

POUR, MIX & DRINK THE MAGIC

A delicious new product idea teamed up with a magical influencer

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The brand challenge

Iced coffee, a summery reminder of fun and enjoyment, is becoming a significant global trend. While many love a chilled brew, coffee lovers hesitate to make it at home. **This reluctance often stems from a perception that their homemade creation will lack the quality and taste of those from coffee shops, as well as concerns about the hassle and complexity of preparation.**

Enter NESCAFÉ Espresso Concentrate, promising to banish barista envy for good. **This concentrated liquid is a game-changer for the at-home coffee scene. Forget complex gadgets or equipment, just pour the liquid in cold milk or water and voilà your delicious, iced coffee is ready!**

The launch of NESCAFÉ Espresso Concentrate is a major initiative for the brand. This move taps into the growing trend of cold coffee consumption, which is particularly popular among younger generations like Gen-Z and Millennials. These demographics are already frequent

consumers of iced coffee outside the home and are the primary target for this new product. **By offering convenience, quality, and superior taste, NESCAFÉ wants to strategically position itself to capture a significant share of the expanding at-home coffee market.**

With such grand ambition in mind, **the launch communication of NESCAFÉ Espresso Concentrate features global influencer Zach King, known for his optical illusions and magical tricks.** This represents the first global partnership with an influencer for NESCAFÉ. **This choice of influencer was designed to help the brand tap into popular culture and increase its likelihood to resonate amongst its key target audience.** The team have partnered with Ipsos to guide them through this creative journey and help maximise campaign effectiveness.

Turning insights into Misfits magic

Selecting the right influencer can be a tricky business; we at Ipsos believe that considering the most appropriate influencer should be guided by the campaign strategy. In this case, Zach King's signature 'digital sleight of hand' aligns with the campaign idea. A series of 15', 20' and 30' assets were evaluated via Ipsos CreativeI Spark and Creative I Spark Digital in the US and UK to ascertain which version worked better in the digital space (streaming or YouTube). In parallel, the team also wanted to understand how effective video and TV assets were, whether they needed to prioritize one version over the other in terms of media spend as well as if any changes were required to maximize impact of the campaign.

This campaign proved to be a true Misfit when it was tested, as it defies expected codes of coffee adverts and embraces its own distinctive style – by adopting visual effects and humour that aligns with Zach King's work which makes the ads highly memorable and entertaining. What makes this journey truly remarkable is the perseverance of the NESCAFÉ team to make the creative work even harder and better, even if that meant doing a second iteration of evaluation.

What came to my mind was the fact that Nescafe is breaking barriers and being the absolute best when it comes to coffee and drinks

Interesting new approach to coffee. Thinking of changing to iced coffee anyway

Looked very yummy! For me it was mostly that I already like iced coffee but can't afford to have coffee out all the time; so this would be a good option

It's so easy and makes iced lattes at home much more convenient. It's unique; never see this in supermarkets. It enhances summer and is a much more refreshing coffee option for hot days. A clear and fun advert too

What worked & scope during Round 1

Presence of Zach King and a bold creative concept makes the campaign unique and enjoyable, thus making it highly memorable.

The short (15s and 20s) assets performed well in influencing behaviour change due to strong product focus, clarity and sharpness of product information and appetising visuals that heightened sensory appeal.

Branding was an area of opportunity identified for people struggling to connect the creative to NESCAFÉ. This was particularly crucial for the brand to take credit in a context where it was establishing a new category and needed to strongly establish its leadership.

Not resting on their laurels, the team went in with a can-do attitude to strive for a bigger and better creative impact, especially on branding.

What was enhanced in Round 2

Enhancing brand retention doesn't have to be rocket science; it can be small yet carefully executed measures to put the brand front and centre of the story without killing the creative essence. The NESCAFÉ re-edit proved what was learnt in round 1:

Quicker intro of Zach King and his magical sway with NESCAFÉ which ensured stronger engagement and memorability.

Branding was dialled up with greater product focus, enhanced visuals of product close-ups, synchronising v/o articulation with product demo and finally appetising visuals of Zach relishing the cold coffee drink.

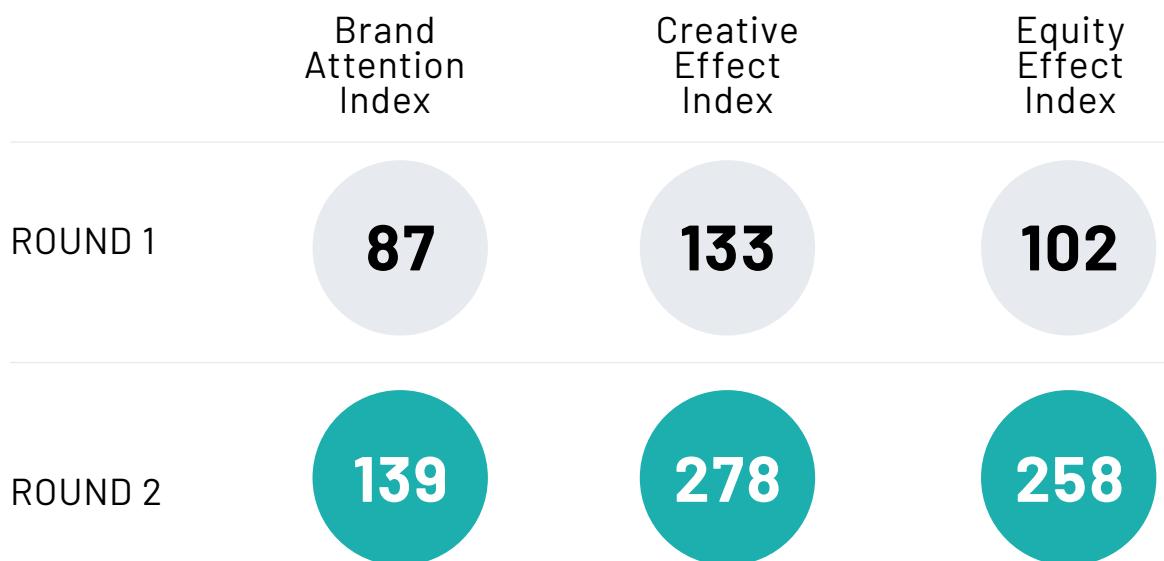
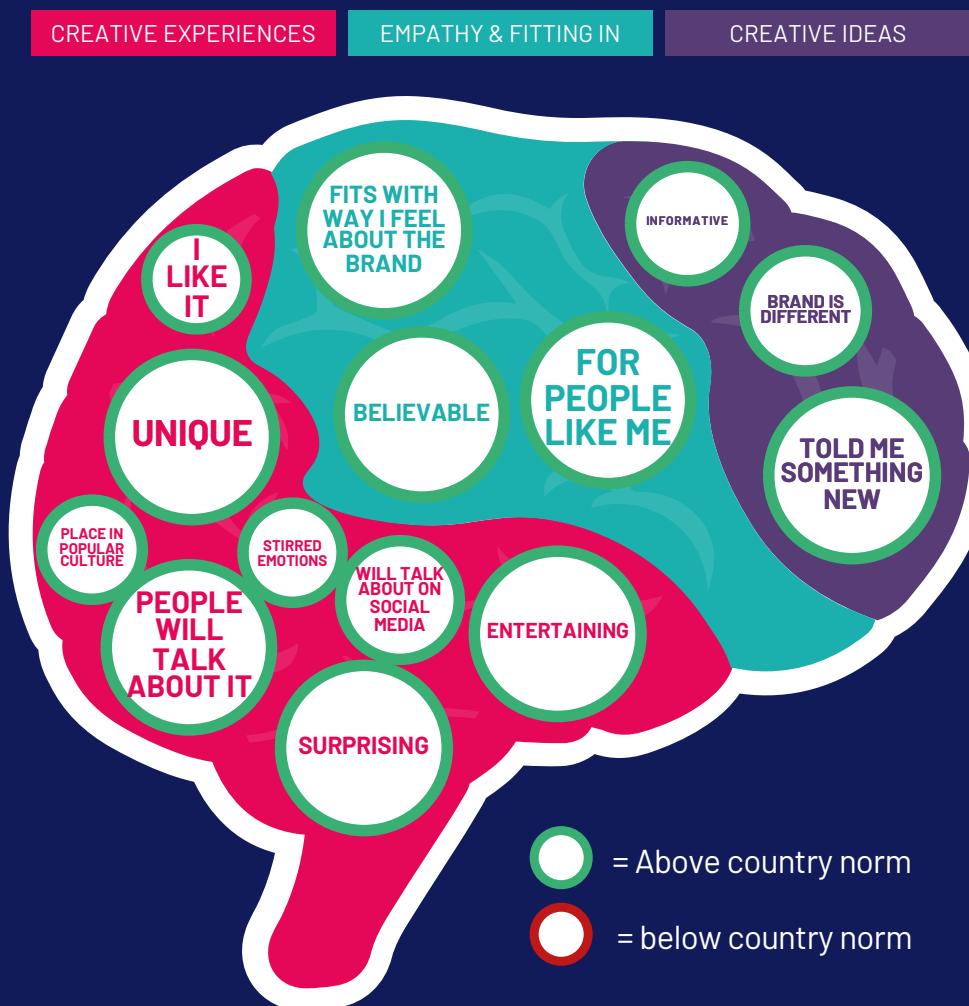
Brand Linkage: 20s UK TVC 68

Brand Linkage: 20s UK TVC 111

Creative Optimisation Round 2

1. Brand in focus right at the opening scene
2. Clear close-up shots of brand with more on-screen time for RTBs
3. VO adjustments reinforcing see-say-sync which enhances the appetite appeal

The Misfit Scores



The creative impact

In-market, the campaign dazzled with success. As expected, the creative cut through the noise, especially across digital spaces. It built brand awareness and sparked interest in the product—crucial for a new launch. With a smart innovation paired with a creative Misfit, the brand was successfully set for long-term growth, strengthening its position and equity. Such a magical journey!



Sources

1. NESCAFÉ Espresso Concentrate Consumer Insight Project Brief June 2025
2. NESCAFÉ Espresso Concentrate Ipsos Pre-Test Topline & Summary June 2025
3. Ipsos Global Learnings – 5 Secrets to Ad Success with TikTok Creative Partners 2024



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