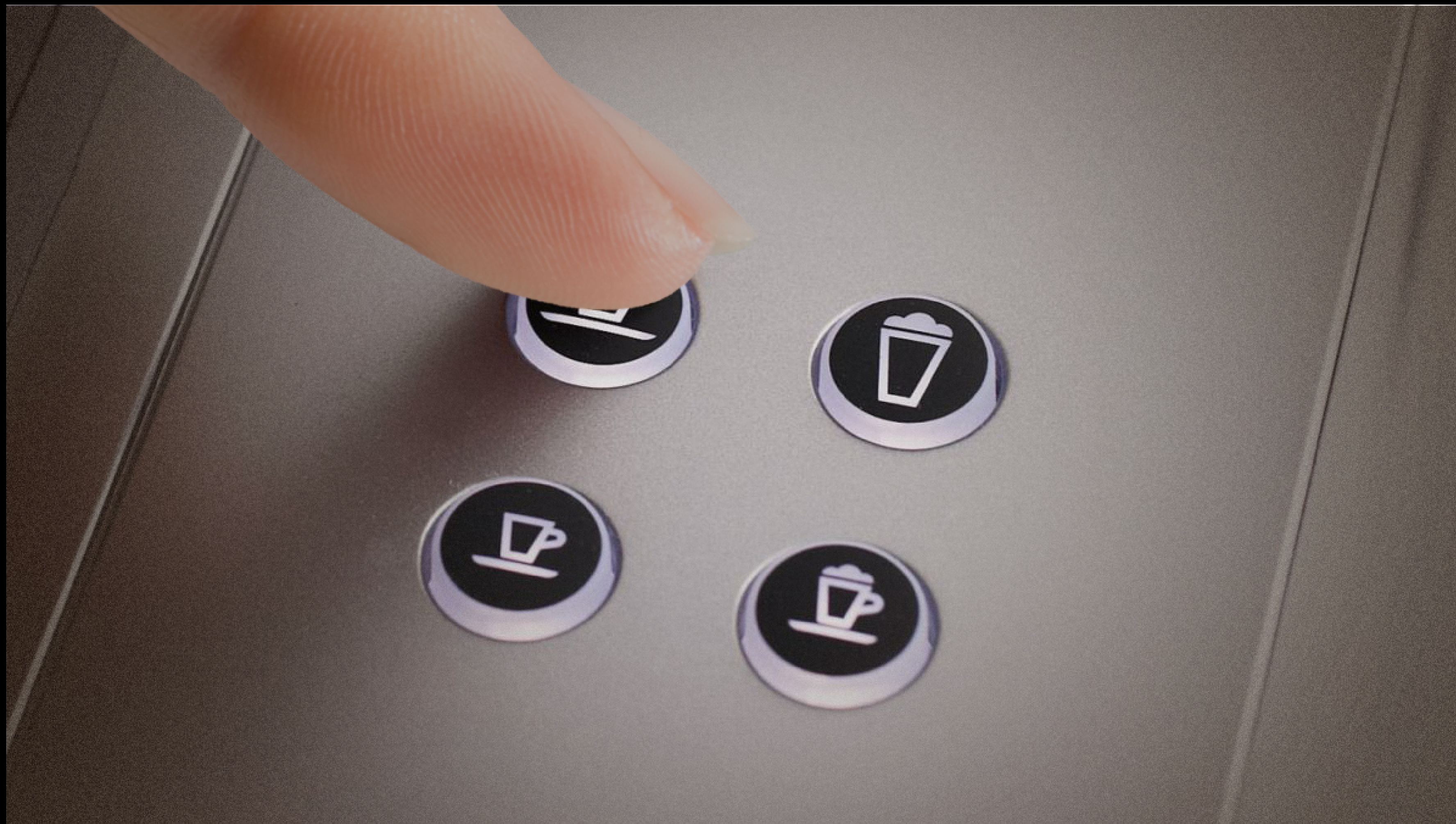


(WE CUT TO A GRAND CRU BEING INSERTED INTO A NESPRESSO-DELONGHI LATISSIMA...)



VO: And we should all have the right to enjoy that wherever we live.

(... THEN TO A VIEW OVER THE SHOULDER OF BROWN HAIR
TUCKED INTO A STYLISH STRAW HAT...)



VO: Just take the right seeds... add a little water.

(...THEN TO A FINGER PRESSING THE LUNGO BUTTON.)



(WE CUT TO THE NESPRESSO-DELONGHI LATTISSIMA MACHINE, SURROUNDED BY POTS AND SEEDS...)



(... AS THE GRAND CRU IS PERFORATED AND WATER FLOWS
OVER THE COFFEE AND INTO THE CUP.)



(WE CUT TO WATER SPRAYING OVER GREEN CROPS.)



VO: Wait...and hey presto, delicious!

(WE CUT TO A CLOSE UP OF NESPRESSO POURING INTO
A CUP AS RICH LIQUID FORMS THE CREMA.)



VO: In fact the tastiest things can grow out of thin air.

(WE CUT TO WATER RUNNING DOWN THE VEINS
OF BEAUTIFUL FRUITS AND VEGETABLES.)



VO: Just watch out for vertigo.

(WE CUT TO FEMALE LIPS TASTING THE COFFEE WITH GREAT SATISFACTION.)



ANNIE NOVAK
ROOFTOP FARMER
&
BARISTA

SUPER: ANNIE NOVAK. ROOFTOP FARMER & BARISTA

(WE CUT TO ANNIE WALKING OUT ONTO HER BUSTLING
ROOFTOP FARM ON A TALL BUILDING HIGH ABOVE MANHATTAN
CROWNED BY LOW-LYING CLOUDS.)



NESPRESSO[®]
What will you make today?

SUPER: NESPRESSO[®] (LOGO)
WHAT WILL YOU MAKE TODAY?

WHAT WILL YOU MAKE TODAY? :30 TV “ANNIE NOVAK / PURSUIT OF ‘THE BEST’ ”



(WE OPEN ON A CLOSEUP OF FEMALE HANDS REMOVING WELL-WORN AND DIRTY GARDENING GLOVES.)



(THE HAND THEN CAREFULLY SELECTS...)



VO: **Quality ingredients are something everyone can taste.**

(...A DECAFFEINATO LUNGO GRAND CRU.)



(WE CUT TO A GRAND CRU BEING INSERTED INTO A NESPRESSO-DELONGHI LATTISSIMA...)



VO: **And we should all have the right to enjoy that, wherever we live.**

(...THEN TO A VIEW OVER A SHOULDER, WITH BROWN HAIR TUCKED INTO A STYLISH STRAW HAT...)



(...THEN TO A FINGER PRESSING THE LUNGO BUTTON.)



VO: **Just take the right seeds...**

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(...AS THE GRAND CRU IS PERFORATED AND WATER FLOWS OVER THE COFFEE AND INTO THE CUP.)

WHAT WILL YOU MAKE TODAY? :30 TV “ANNIE NOVAK / PURSUIT OF ‘THE BEST’ ”



VO: ...add a little water...

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SUPER: Annie Novak
Rooftop Farmer & Barista

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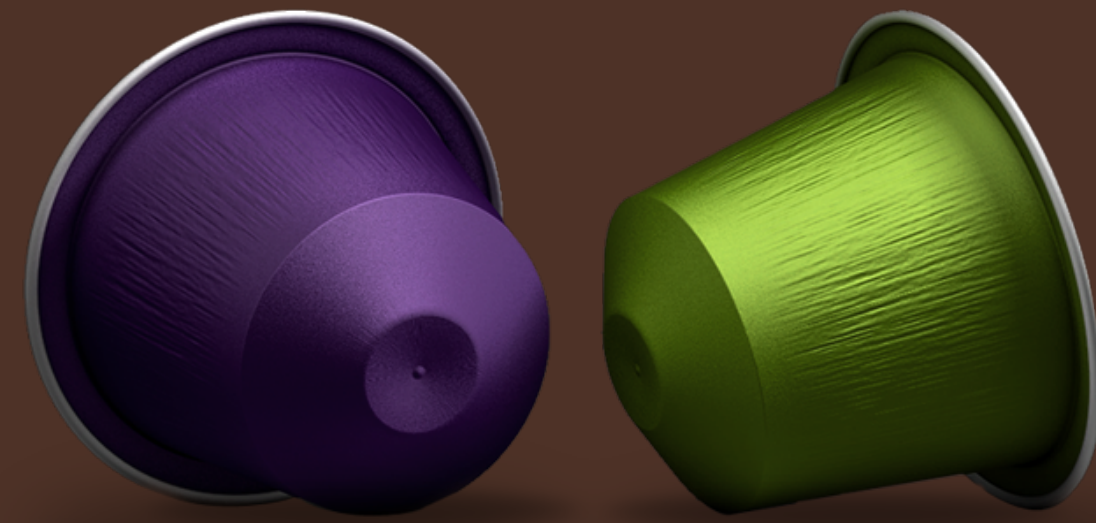
SUPER: NESPRESSO® (logo)
What will you make today?



NESPRESSO CLUB

FROM

A system prioritizing transaction
and customer service



TO

An association of brand advocates

Inspired across multiple brand touchpoints


Personalizing their shopping experiences

Creating a social and participatory environment







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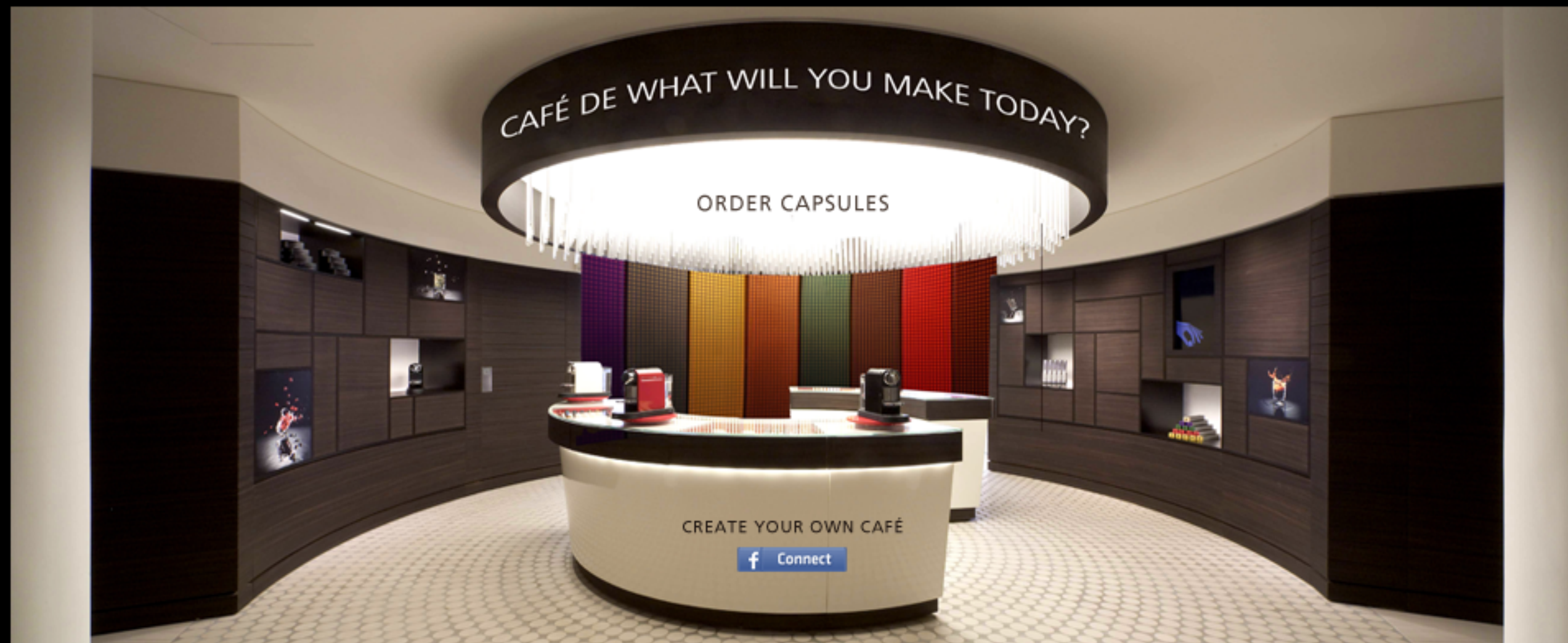


Joyce Ma FASHIONISTA AND BARISTA

The global style setter and retail magnate Joyce Ma Euro-fied the wardrobes of Hong Kong's fashion-forward by bringing looks from the West to her customers in the East. Yet in truth, according to her exacting eye, "all women look best in their national dress." So at home, with closet racks bookended by Prada and McQueen, it's no real shock that 18th- and 19th-century Chinese garments lie in between. This woven silk summer gown of noble provenance represents Ma's attitude toward the "excess" found in fashion today. "I've become totally simplistic," she says. Well, perhaps not totally. "I do love a good entrance piece," Ma admits. [WHAT WILL YOU MAKE TODAY?](#)

What will you make today?







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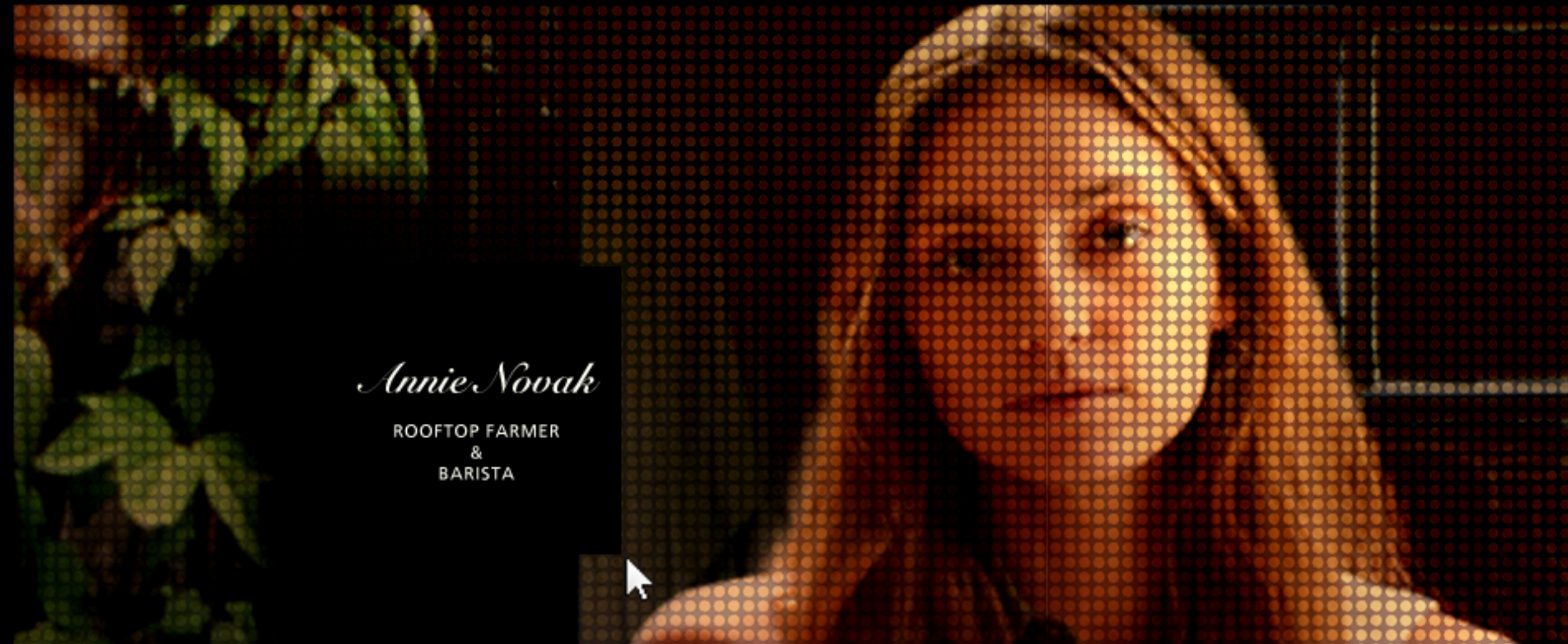
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NESPRESSO

Annie Novak
ROOFTOP FARMER
&
BARISTA

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N

CAFÉ DE
WHERE
Dreams
GROW

ANNIE NOVAK
ROOFTOP FARMER
&
BARISTA

NESPRESSO
What will you make today?

N

#16
SÃO PAULO

Spring-Summer 2011 €4.50 SFR6.80 £3.00 \$5.40

Annie Novak
Rooftop Gardener

SPECIAL EDITION ON SUSTAINABLE DEVELOPMENT



WHAT WILL YOU MAKE TODAY?



THANK YOU