

FOR IMMEDIATE RELEASE

Kendall Ross Helps Tully's Showcase its Coffee Pedigree

A new in-store POP program educates and entices consumers with an international flavor

SEATTLE – January 23, 2005 – Following a decade of success, Tully's Coffee (one of the pioneers in the specialty coffee category) approached Kendall Ross (a strategic brand development and design firm based in Seattle) with a request to help the coffee leader create a new retail offering for its chain of stores. The result is Tully's Coffee Harvest, an integrated program of point-of-sale consumer communication, branded packaging, retention marketing, and employee product knowledge aimed specifically at boosting the brand's recognition as a premium coffee leader.

"Tully's felt that with its increasing market share for espresso drinks, teas, and shakes, there was a danger of its core product becoming lost amongst the other offerings – this program was aimed at preventing that from happening," said Tim Ross, principal at Kendall Ross. "This project is as much about education as it is about design and marketing. We knew we had to communicate a sense of authenticity in all of the materials, differentiate the new products, and speak to Tully's coffee pedigree and expertise."

Because the new Coffee Harvest sub-brand was created specifically to offer products not available in supermarkets, the program had to encourage and increase traffic in Tully's stores. To help provide insight into the business challenge Kendall Ross began with a visual audit of Tully's and its competitors' store interiors, examining all point-of-sale and promotional materials. From that market research, the firm created a distinct, branded communication strategy and collateral program for Tully's Coffee Harvest based on the concept of a coffee expedition. Reminiscent of historic journeys, the materials communicate the products' global sources and seasonal harvests. The copy highlights tasting notes and intriguing bits of distinctive information on the countries and their coffee culture, and reinforces the romance of the expedition.

"You can have a great concept, but the challenge is making it come to life in a store environment. Many brands struggle with translating brand messaging at the store level," adds David Kendall, principal and creative director at Kendall Ross. "We truly wanted to design an *experience*. Our goal was to educate the customer without overwhelming them, then create a point of sale campaign that is smart, entertaining, user-friendly, and takes the customer along for the adventure."

More...

kendall ross

brand development + design

1904 Third Avenue, Suite 1005 Seattle, Washington 98101 USA

+1 206 262.0540
PHONE

+1 206 262.0693
FAX

www.kendallross.com

kendall ross

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Tully's Coffee

The second season of the Harvest program, featuring coffees from Africa, Arabian and Indian regions, hits stores in January 2005. Extensive visuals and details are available upon request.

About Kendall Ross

Kendall Ross is a leading retail brand development and design firm located in Seattle. We help companies at times of growth and transition to help reposition their brands across all points of customer and shareholder contact.

We help our clients gain control over their brands in an ever-changing marketplace. Kendall Ross is committed to helping clients seize those opportunities that help establish a premium brand position. With each assignment we offer enthusiastic thinking and a fresh perspective, grounded in years of experience with local, national and global organizations. Clients include: Bellevue Place, Bellevue Square, Coinstar, One Lincoln Tower, OnSiteDocs, Lincoln Square, Red Knot Winery, Sockeye Winery, Two Palms Brewery, Tully's Coffee, Washington Hills Winery, Evant, Milliman, Milliman Care Guidelines, and Russell Mellon. For more information please visit our website:

www.kendallross.com

About Tully's Coffee

Founded in 1992, Tully's Coffee Corporation is a leading specialty coffee retailer, wholesaler and roaster. Tully's retail division operates specialty retail stores in Washington, Oregon, California, and Idaho, serving premium coffees from around the world, along with other complementary products. The wholesale division distributes Tully's fine coffees and related products through offices, food service outlets and leading supermarkets throughout the West.

Tully's specialty division supports Tully's licensees in Asia and the U.S. Tully's corporate headquarters and roasting plant are located at 3100 Airport Way S., in Seattle. For more information, call (800) 96-Tully or visit the Web site at:

www.tullys.com

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FAX

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POINT-OF-PURCHASE



MENU BOARD INSERT



HARVEST BAG



PROGRAM BROCHURE



PROGRAM IDENTITY

DESIGN FIRM: Kendall Ross
PROJECT: Tully's Harvest